



## Master's Thesis Evaluation Form

Student's name: Petra Králová

Thesis title: The Trump Metaphors:  
Comedy News Portrayal of Donald Trump  
During the 2016 US Presidential Election

Name of the supervisor: Ondrej Cisar

Name of the opponent: Paul Blokker

What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

1. *Does the author show understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable.*

Comments: The thesis addresses an interesting and topical issue, and the use of theory, regarding conceptual metaphors and political communication is suited for its purpose. I would have liked to see a more clear link to linguistic and discursive theory on political phenomena (for instance, reference to the work of Chiara Bottici might have been useful).

2. *Is the research question articulated clearly and properly? Is the research question sufficiently answered in the conclusion?*

Comments: The research question is clear, and the empirical part of the thesis surely provides a lot of detailed material as to the metaphorical representation of Trump in American comedy shows. What I was missing is a more robust argument of why the analysis of these metaphors is useful for understanding communication in the American public sphere. Surely, the thesis had a limited purpose and rightly so, but more could have been said about secondary literature that deals with the nature of public debate and the relevance of specific particular language and discourse around presidential campaigns. In addition, it ultimately remains unclear what the actual impact of the political comedy shows is. One thing that strikes in the US, is the increasingly polarized political spectrum. Is there a connection also with soft news types of media? Also, the omnipresent issue of populism could have been more prominently addressed. Surely, denunciations of populism use metaphorical language. How is this related to portrayals of Trump as the enemy, as non-human?

3. *Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*

Comments: The thesis is based on solid research and literature, and adequately communicates its results.



4. *What is the quality of the data or the other sources? Are the sample method, data collection and data analysis appropriate?*

Comments: The data and its analysis is appropriate, but the selection of cases is not clear. The popularity of programmes is an important, but surely not the only criteria one wants to look into. Also, as mentioned before, the specific political language/culture of the shows could have been addressed more critically.

5. *Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*

Comments: The findings are relevant to the research question. The conclusions could have more generally addressed issues of the state of American democracy.

6. *Are the author's thoughts distinguished unambiguously from the borrowed ideas?*

Comments: Yes, I feel they do.

7. *Is the thesis containing original/innovative research (in terms of topic, approach, and/or findings)?*

Comments: As far as I can tell, the thesis contains original work.

8. *What is the quality of style and other formal requirements?*

Comments: The thesis is well-written and well-presented. The conclusions could have been more fleshed out.

9. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.*

Comments: A great strength is the analyses of politics in the sphere of comedy. The main weakness is the lack of linking this up with extensive debates on political culture.

10. *What topic do you suggest for the discussion in the thesis defence?*

Comments: Polarization in American politics.

Overall assessment of the thesis: I recommend the thesis for defence without any reservation. The thesis presents an interesting and original field of research, which stresses a dimension of politics which tends to be avoided/ignored in most political analyses.

*(Please, state clearly whether the thesis is or is not recommended for a defence and write the main reasons for the recommendation).*



Proposed grade: B

*(A- B: excellent, C-D: very good, E: good, F: fail)*

Date: 06/09/2018

Signature: Paul Blokker