

Undergraduate Thesis Assessment Rubric

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

Thesis Author: Pavel Reitmaier

Title: ANALÝZA A POROVNÁNÍ BRITSKÉHO BULVÁRNÍHO A SERIÓZNÍHO TISKU/

ANALYSIS AND COMPARISON OF BRITISH TABLOID AND SERIOUS PRESS

Length: 91

Text Length: 38

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	In the theoretical part, the level of citation practice often seems substandard as there are whole sections without appropriate referencing (e.g., p. 3 newspaper format discussion dose not refer to any relevant source).
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	The author's voice is not particularly evident at moments for reasons stated above (see point 2).
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	Outstanding Very good	The standard is mostly very high with occasional lack of careful editing.

language in a way that is appropriate for the discipline and/or genre in which the student is writing.	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	As mentioned above, the standard of citation practice sometimes oscillates undesirably. However, I appreciate the scope of references including relevant Czech sources.

Final Comments & Questions

In addition to the points mentioned above, the greatest merit of the proposed thesis, in my view, lies in the choice of a highly relevant topic that has a potential to be explored in the classroom. I also appreciate the author's clear enthusiasm that propels the argumentation of the thesis.

As to the potential weaknesses, judging by the formulation of the thesis' aims, it is a highly ambitious project that would be befitting a hefty monograph, however, not a 37 pages long bachelor thesis. Such short text can never do justice to the aim of providing an in-depth overview of the British press, regardless of the author's best intentions.

I commend the formulatory level as it is mostly consistent and above standard throughout the whole text.

I propose the following points for discussion at the thesis defense:

1/ The author mentions a highly relevant concept of critical reading in relation to the usefulness of understanding the distinction between the tabloids and broadsheets. Could he suggest any practical application of this approach in the classroom context?

2/ Has any of the findings surprised the author in any way? If so, how?

I recommend this thesis for defense and depending on its outcome and the decision of the committee I propose the assessment of 1, výborně.

Reviewer: PhDr. Klára Lancová, Ph.D.

Date: 5 June 2023

Signature: