CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title	**Impact of disinformation/fake news on family ties**
Name of the student	**Anna Sazanovskaya**
Thesis supervisor	**Jared Daniel Jacques**
Department	**Department of Languages**
Opponent	**PhDr. Martina Jarkovská, Ph.D.**

	1	2	3	4
Logical process being used	■	2	3	4
The structure of paragraphs and chapters	■	2	3	4
Formal presentation of the work, the overall impression	1	■	3	4
Formulation of objectives and Choice of appropriatemethods and methodology used	1	■	3	4
Work with data and information	■	2	3	4
Work with scientific literature (quotations, norms)	■	2	3	4
Clarity and professionalism of expression in the thesis	■	2	3	4
Summary and key-words comply with the content the thesis	■	2	3	4
Fulfillment of objectives, formulation of conclusions	1	■	3	4
Comprehensibility of the text and level of language	■	2	3	4

Evaluation of the work by grade (1, 2, 3, 4) **1**

Evaluation: 1 = the best

Date   27/04/2024

el. signed by PhDr. Martina Jarkovská, Ph.D. *on* 27/04/2024 00:02
Signature of Opponent

Other comments or suggestions:

The thesis deals with the topic of fake news used as a tool in influencer marketing and its effect on family ties. The selected method of research was semi-structured interviews. The methodology of the research was chosen well. The main objective of the thesis, to assess how propaganda and disinformation on the Internet affect and distort personal relations, was fulfilled.

The theoretical part deals with the concepts of fake news.

The practical part first introduces the methods of research and then goes on to describe the analysis of the conducted interviews.

Finally, based on the obtained findings, conclusions, are drawn.

In terms of methods, content, and language used, the thesis is well written.

The sources are used and cited well.

I recommend the thesis for the defense and evaluate it as "excellent."

Questions for thesis defence:

1) What is media literacy, and how can it be acquired?

2) What are the most likely motivations behind spreading fake news?

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