

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by supervisor

Thesis Title **Effectiveness of advertising in different cultural environments (a case study of Kazakhstan and the Czech Republic)**

Name of the student **Karina Ibragimova**

Thesis supervisor **PhDr. Alena Drebitková Malá, Ph.D.**

Department **Department of Languages**

Logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Summary and key-words comply with the content the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
<b>Evaluation of the work by grade (1, 2, 3, 4)</b>				<b>4</b>

Evaluation: 1 = the best

Date 30/04/2023

*el. signed by* PhDr. Alena Drebitková Malá, Ph.D. on 30/04/2023 19:48  
Supervisor signature

**Other comments or suggestions:**

The author of the bachelor's thesis Karina Ibragimova submitted her final thesis for the defence on the topic: Effectiveness of advertising in different cultural environments (a case study of Kazakhstan and the Czech Republic). The main goal was to study different Czech and Kazakh advertisements and compare their effectiveness among young people.

Formally her thesis consists of all required parts: abstract, table of content, theoretical and analytical parts, results and discussion, and conclusion. Her work is considered to be original.

**Comments on her work:**

Her English is more spoken than written. Throughout the work, there are some unclear statements or formulations, which may be caused by her problems with English or because of translation. Sometimes English formulations are not appropriate for a written text but are taken from a spoken form (move on – page 10, stumble upon – page 19, let's – page 20). In the methodology text, there are grammar mistakes in the use of passive voice.

In the theoretical part, she did not include any introductory context concerning marketing and marketing strategies. Sometimes in the text, it needs to be clarified which ideas are taken from some sources and which are the author's ideas; some references need to be added. Several times there are recommendations in the text (should – pages 12 and 25), but it is unclear whose ideas they are. Some ideas are mentioned but not further developed (page 23). Sometimes the text is confusing (page 32).

In the analytical part, the author decided to research the influence of culture on the perception of advertising, but she states that there are 130 nationalities in Kazakhstan, and she does not explain if they have different cultures or the same.

A survey was conducted in which 80 Czechs and 80 Kazakhs participated. Unfortunately, the author did not specify anything about the groups.

They were given a questionnaire, but some questions were unclear, for example:

N 5. Does your mentality influence the perception of advertising?

N 18 How do you feel about interesting and creative advertising?

In the following experiment, 30 Czechs and 30 Kazakhs participated. There is no information if they were different people/ respondents from the first two groups or if some participated in both parts.

There needs to be more information about how the survey was organised. (online through some social media?)

When summarising the results in graphs, the author should have used the same colours for the same categories so that the graphs would be easily comparable (charts 1 and 2). Writing the numbers in tables would have also been good to see the percentages more clearly.

The author needs to explain how she decided which advertisements were the most effective and popular among young Czechs and Kazakhs and how she chose them in order to show them to the respondents during her experiment.

Unfortunately, Karina Ibragimova did not consult anything with her supervisor; she worked entirely by herself since June 2022 and handed in her completed bachelor's thesis at the last moment, and without the consent of her supervisor, she uploaded her work into UIS.

**Plagiarism control:** The system Theses.cz has not assessed the thesis as suspicious.

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