

# Institut ekonomických studií

## Fakulta sociálních věd, Universita Karlova Praha Referee report on the Bachelor Thesis submitted to State Exam

Student Name:	Eva Varholova
Thesis Supervisor Name:	Ing. Zdenek Hruby, CSc.
Thesis Title:	Regulacia reklamy

### Overall Evaluation:

Eva Varholova has shown in her work "Regulacia reklamy" outstanding knowledge in this. She has demonstrated a good handling of the Czech as well as foreign (especially EU) legal status. She has chosen and kept a good structure in which she has analytically focused especially on the theoretical and legal aspects of advertising.

Eva Varholova has demonstrated a good handling of the theoretical framework and she not only presented it in a clear and concise manner but well embedded in within the structure. She has shown excellent ability to research and study literature as well as the ability to write an extensive paper in a non confusing manner. She has well researched and presented the legal aspect of this economic phenomenon and compared it to the legal regulation of the EU.

The only (not crucial) critique that I would see is the lack of critical reflection and the author herself, but that is a requirement more applicable for master, not bachelor thesis. Especially the self-regulation part asked for a deeper and more philosophical analysis as an important substitute for formal regulation.

I definitely recommend an *Excellent* grade (1).

### SUMMARY OF POINTS AWARDED (for the explanation of categories and scale, please, see below):

CATEGORY	POINTS
Quality of Research	28
Clarity and Readability	10
Content/Quality of Ideas	32
Organization & Development	15
Manuscript Form	5
<b>TOTAL POINTS</b>	<b>90</b>
<b>LETTER GRADE</b>	<b>A</b>

(Signature – Defense Opponent)

PhDr. Tomas Sedlacek

Evaluated on: 1.9.2007

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#### Explanation of categories and scale:

**QUALITY OF RESEARCH:** *The thesis demonstrates the author's full understanding and command of current literature and he/she uses it competently. The topic of the thesis is well structured and methods used are proper and relevant to the research question being investigated. A full and accurate analysis of thesis statement, from both a theoretical and applied perspective, is provided.*

Strong			Middle			Weak			
30	27	24	21	18	15	12	8	4	0

**CONTENT/QUALITY OF IDEAS:** *A range and depth of exposition; an appropriate sense of complexity of the topic; appropriate analysis of the thesis statement; and an accurate understanding of theoretical concepts is demonstrated. A full discussion of applicable and relevant theories stylized data is included. Original, creative thought is provided and evident. Demonstrates critical thinking and analysis with application of theory and student's ability to draw conclusions based on their knowledge, skills and research.*

Strong			Middle			Weak			
40	36	32	28	24	20	15	10	5	0

**ORGANIZATION AND DEVELOPMENT:** *The paper demonstrates a logical and clear arrangement of ideas; an effective use of transitions; a unity and coherence of paragraphs; and a clear development of ideas through supporting detail and evidence. The reader is successfully oriented to the subject, purpose, methodology, and structure of the report; an overview of the whole is included; the reader's attention and interest is engaged. The thesis statement is clearly and definitively stated without ambiguity. The conclusion is strong and reflective of the work as a whole.*

Strong			Middle			Weak		
15	13	12	10	8	6	4	2	0

**CLARITY AND READIBILITY:** *Ease of readability; appropriate use of language and style for the rhetorical content; clarity of sentences (reader doesn't get lost; minimum need for slowing down or re-reading) is appropriately demonstrated. Professional level of English expression is evident (limited amount of non-native language to English translation is detectable).*

Strong			Middle			Weak			
10	9	8	7	6	5	3	2	1	0

**MANUSCRIPT FORM:** *The appropriate manuscript form and style for the rhetorical content; a professional image; an appropriate use of headings and sub-headings; an appropriate format for graphs and tables; an effective referencing of graphs and tables in the text; complete and accurate bibliography documented to support the applied research; and the overall impact of document design is considered.*

Strong		Middle		Weak	
5	4	3	2	1	0