

Undergraduate Thesis Assessment Rubric

Department of English, Faculty of Education, University of West Bohemia

Thesis Author: *Aneta Sedláčková*

Title: United States Presidential Election of 2016

Length: 30

Text Length: 34

<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 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

The author is to be congratulated on the hard work spent improving the thesis. Structurally the thesis has been rebuilt and fortified by the basic principle of APA format as required by the department. In terms of content we can also say the text has been revised though not really (re)envisioned. While some attempt was made to pay attention to the new dynamics of social media and the bubble reality caused by viewer targeted advertising. Other than basic description of the advent of this revolutionary media the thesis is mostly descriptive. At the same time, I feel that the author actually weaves together a succinct and accurate summary of what happened in the 2016 election, but the depth question of *why* still remains unanswered. In the defense the author should prepare to answer speculative questions about direction the thesis could have taken. What elements of the thesis would she like to know about? What sources would she like to know more about? Also, what is her vision concerning major trends in the future? What is her opinion of American as well as Europe swerve to the right, the advent of the alt.right, Trump style populism, etc. ?

Supervisor/Reviewer: Brad Vice, Ph.D.

Date: 29.06.2017

Signature:

