

Undergraduate Thesis Assessment Rubric
Department of English, Faculty of Education, University of West Bohemia

Thesis Author: **Pavel Reitmaier**
 Title: *Analysis and comparison of British tabloid and serious press*
 Length: 83 pages
 Text Length: 37 pages

Assessment Criteria	Scale	Comments
1. Introduction is well written, brief, interesting, and compelling. It motivates the work and provides a clear statement of the examined issue. It presents and overview of the thesis.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
2. The thesis shows the author's appropriate knowledge of the subject matter through the background/review of literature. The author presents information from a variety of quality electronic and print sources. Sources are relevant, balanced and include critical readings relating to the thesis or problem. Primary sources are included (if appropriate).	Outstanding Very good Acceptable Somewhat deficient Very deficient	
3. The author carefully analyzed the information collected and drew appropriate and inventive conclusions supported by evidence. Ideas are richly supported with accurate details that develop the main point. The author's voice is evident.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
6. The text is organized in a logical manner. It flows naturally and is easy to follow. Transitions, summaries and conclusions exist as appropriate. The author uses standard spelling, grammar, and punctuation.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
7. The language use is precise. The student makes proficient use of language in a way that is appropriate for the discipline and/or genre in which the student is writing.	Outstanding Very good Acceptable Somewhat deficient Very deficient	
8. The thesis meets the general requirements (formatting, chapters, length, division into sections, etc.). References are cited properly within the text and a complete reference list is provided.	Outstanding Very good Acceptable Somewhat deficient Very deficient	

Final Comments & Questions

This is a well-constructed and diligently researched thesis, which generally maintains a commendable level of academic writing throughout. The theoretical background introduces the reader to the basic concept of serious and tabloid newspapers in the UK, followed by a description of the main distinguishing characteristics of each, primarily in terms of language, but also with reference to graphic layout. The practical part of the work offers a detailed analysis of selected pairs of articles dealing with the same political topics of the day, one from a serious newspaper, *The Guardian*, the other from a tabloid, *The Sun*. There is perhaps a slight discrepancy in the classification of the former title: on p. 1 the author describes it as 'left-wing', then on p. 7 cites the *Encyclopaedia Britannica*, which is rather more circumspect in its assessment: *The editorial stance of The Guardian is regarded to be less conservative than that of The Daily Telegraph and The Times*. Both descriptions contain elements of truth inasmuch as the Guardian has long been considered a left-of-centre paper, albeit one which has never extolled the virtues of Corbynite-style socialism. In fact, it would fit neatly into the 'centre-left' category applied by the author to the Guardian's Sunday sister paper, *The Observer* (p. 6). Either way, it was a good choice of a serious newspaper to contrast with the right-wing leaning Sun.

Some questions stemming from the work:

- (i) The author suggests *the serious press strives for objectivity, accuracy, and depth in its reporting, and the language reflects this* (p. 5). Is this a generally applicable truth? Might it not be that there are instances in which the style of language succeeds in creating the impression of educated and balanced reporting, but in reality the less emotive nature of the text simply means the underlying bias is less evident?
- (ii) Does the author think newspapers have a serious impact on public opinion or, on the other hand, are the editors and reporters of tabloids in particular merely offering the target readership what it wants to hear as a kind of confirmation bias?
- iii) If the author were to recommend a British daily newspaper for use in an English lesson at Czech secondary school level, would he give preference to *The Guardian* or *The Sun*?

Recommended grade: **v ý b o r n ě**

Reviewer: Andrew Tollet

Date: 5th June 2023

Signature: