

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

**Thesis Author: Barbora Kubátová**

**Title: INFLUENCE OF DIGITAL TECHNOLOGIES ON THE LANGUAGE OF ELECTRONIC COMMUNICATION**

**Length: 63**

**Text Length: 38**

<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.	<u>Outstanding</u> 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).	<u>Outstanding</u> 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.	<u>Outstanding</u> 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.	<u>Outstanding</u> 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.	<u>Outstanding</u> 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.	<u>Outstanding</u> 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.	<u>Outstanding</u> 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.	<u>Outstanding</u> Very good Acceptable Somewhat deficient Very deficient	see final comments down the page

### Final Comments & Questions

The author focused her attention on a contemporarily urgent topic – the relation of modern technologies and the language.

The thesis is excellently organised and demonstrates the author's good knowledge of the subject matter as well as her real interest in English linguistics. She managed to choose and underline the most frequent means of the specific language. The clear theoretical chapter lays very good basis for the research and analysis. She successfully compares various authors' attitudes and brings a lot of interesting information. The chapter is coherent and well-framed.

In the presentation of the research, I especially like her method of comparison of hypotheses and results. This makes the chapter really transparent and accessible.

The results are summarised in the Conclusion, where her personal evaluation is beneficial including her thinking about possible further research within the topic.

Linguistically and stylistically the thesis is excellent.

The suggested evaluation: "excellent" – výborně.

**Supervisor:** PhDr. Naděžda Stašková, Ph.D.

**Date:** August 31 2019

**Signature:**

