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

Thesis Author: **PAVEL VESELÝ**

Title: **A CRITICAL LOOK ON POLITICAL CORRECTNESS**

Length: 47

Text Length: 35

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 <u>Very good</u> Acceptable Somewhat deficient Very deficient	See below
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).	<u>Outstanding</u> Very good Acceptable Somewhat deficient Very deficient	See below
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 <u>Very good</u> Acceptable Somewhat deficient Very deficient	See below
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	<u>Outstanding</u> Very good Acceptable Somewhat deficient Very deficient	See below
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	<u>Outstanding</u> Very good Acceptable Somewhat deficient Very deficient	See below
6. The text is organized in a logical manner. It flows naturally and is	<u>Outstanding</u> Very good	See below

easy to follow. Transitions, summaries and conclusions exist as appropriate. The author uses standard spelling, grammar, and punctuation.	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 <u>Very good</u> Acceptable Somewhat deficient Very deficient	See below
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.	<u>Outstanding</u> Very good Acceptable Somewhat deficient Very deficient	See below

Final Comments & Questions

The author has chosen an extremely interesting topic. The matter of political correctness has been the subject of controversial discussions for several decades and it still continues.

The thesis is very well organized, it is clear in the introduction of the main concepts, including the aim of the work. The author's starting view of the concept is rather negative, including the aim to prove how the principle has been often misused and even abused for various purposes (including political ones). In the Theoretical part, the various areas of the use of PC are described and presented together with a lot of illustrative examples.

A fairy large part of the work is devoted to the analysis of authentic modern texts. I appreciate the inclusion of speech by important politicians of the present time, e.g. Donald Trump, who provide a vast opportunity to observe politically (in)correct language.

Linguistically the thesis is fairly well-written, simple, but stylistically appropriate; the conclusions are drawn in a clear and accessible way. The author's involvement is obvious. It is an interesting piece of academic work.

The evaluation suggested: excellent (výborně).

Supervisor: PhDr. Naděžda Stašková, Ph.D.

Date: 8 June 2017

Signature: