FACULTY
OF SOCIAL SCIENCES
Charles University

Report on the part of the master state examination
Record of the thesis defence

Academic year: 2021/2022

Student's name and surname:	Amanda Orlando Magnani
Student's ID:	39557908
Type of the study programme:	Master's (post-Bachelor)
Study programme:	Journalism, Media and Globalisation
Study ID:	685595
Title of the thesis:	Branding strategies on Instagram among female freelance photojournalists
Thesis department:	Department of Journalism (23-KZ)
Language of the thesis:	English
Language of defence:	English
Advisor:	doc. PhDr. Alice Němcová Tejkalová, Ph.D.
Reviewer(s):	Mgr. Sandra Lábová
Date of defence:	13.09.2022 **Venue of defence:** Praha
Attempt:	regular

Course of defence:

Welcome: doc. Alice Němcová Tejkalová

Candidate's presentation:
Introduction aims of the study
Research questions
Theoretical framework, issue description
Data collection and analysis: Semi-structured interviews., grounded theory
Findings: Roles of the platform, Brands the photojournalists build (activism, journalistic distance), decision making and strategies, branding levels (individual, institutional)
Conclusions and Discussion
Limitations and recommandations

Reviews read and commented on by the candidate
doc. Alice Němcová Tejkalová (supervisor):
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.
According to the Turnitin analysis, in the Theoretical framework there are repetitevely 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.
Suggested Grade C

Mrg. Sandra Lábová (opponent)
The thesis presents a novel topic that is especially important to media professionals. It reveals the purpose of Instagram in the hands of photojournalists, focusing on female freelance photojournalists. It explains how Instagram represents a forceful tool to shape a professional identity and connect with colleagues in practice. At the same time, Instagram serves as a professional business card allowing photojournalists to publish their portfolios effectively and distribute it to the high number of potential customers. Furthermore, the social network allows them to perform a considerable degree of editorial freedom by publishing content of their interest and thus connect to the desirable audience.
On the other hand, the thesis suffers from several weaknesses described above. In the light of those I suggest overall grade C.
Suggested Grade: C

Questions asked and answered:
Supervisor
doc. Alice Němcová Tejkalová (supervisor):
How do the branding strategies of male and female photojournalists differ?
Are there any other interesting online platforms besides Instagram, which can be used by photojournalists to promote themselves?

Opponent
Mrg. Sandra Lábová (opponent)
 What are the main challenges of photojournalism today?
 Why are there not many women in photojournalism?
Which factors affect job insecurity in the field of photojournalism?
Please, provide a general description and subsequently apply it to the situation of women photojournalists.

Discussion follows

Final Grade announced: C
Good, solid work. Grading C because of Turnitin analysis, in the Theoretical framework, there are repetitively used parts of texts, which were taken with the same wording from other authors' texts.

Result of defence: very good (C)

Chair of the board: doc. PhDr. Alice Němcová Tejkalová, Ph.D.   ....
                                 (present)

Committee members: Mgr. Veronika Macková, Ph.D. (present)   ....

                                Mgr. František Géla (present)   ....

                                Mgr. Ing. Kateřina Turková, Ph.D. (present) ....