

CHARLES UNIVERSITY
Faculty of Social Sciences
Institute of Communication Studies and Journalism

MA THESIS REVIEW

NOTE: Only the grey fields should be filled out!

Review type (choose one):

Review by thesis supervisor Review by opponent

Thesis author:

Surname and given name: Joshi Kirti

Thesis title: Journalistic Branding Behaviour on Social Media: Do Indian political journalists create a brand online?

Reviewer:

Surname and given name: Macková Veronika

Affiliation: ICSS FSS CU

1. RELATIONSHIP BETWEEN RESEARCH PROPOSAL AND THESIS (mark one box for each row)

		Conforms to approved research proposal	Changes are well explained and appropriate	Changes are explained but are inappropriate	Changes are not explained and are inappropriate	Does not conform to approved research proposal
1.1	Research objective(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Methodology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Thesis structure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTARY (description of the relationship between the research proposal and the thesis. If there are problems, please be specific):

2. EVALUATION OF THE THESIS CONTENT

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
2.1	Quality and appropriateness of the theoretical framework	B
2.2	Ability to critically evaluate and apply the literature	A
2.3	Quality and soundness of the empirical research	A
2.4	Ability to select the appropriate methods and to use them correctly	B
2.5	Quality of the conclusion	A
2.6	Thesis originality and its contribution to academic knowledge production	A

COMMENTARY (description of thesis content and the main problems):

The theoretical framework of the presented thesis is of high quality, and the author works with relevant sources appropriate to this topic. The research questions are well chosen, and the author works well with them. Kirti Joshi also uses literature in the analytical part and thus bases her findings on academic articles and books, which is exactly what we expect from a thesis. The author's conclusions of her thesis are supported by literature and interesting.

3. EVALUATION OF THE THESIS FORM

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
3.1	Quality of the structure	A
3.2	Quality of the argumentation	A
3.3	Appropriate use of academic terminology	A

3.4	Quality, quantity and appropriateness of the citations (both in the theory part and in the empirical part)	A
3.5	Conformity to quotation standards (*)	A
3.6	Use of an academic writing style, and correct use of language (both grammar and spelling)	A
3.6	Quality of the textual lay-outing and appendices	B

(*) in case the text contains quotations without references, the grade is F; in case the text contains plagiarised parts, do not recommend the thesis for defence and suggest disciplinary action against the author instead.

COMMENTARY (description of thesis form and the main problems):

The chapters build on each other, and the author interprets the results of her research very clearly. I consider the weaker side of the thesis to be the textual lay-outing. The author could improve the visual aspect of the thesis. Some of the main headings are not in the same places (not aligned precisely in the middle), and, e.g. the table on page 42 should have a smaller font so that individual letters do not "run away".

4. OVERALL EVALUATION (provide a summarizing list of the thesis's strengths and weaknesses):

It is evident that the author is familiar with the topic, which is a benefit of the whole thesis. Kirti Joshi did a perfect job in her research, so I suggest a B grade.

5. QUESTIONS OR TOPICS TO BE DISCUSSED DURING THE THESIS DEFENSE:

5.1	Can you please explain how you chose the research sample for your thesis? You described the sampling this way: "First, every journalist has to work in one of the top ten most watched broadcast channels or news websites (with high circulation) in India. Second, the selected journalists cover political news for their news organization." But there were certainly more journalists, so how did you choose them?
5.2	I think you follow other journalists outside India on Twitter. Is there anything specific about India compared to other countries regarding how journalists present themselves on social media?
5.3	
5.4	

6. ANTIPLAGIARISM CHECK

The reviewer is familiar with the thesis' antiplagiarism system score.

If the score is above 5%, please evaluate and indicate problems:

6.1	
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7. SUGGESTED GRADE OF THE THESIS AS A WHOLE (choose one or two)

- A excellent
 B very good (above average but with some weaknesses)
 C good (average with some important weaknesses)
 D satisfactory (below average with significant weaknesses)
 E marginal pass (meeting minimal requirements)
 F not recommended for defence

If the mark is an "F", please provide your reasons for not recommending the thesis for defence:

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Date:

Signature:

A finalised review should be printed, signed and submitted in two copies to the secretary of the Department of Media Studies. The electronic version of the review should be converted into a PDF and uploaded to SIS, or sent to the Department of Media Studies secretary who will upload it to SIS on the reviewer's behalf.

Do not upload PDFs with a scanned signature, the review uploaded to SIS must be without signature.