



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

Academic year: 2021/2022

Student's name and surname: Kirti Joshi
Student's ID: 13047743

Type of the study programme: Master's (post-Bachelor)
Study programme: Journalism, Media and Globalisation
Study ID: 685588

Title of the thesis: Journalistic Branding Behaviour on Social Media: Do Indian political journalists create a brand online?
Thesis department: Department of Journalism (23-KZ)
Language of the thesis: English
Language of defence: English
Advisor: Mgr. Anna Shavit, Ph.D.
Reviewer(s): Mgr. Veronika Macková, Ph.D.
Date of defence: 16.09.2022 **Venue of defence:** Praha
Attempt: regular

Course of defence: Welcome: doc. Alice Němcová Tejkalová

Candidate's presentation:
Introduction, aims and significance of the study - the importance of personal branding of Indian journalists
2 Research questions were presented.
What kind of identities do Indian political journalists create online?
What visual elements do they use in their profile?
Theoretical framework - E. Goffman, Personal Branding
Methodology (Data collection and analysis) - quantitative method: content for analysis of journalists' tweeting behaviour, ten broadcast channels, period of 61 days,
Findings - Twitter as "breaking news for Indian journalists
Discussion
Limitations, small sample size, limited Twitter's API (max 3200 tweets)
Recommendation do further studies.

Reviews read and commented on by the candidate.
Veronika Macková, PhD. (opponent):
Tables should be better described.
The study should be more focused.
Sample selection should be better explained.
The theoretical framework of the presented thesis is of high quality, and the author works with relevant sources appropriate to this topic. The research questions are well chosen, and the author works well with them. Kirti Joshi also uses literature in the analytical part and thus bases her findings on academic articles and books, precisely what we expect from a thesis. The author's conclusions of her thesis

are supported by literature and interesting.
The author is familiar with the topic, which benefits the whole thesis.
Kirti Joshi did a perfect job in her research, so I suggest a B grade.
Suggested Grade: B

Anna Shavit, PhD. (supervisor):
The supervisor appreciates the candidate's effort.
The supervisor reads the review.
The study should be more focused.
The structure of the thesis is confusing in some parts.
The overall evaluation here is that Kirti Joshi is presenting a solid piece of academic work. She picked a timely and fascinating topic. The research approach is substantial, and the writing is excellent. It is just missing a bit more detailed process to be called superb work. I am delighted to recommend her thesis for defence with a grade of B.
Suggested Grade: B

Questions asked and answered:
Supervisor: Anna Shavit, PhD.
Can you explain the sample selection process in more extensive detail?

Opponent: Veronika Macková, PhD.
Can you please explain how you chose the research sample for your thesis?
You described the sampling this way: "First, every journalist has to work in one of the top ten most watched broadcast channels or news websites (with high circulation) in India. Second, the selected journalists cover political news for their news organization." But there were undoubtedly more journalists, so how did you choose them?
I think you follow other journalists outside India on Twitter. Is there anything specific about India compared to other countries regarding how journalists present themselves on social media?

Discussion follows

Final Grade announced: B

Result of defence:	excellent (B)
Chair of the board:	doc. PhDr. Alice Němcová Tejkalová, Ph.D. (present)
Committee members:	Mgr. Veronika Macková, Ph.D. (present)
	doc. Robert Silverio, Ph.D. (present)
	Mgr. Anna Shavit, Ph.D. (present)