

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

**Thesis Author:** BARBORA ZEMANOVÁ  
**Title:** MOTIVATION IN BUSINESS LOGOTYPES AND NAMES  
**Length:** 90  
**Text Length:** 80

<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 <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).	Outstanding Very good <u>Acceptable</u> 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.	Outstanding Very good <u>Acceptable</u> Somewhat deficient Very deficient	See below
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	Outstanding <u>Very good</u> 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

This thesis brings a lot of interesting information about something that we frequently come across in everyday life but do not actually know properly, thus the work is pleasant to read. The author looks at the logotypes and names of well-known companies from a different perspective than we are used to and reveals motivation in their form. Thus we can get more deeply into the background and understand the companies' acting better.

In the Introduction chapter the author gives a clear description of the structure of the work and introduce the goal of the analysis. The theoretical part presents basic concepts involved in the research. It is a simple but still sufficient base for the further reading. The analysis itself has a firm structure enabling the reader to expect a certain type of information on a regular place which makes the work well-organized. The logotypes are often presented in their historical development, and thus the information is more complete. Unfortunately, sometimes the sum of information is less-balanced and would require some more research work.

The author summarizes the main findings in the Conclusion and looks at the material from a new point of view: motivation focused on the customer vs. motivation focused on the owner.

The overall linguistic and stylistic quality of the work is fairly good; I would appreciate some final thoughts referring to the importance of such knowledge, e.g. its possible integration in teaching a foreign language, etc.

The evaluation suggested: "very good" (velmi dobře).

Supervisor: PhDr. Naděžda Stašková, Ph.D.

Date: 27 August 2018

Signature: 