

IMSIS Dissertation Feedback & Mark Sheet

Student Matriculation No.	Glasgow 2048729 DCU 17116121 Charles 66571752
Dissertation Title	The Role of National Media in the Framing of the Conflict in Eastern Ukraine

INDIVIDUAL INSTITUTION GRADING

Reviewer 1 Initial Grade <i>For internal use only</i>	Reviewer 2 Initial Grade <i>For internal use only</i>	Late Submission Penalty <i>no penalty</i>
Word Count Penalty (1 UofG grade point per 500 words below/above the min/max word limit +/- 10%)		
Word Count: 21931 Suggested Penalty: no penalty		

JOINT GRADING (subject to agreement of the external examiner and approval at Joint Exam Board)

Final Agreed Mark. (Following correspondence reviewers should list the agreed final internal grade taking before and after any penalties to be applied).

Before Penalty: B3 [15] **After Penalty:** B3 [15]

DISSERTATION FEEDBACK

Assessment Criteria	Rating
A. Structure and Development of Answer	
This refers to your organisational skills and ability to construct an argument in a coherent and original manner	
• <i>Originality of topic</i>	Good
• <i>Coherent set of research questions and/or hypothesis identified</i>	Satisfactory
• <i>Appropriate methodology and evidence of effective organisation of work</i>	Very Good
• <i>Logically structured argument and flow of ideas reflecting research questions</i>	Good
• <i>Application of theory and/or concepts</i>	Good
B. Use of Source Material	
This refers to your skills to select and use relevant information and data in a correct manner	
• <i>Evidence of reading and review of published literature</i>	Very Good
• <i>Selection of relevant primary and/or secondary evidence to support argument</i>	Very Good
• <i>Critical analysis and evaluation of evidence</i>	Good
• <i>Accuracy of factual data</i>	Excellent
C. Academic Style	
This refers to your ability to write in a formal academic manner	
• <i>Appropriate formal and clear writing style</i>	Excellent
• <i>Accurate spelling, grammar and punctuation</i>	Excellent
• <i>Consistent and accurate referencing (including complete bibliography)</i>	Excellent
• <i>Is the dissertation free from plagiarism?</i>	Yes
• <i>Evidence of ethics approval included (if required based on methodology)</i>	Not required

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- *Appropriate word count*

Yes

ADDITIONAL WRITTEN COMMENTS

Reviewer 1

This was an interesting dissertation that tackled an important question and provided useful data on how the internet media covered events in 2014 in Ukraine. I thought that it was well written (with a few overly-long sentences) and intelligent in many respects. At the same time, I have a few concerns.

Firstly, the stated research aims were wildly ambitious. Not only were you apparently planning on examining the evolution of the media narratives, but also to study how these changes affect public opinion (among other aims). These aims should have been redacted mercilessly, especially because you did not actually discuss the issue of public opinion substantively in the analysis. Therefore, there was no need to include it in the first instance.

I was a little underwhelmed by much of the literature review. This was not because it was poorly written or lacked intelligent insight. Instead, I did not see the total relevance of the issues that were being discussed. Much of the discussion focused on general debates within media studies – things that I remember covering as an undergraduate. For example, great attention is paid to the CNN effect debates. Why? There was little (perhaps no?) later reference made to this when analysing the data and it did not seem to provide any added value to the thesis.

Instead, I wanted more discussion of framing and narratives. These are the key areas you explored and therefore I wanted more in-depth discussion here. There was a small section in the methodology but this was too short in my opinion to do justice to the topic.

I thought it was also a shame not to have engaged more fully with the Ukraine-specific literature. If we are investigating media narratives and frames during the Ukraine conflict of 2014, then surely it would make sense to have turned to the literatures that have looked into these issues?

Some of the analysis was fruitful and the methods were interesting and provided an original take on the analysis of Ukrainian media. I did feel, however, that the analysis was never taken beyond this initial level of analysis. I had a number of questions that remained unanswered by the somewhat simplistic presentation of the findings. For one thing, it is surely natural for media reporting to change as the course of the conflict was evolving? I am not sure that this represents a particularly telling insight.

Additionally, I felt that the way the data was presenting was not ideal. It was difficult for the reader to follow a clear argumentation thread. Each section introduced different categories and it was difficult to remember and compare trends in the different time periods. I recommend thinking carefully about how your analysis is presented, and how the central arguments are unfolded.

Overall then, this was a solid dissertation in many respects. However, it lacked focus in key areas and there was great scope for improvement here.

Reviewer 2

The thesis is well written, addresses an important topic and it is based on solid empirical research. More could be done in terms of the "so what" part. In other words, while, on the one hand,

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documenting how the Ukrainian media framed conflict is useful work per se, the results and the conclusions, in their present form are not too surprising, which renders the thesis rather descriptive. I'd say more interesting conceptualizations of the media narratives could be found.