

Undergraduate Thesis Assessment Rubric
Department of English, Faculty of Education, University of West Bohemia

Thesis Author: Eva Míchalová
 Title: *The language of electronic communication*
 Length: 56 pages
 Text Length: 43 pages

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	
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 topic is undoubtedly one of great relevance for contemporary linguistic studies; however, the author's approach here is somewhat disappointing. Rather too much of the main text is taken up with lists and tables from the literature, the most blatant example being the internet acronyms starting on p. 25 and continuing to three-quarters of the way down p. 29. Indeed, one suspects that if the overall content of all the lists and tables were subtracted from the main body of text, the work may be struggling to meet the minimum prescribed length. Moreover, some items in the theoretical background seem to serve only as space fillers since they have no direct relevance to the supposed focus of the work: idioms and fixed expressions, similes and binomials are just three examples of several occurring on pp. 19-22.

The survey in the practical section raises a number of issues.

- (a) First, the identity of the respondents is unclear. The author refers vaguely to *English speaking students, adult learners and people using English in the business environment* (p. 37) but it is only on p. 38 with mention of the "Bakalář system" that one assumes the students are probably not native speakers.
- (b) The author asks respondents how often they use e-mail but nowhere is it specified that these e-mails should be in English. Booking accommodation is also something of a red herring since most hotel websites nowadays have an automated system in which reservations are made by a series of clicks and the necessary information can be displayed in a variety of languages according to the user's choice.
- (c) The question on age makes the elementary error of overlapping categories: anybody aged 15, 18, 25 or 35 could have ticked two different boxes.
- (d) On p. 40, the author writes *According to the results of the survey, majority of the respondents are over 45 years old*, then just a few lines later in the same paragraph we are told *The age scope shows that the majority of the respondents are adults over 35 years old*. True, there is no contradiction here inasmuch as anyone over 45 is also over 35 but is the latter statement really necessary?

Finally, the point of the appendices (or Enclosures, as the author calls them), giving details of numbers of English speakers around the world and keyboard shortcuts is not immediately apparent.

Recommended mark: **dobře** would come into consideration, depending on the quality of the oral defence.

Reviewer: Andrew Tollet

Date: 30th August 2019

Signature:

