

Undergraduate Thesis Assessment Rubric

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

Thesis Author: Miroslav Kuneš

Title: **The impact of social networks on entertainment industry**

Length: 37 pages

Text Length: 26 pages

<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,	Outstanding Very good Acceptable Somewhat deficient Very deficient	

grammar, and punctuation.		
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

There is a stark tone shift in the middle of this thesis. In the introduction the voice of the author seems quite critical of "social network" and "social media's" ability to influence culture, shape opinion, and in many cases "cancel" entertainers and artists. Over the course of describing a number of controversies the author seems to convince himself that "social media" is actually doing a pretty good job steering the culture in the right direction. The problem is there is a lack of critical appraisal of the controversies and a lack of academic content to give the controversies context. The introduction promises to draw from the education department's "curriculum and intercultural toolbox" to analyze these new technologies, but that never surfaces in the text, nor are there really any academic sources, books or articles. The thesis is mostly a compilation of journalism, which is spun into an engaging description of the evolution of a hyperresponsive media to shape film, the Oscars, etc.. The author should be congratulated on his ability to contextualize contemporary controversy, and it must be noted his prose is very good, but there is no academic thesis argument to give the text thematic unification, nor of course, academic reflection to make the reader see these controversies more objectively or with more insight.

I would like to recommend a grade of 2, but because of the incorrectly punctuated titles, irregular paragraphing, and the lack of consistency in the APA References page, my recommendation must be a 3.
Dobře

In defense, I think the author should explain the tone shift in the text, and how he would revise the thesis if he had the chance. Please go so far as to look up some academic sources and concepts that would help shape the argument.

Supervisor/Reviewer: Brad Vice, Ph.D.

Date: 29.08.23