



## Diploma Thesis Evaluation Form

Author: Jana Uhlíková

Title: Visual Propaganda in China during the Cultural Revolution

Programme/year: MISS 2018

Author of Evaluation (supervisor/external assessor): Tomáš Kučera

Criteria	Definition	Maximm	Points
<b>Major Criteria</b>			
	Research question, definition of objectives	<b>10</b>	3
	Theoretical/conceptual framework	<b>30</b>	23
	Methodology, analysis, argument	<b>40</b>	24
<i>Total</i>		<b>80</b>	50
<b>Minor Criteria</b>			
	Sources	<b>10</b>	6
	Style	<b>5</b>	5
	Formal requirements	<b>5</b>	2
<i>Total</i>		<b>20</b>	13
<b>TOTAL</b>		<b>100</b>	63



## Evaluation

### Major criteria:

RQ: This research paper declares its aim ‘to work with visual images and written text – in which the social positions of difference and authority are articulated – to focus on the production and rhetorical organization of both visual and textual materials’ (p.3) and some subquestions, such as ‘what news was reported and what was not, how it was presented, what was given most significance, or who was being identified as having blame’ (p.4). However, what is missing is a central research question that would provide the thesis with analytical depth and relevancy.

The lack of analytical depth and relevancy are in this case interrelated problems. The thesis presents an analysis of a visual discourse; however, this analysis may fit with the communication studies or art critique. What I fail to see is any relevant connection with security studies. In fact, it is only page 33 which displays an attempt to connect this paper with security studies – through a single sentence: ‘If we apply Hofstede’s definition of culture as “*collective programming of the mind which distinguishes the members of one group from other*”, we can clearly see that the concept of culture is central to the subject of international security studies’ (p.33).

On a positive note, the thesis draws on quite a competent theoretical discussion on ‘social constructionism’ and visual discourse analysis. The methodological chapter is also relatively clear about the analytical process, including an operationalisation.

More problematic is the analysis. Due to the author’s liberal approach to referencing I am not able to tell what is her original interpretation of the analysed pictures and to what extent she is paraphrasing the textual content of the book *Chinese Propaganda Posters* (2015).

### Minor criteria:

The thesis displays a rather liberal approach to referencing of secondary sources. Whereas direct quotations are thoroughly documented, referencing of information which is not directly quoted is frequently



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missing (see e.g. section 5.1.)

Overall evaluation:

The thesis is written in a good style and coherently and systematically focuses on its objectives. However, as for the objectives, it is not clear how these contribute to the international security studies. Moreover, formulation of the aims keeps the thesis from developing an analytical depth relevant to this discipline. Therefore, I do recommend this thesis to defence. This should be the right opportunity for the author to explain the relevance of the thesis to security studies.

Suggested grade: D

Signature: