

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

Thesis Author: **Jakub Zemen**

Title: **Stylistic Analysis of British Newspaper**

Length: 53 pages

Text Length: 33 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 <b>Very good</b> 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).	<b>Outstanding</b> 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.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	<b>Outstanding</b> 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 <b>Very deficient</b>	The main text ends with a summary of the "analysis/results" chapter and suggestions for further research. It might be argued that this in itself constitutes a "conclusion" of sorts but, in purely formal terms, a proper Conclusion to the work as a whole is missing
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 <b>Very good</b> Acceptable Somewhat deficient Very deficient	Once it becomes evident the author will be focussing primarily on <i>The Guardian</i> , certain transitions are slightly awkward as some of the issues discussed here are by no means unique to one particular newspaper.

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 <b>Very good</b> Acceptable Somewhat deficient Very deficient	There are some occasional lapses, such as <i>direct speeches</i> (p.24); <i>singes of the journalistic style</i> (p.26); or inappropriate use of <i>we</i> (p.29). These, however, are minor quibbles; the work as a whole is well written.
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 <b>Very good</b> Acceptable Somewhat deficient Very deficient	The only blemish, as mentioned above, is the missing Conclusion.

Final Comments & Questions

- In the Abstract the author suggests *The news they* [i.e. newspapers] *bring should be impartial and neutral*. Later it seems this idea is problematic when Mr Zemen himself admits: *There is bias in the articles basically in the choice of including them in the newspaper* (p.31). Either way, why should newspapers be free of bias if they wish to persuade their readers of the rights and wrongs of a particular argument? Should all editorial comment thus be banned unless it progresses along the wishy-washy lines of "On the one hand ...; on the other ..."?

- Further in the Abstract, regarding the choice of *The Guardian* for analysis, the author explains: *This newspaper was suitable for the purposes of this thesis because it offers a range of variable types of news and topics*. But this does not really explain why *The Guardian* was given preference over, say, the *Daily Telegraph*, *Times* or *Independent*.

- If the research overall was based on issues of *The Guardian* between March 2009 to January 2012, why does the analysis of bias centre around just one specific edition from this period (11 Jan 2012)? The author states: *The generally perceived political allegiance is not noticeable in the entire newspaper* (p.32). Perhaps an analysis of the further editions even in that same week would have yielded a different outcome.

Reviewer: Andrew Tollet

Date: 18th May 2012

Signature:



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