



Katedra anglického jazyka a literatury
Posudek oponentky bakalářské práce KAJL UHK

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Studijní obor Languages for Tourism – English (major)

Languages for Tourism – Russian (minor)

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 B.A. James David Clubb

Oponent práce Mgr. et Mgr. et Mgr. Věra Tauchmanová

Kritéria hodnocení práce	Hodnocení A - F
Obsahová stránka	
Formulace cílů práce	B
Vhodnost využití primárních a sekundárních zdrojů pro podporu argumentace	E
Rozsah a hloubka vlastní analýzy, kritický přístup ke zdrojům	F
Interpretace dat a splnění cílů práce	F
Formální stránka	
Logická struktura práce	E
Úroveň jazykového zpracování	D
Dodržení bibliografických norem	C



Komentáře k hodnocení

The student chose to focus her bachelor's thesis on the portrayal of two members of the royal family, Princess Diana and Meghan Markle. How the media depicts the royal family is a topic that resonates not only with British society. Therefore, there was a great potential that, however, is not utilized in the work.

The theoretical part is coherently structured; however, I do not understand the inclusion of subsection 1.1. Queen Elizabeth II, as the student does not refer to Queen Elizabeth II further in the thesis. The media analysis is a data analysis with great potential, but the work lacks methodology, and therefore, this potential is not utilized at all. The student did not specify which media would be analyzed (the analysis of media coverage in chapter four is actually just a summary of primary sources, and the following chapter analyzes tabloid media). However, the student does not analyze the articles consistently; some are analyzed in terms of stylistics, some in terms of media content (subsection 5.2 - Diana), and some in terms of stylistics (subsection 5.1 - Meghan and Harry). For this reason, the conclusions in subsection 5.4 are rather superficial and are not based on specific information from the articles.

The sixth chapter also raises questions. The part about how the media influences British society would be more suitable for the theoretical part of the bachelor's thesis, so that the results could then be compared with the results of the media analysis. However, this did not happen, and therefore the author supported the research results with additional theoretical sources. The title of subsection 6.1 should probably be a research question, but it is not clear how the author arrived at this question at all. The question "Why does the British media put effort in influencing readers' opinions except just the bias of the owners?" does not make sense in itself. The author does not systematically answer it either. The sentence "The British media puts effort in influencing readers' minds about the Royal Family for various reasons" seems inappropriate. It is not described how the author arrived at the individual "reasons," and it is unclear whether the arguments given for the reasons are the author's own (and how she arrived at them) or whether they come from theoretical sources. The description in the section "public interest and economic significance" does not reflect economic significance at all.

Due to unclear methodology, the selection of articles, and analysis criteria, the author reaches conclusions that are not substantiated (e.g., she cannot claim that there were "clear differences").

For the above reasons, the work does not meet the requirements for a bachelor's thesis in terms of coherence, methodology, and conclusions.



Otázky k obhajobě

- 1) What do you mean by claiming “Each member occupied a chronologically different but physically identical at least similar situation.” on page 34.
- 2) Chapter 5 deals with media coverage of Diana and Meghan in tabloids. Choose three criteria and compare how serious newspapers and tabloids informed about the wedding of Diana and Charles and the wedding of Meghan and Harry.
- 3) In subchapter 6.1, you present various reasons why British media influence readers’ minds. Are the comments about these reasons? Based on what sources did you come to these conclusions?