



Katedra anglického jazyka a literatury
Posudek vedoucí bakalářská práce KAJL UHK

Autor práce Adéla Pištová
Studijní obor Cizí jazyky pro cestovní ruch - anglický jazyk
Cizí jazyky pro cestovní ruch - ruský jazyk
Forma studia prezenční

Název práce (česky/anglicky) Britská královská rodina jako předmět britských médií a jejich vliv na veřejné mínění / The British Royal Family as a subject of the British media and its influence on public opinion

Vedoucí práce James David Clubb BA (Hons.)
Oponent práce Mgr. et Mgr. Věra Tauchmanová

Kritéria hodnocení práce	Hodnocení A-F
Obsahová stránka	
Formulace cílů práce	D
Vhodnost využití primárních a sekundárních zdrojů pro podporu argumentace	C
Rozsah a hloubka vlastní analýzy, kritický přístup ke zdrojům	D
Interpretace dat a splnění cílů práce	D
Formální stránka	
Logická struktura práce	C
Úroveň jazykového zpracování	C
Dodržení bibliografických norem	B
Komentáře k hodnocení	
<p>This bachelor's thesis aims to demonstrate the ways in which the media use language to influence the British public's opinions of key members of the British Royal Family. The thesis also aims to provide a description of how the relationship between the Royal Family and the media has evolved over the years. The author of the thesis, Adéla Pištová, concludes that the changing coverage is in part a result of broader social shifts towards scepticism and intrusion on the part of modern media.</p> <p>The introduction to the thesis lays down a reasonably well-structured road map, but the specific research aims of the paper are not well enough defined leaving the ultimate goal of the paper a little unclear. This lack of clarity early on may well explain some structural issues that appear later in the thesis. The first main chapter provides a theoretical overview of the British Monarchy and the three key figures to be analysed in greater detail. The section is reasonably well-sourced, but some of the theoretical background is irrelevant to the overarching topic at hand. The second</p>	



chapter continues with a similar overview of the British media landscape, but since the practical analysis carried out focuses on print media, it is unclear why space is given to explore television and radio media in this section. The section is generally well organised and referenced, but its relevance is not fully justified or exploited. The theoretical section finishes with chapter three. This chapter describes the media image of the Royal Family and how the Royal Family exploit social media and PR agencies to promote themselves. It also describes the ways in which the Royal Family and the media cooperate to enable some privacy to exist. While interesting, this chapter also lacks justification as to its relevance to the overall aims of the thesis.

The practical part is broken into three chapters, analysing specific case studies and the ways in which the media influence public opinion. These chapters use primary sources, and the author analyses them to draw conclusions as to the impact. While the analyses are generally good, they lack clear methodology, which leads to a feeling that the analysis in each case has been somewhat cherry-picked. A stronger initial goal of analysing these headlines and stories from a more structured methodological approach would have helped strengthen the validity of the analyses. Providing counterpoint examples would have also strengthened the depth of the analysis. Furthermore, while differences are identified in the analyses, the author stops short of establishing why those differences might exist, concluding in most cases that this represents an increasing polarization in the media. A stronger analytical framework would have helped to give better, more justified conclusions. Despite the fact it was mentioned earlier in the thesis, very little attention is paid to the political leanings of the sources used and how this may have impacted the coverage. In addition, chapter 6 is very sparsely referenced and supported with secondary literature and fails to draw truly meaningful conclusions as to why and how the media influence public opinion: it is in effect a little too superficial to justify its inclusion.

The quality of English is broadly good, but there are numerous typos and punctuation errors along with some informal and clunky style in places. Citation norms are generally without issue throughout the thesis.

Overall, the thesis would have benefited strongly from a more specific analytical methodology and closer consideration to the relevance of some sections. The analysis provided is generally good, but it suffers from being too superficial and unfocused in places.

In conclusion, the submitted thesis by Adéla Pištová meets the requirements for a bachelor's thesis and, despite some issues with depth, analysis, and structure, demonstrates her abilities in research using appropriate secondary literature.



Otázky k obhajobě

- 1) You claim the Guardian and the Telegraph are amongst the most trustworthy broadsheets despite pointing out their relative ideological biases. By what metric are you considering them to be trustworthy?**
- 2) You have chosen female members of the Royal Family to analyse but have made little to no reference to their gender. To what extent do you think changing social views on the role of women may have impacted the media's coverage of Diana and Meghan?**
- 3) How would Kate Middleton fit into your analysis? Would the media's coverage of her support your conclusions or refute them?**