



Diploma Thesis Evaluation Form

Author: Kateřina Záhrová

Title: Propaganda on Social Media: The Case of Geert Wilders

Programme/year: Security Studies/2018

Author of Evaluation (supervisor/external assessor): Jan Charvát

Criteria	Definition	Maximum	Points
Major Criteria			
	Research question, definition of objectives	10	9
	Theoretical/conceptual framework	30	25
	Methodology, analysis, argument	40	35
<i>Total</i>		80	69
Minor Criteria			
	Sources	10	10
	Style	5	4
	Formal requirements	5	5
<i>Total</i>		20	19
TOTAL		100	88



Evaluation

Major criteria:

The theses focus on the current topic of political populism. The author focuses on the issue of propaganda in social networking environments. Specifically, this is a Geert Wilders twitter analysis. In the theoretical part I lack some passage explaining the basic concepts of populism (especially populism as a communication strategy). On the contrary, the methodological part is quite clear and offers a clear overview of the methods used. In the practical part, however, I would appreciate a larger explanation of the used graphs.

Minor criteria:

The author works with the corresponding literature. The style of work sometimes slides towards a certain journalism, but it is not a fatal shortage. It is a question of whether Viktor Orban is indeed a "far-right politician" (p. 31). Formal criteria are met.

Overall evaluation:

I appreciate the focus on current trends in political marketing, but I would recommend deeper theoretical anchoring of the whole thesis.

Suggested grade: B

Signature:

Chavát