Undergraduate Thesis Assessment Rubric (Methodology, Linguistics)
Department of English, Faculty of Education, University of West Bohemia

Thesis Author: Karel Holoubek

Title: COMPARISON OF THE LANGUAGE USED IN SPORT ARTICLES BY THE GUARDIAN AND DAILY MAIL

Length: 44

Text Length: 28

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	see final comments down the page
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	see final comments down the page
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 final comments down the page
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	Outstanding Very good ◄ Acceptable Somewhat deficient Very deficient	see final comments down the page
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 final comments down the page

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 final comments down the page
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	see final comments down the page
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	see final comments down the page

Final Comments & Questions

This undergraduate thesis deals with an interesting topic, combining several disciplines of the description of language – lexicology, stylistics and grammar. It provides a comparison and analysis of football match reports published in the two British dailies – *Daily Mail* and *The Guardian* from the linguistic point of view.

After the introduction to the work, the theoretical part provides necessary information about the division of British newspapers, the principles and characteristic features of individual types of newspapers, taking into consideration the contents (types of news), lay-out, formats, language and social status of potential readers. The theoretical basis provided here is at a very good level, although it sometimes suffers from certain simplicity or lack the explanation of certain items occurring in it (e.g." *The popular press concentrates more on soft news.*"- p. 7 with insufficient explanation of the term).

The following part of the thesis presents the analysis of the four articles. In spite of being very difficult to follow, the analyses are quite profound, providing a number of relevant features and facts. It is rather a pity that the author did not use any means to organize the findings or to put them in certain hierarchical systems, which could thus make it easier for a reader to find their way through a number of relevant but blind data.

The chapter Conclusions then proves the author's ability to work with linguistic material, synthesize data and draw relevant conclusions.

As a whole, the work definitely meets all the requirements put on a piece of academic writing from the formal (occasional mistakes in language use) as well as contentual point of view. (suggested evaluation: "velmi dobře")

Supervisor/**Reviewer**: PhDr. Jarmila Petrlíková, Ph.D.

Date: April 28 2014

Signature: