

CHARLES UNIVERSITY
Faculty of Social Sciences
Institute of Communication Studies and Journalism

MA THESIS REVIEW

NOTE: Only the grey fields should be filled out!

Review type (choose one):

Review by thesis supervisor Review by opponent

Thesis author:

Surname and given name: Magnani Orlando Amanda

Thesis title: Branding strategies on Instagram among female freelance photojournalists

Reviewer:

Surname and given name: Němcová Tejkalová Alice

Affiliation: ICSJ

1. RELATIONSHIP BETWEEN RESEARCH PROPOSAL AND THESIS (mark one box for each row)

		Conforms to approved research proposal	Changes are well explained and appropriate	Changes are explained but are inappropriate	Changes are not explained and are inappropriate	Does not conform to approved research proposal
1.1	Research objective(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Methodology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Thesis structure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTARY (description of the relationship between the research proposal and the thesis. If there are problems, please be specific):

2. EVALUATION OF THE THESIS CONTENT

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
2.1	Quality and appropriateness of the theoretical framework	C
2.2	Ability to critically evaluate and apply the literature	B
2.3	Quality and soundness of the empirical research	B
2.4	Ability to select the appropriate methods and to use them correctly	A
2.5	Quality of the conclusion	A
2.6	Thesis originality and its contribution to academic knowledge production	B

COMMENTARY (description of thesis content and the main problems): Theoretical framework partially stands on inappropriate work with sources (see later in the third part of evaluation), anyway the part about branding strategies is well written. Methodology is very well written and the selection of used methods, field work and data analysis thoroughly described. The findings are brief but interesting and enriching the previous research. Discussion belongs to the strongest parts of the thesis.

3. EVALUATION OF THE THESIS FORM

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
3.1	Quality of the structure	B
3.2	Quality of the argumentation	B
3.3	Appropriate use of academic terminology	B
3.4	Quality, quantity and appropriateness of the citations (both in the theory part and in the empirical part)	D
3.5	Conformity to quotation standards (*)	D

3.6	Use of an academic writing style, and correct use of language (both grammar and spelling)	B
3.6	Quality of the textual lay-outing and appendices	B

(*) in case the text contains quotations without references, the grade is F; in case the text contains plagiarised parts, do not recommend the thesis for defence and suggest disciplinary action against the author instead.

COMMENTARY (description of thesis form and the main problems):

According to the Turnitin analysis, in the Theoretical framework there are repeatedly used parts of texts, which were taken with the same wording from other authors' texts. Those texts are referenced in the thesis but these parts are not used as direct quotations in quotation marks as they should be but as paraphrases. Even though the texts are referenced in the thesis, still, it is an improper handling with a text of other author and should definitely be avoided.

4. OVERALL EVALUATION (provide a summarizing list of the thesis's strengths and weaknesses):

A thesis of Amanda Orlando Magnani is an interesting one. Even though some parts could be definitely strengthened, it brings new insights and its focus on branding strategies of female photojournalists on Instagram are innovative because this topic has not been so far researched in depth.

5. QUESTIONS OR TOPICS TO BE DISCUSSED DURING THE THESIS DEFENSE:

5.1	How do the branding strategies of male and female photojournalists differ?
5.2	Are there any other interesting online platforms besides Instagram, which can be used by photojournalists to promote themselves?
5.3	
5.4	

6. ANTIPLAGIARISM CHECK

The reviewer is familiar with the thesis' URKUND score.

If the score is above 5%, please evaluate and indicate problems:

6.1	The used sources are all referenced but sometimes small parts of the texts are acknowledged as paraphrases but in fact they are direct quotations, as mentioned above. The sources are referenced in the text. Anyway, it is necessary to quote the parts with the same wording taken from other authors' text directly in quotations marks.
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7. SUGGESTED GRADE OF THE THESIS AS A WHOLE (choose one or two)

- A** excellent
- B** very good (above average but with some weaknesses)
- C** good (average with some important weaknesses)
- D** satisfactory (below average with significant weaknesses)
- E** marginal pass (meeting minimal requirements)
- F** not recommended for defence

If the mark is an "F", please provide your reasons for not recommending the thesis for defence:

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Date: 4th September 2022

Signature:

A finalised review should be printed, signed and submitted in two copies to the secretary of the Department of Media Studies. The electronic version of the review should be converted into a PDF and uploaded to SIS, or sent to the Department of Media Studies secretary who will upload it to SIS on the reviewer's behalf.

Do not upload PDFs with a scanned signature, the review uploaded to SIS must be without signature.