

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

Thesis Author: Miroslav Kuneš

Title: **The impact of social networks on entertainment industry**

Length: 37 pages

Text Length: 26 pages

<i>Assessment Criteria</i>	<i>Scale</i>	<i>Comments</i>
1. Introduction is well written, brief, interesting, and compelling. It motivates the work and provides a clear statement of the examined issue. It presents an overview of the thesis.	Outstanding Very good Acceptable Somewhat deficient Very deficient	The <i>Introduction</i> comments on the specifics of a broadly delimited topic instead of presenting a clear statement of intent and a focused overview of the thesis. It stays unclear how the author suggests that he fulfils his aims.
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	My main reservation relates to the critical readings. This detailed and most laborious aspect of the work is obliterated by a barrage of interesting, yet verbose descriptions of specific examples and subjective interpretations. Any relevant theoretical approach that would be clearly presented and applied is missing.
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	See point 2 above
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	See comments below
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	See comments below
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	Outstanding Very good Acceptable Somewhat deficient	See comments below

the student is writing.	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.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	

#### Final Comments & Questions

In addition to the points mentioned above, the greatest merit of the proposed thesis, in my view, lies in the author's ability to bring forth a variety of practical examples that support his argument and that illustrate his main points of interest. Moreover, I greatly appreciate the author's effort to present balanced facts particularly in the sense of positive-negative polarity of the content being discussed (see chapter on Snyder's case).

As to the main weaknesses, I shall quote the following statement from page 3 of the *Introduction*: *The focus of this thesis is not only on the entertainment industry as a whole, but also on its parts such as movies, television shows, comedy and stand-up and many more.* Such an incredibly broad scope in a text of mere 26 pages is asking for academic trouble, so to say. What the *Conclusion* has to offer, unfortunately confirms the initial misgivings. It reads like a compelling piece of journalism that delivers a highly praiseworthy message advocating for a better, fairer Western world. However, any clear analytical work, presentation of findings, interrelatedness of theoretical points of departure with practical applications are absent.

The **formulatory level** of the proposed text often struggles to be in line with standard requirements. It suffers from the usual inconsistencies including the erroneous use of punctuation, category of definiteness, indirect word order, or oscillation in the appropriateness of style. The informal, chatty tone is not adequate for this type of text. More careful editing could have improved the text considerably.

I propose the following **points for discussion** at the thesis defence:

1/ Since the author uses the collocation *social networks* in the thesis' title and goes on to alternate it with *social media* throughout the text, could he explain how he perceives the difference between the two terms?

2/ In the absence of any relevant theoretical approach it is difficult to judge the merit of the proposed text. Could the author present at least one theoretical concept from the domain of intercultural studies that we could comment on within the context of his topic?

3/ As they differ considerably in topic and genre, is there any decision pattern behind the choice of the pop-cultural examples that were selected for the purposes of this thesis?

Based on the reasons stated above, I propose the assessment of 2 or 3, **velmi dobře** or **dobře**.

Reviewer: Klára Lancová

Date: 27<sup>th</sup> August 2023

Signature: