



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

Academic year: 2022/2023

Student's name and surname: Serena Renay Golden
Student's ID: 39506288

Type of the study programme: Master's (post-Bachelor)
Study programme: Journalism, Media and Globalisation
Study ID: 723809

Title of the thesis: Marketing “That Girl” and the commodification of perfect womanhood on TikTok

Thesis department: Department of Journalism (23-KZ)

Language of the thesis: English

Language of defence: English

Advisor: Mgr. Ing. Kateřina Turková, Ph.D.

Reviewer(s): Mgr. Barbora Součková

Date of defence: 12.09.2023 **Venue of defence:** Praha

Attempt: regular

Course of defence: The student presented the topic of her master's thesis, which was about the trend That girl on TikTok. She briefly introduced the topic, theoretical framework, and methodological apparatus of her work. Then, she talked about the results and main findings of her analysis, which was conducted as a qualitative methodology research (qualitative content analysis). Both the supervisor and the opponent were present during the defence. Dr. Turková, as the supervisor, read her review and talked about her objections to the thesis. Mgr. Součková, as the opponent, also read her review and mentioned the limitations and objections of this thesis. The student commented on the objections according to reviews and answered the questions from the supervisor and the opponent. Some members of the commission also mentioned some objections to the thesis (according to the sample, chosen methodology and the presentation of the results).

Result of defence: very good (D)

Chair of the board: doc. Robert Silverio, Ph.D. (present)

Committee members: PhDr. Michal Dimitrov, Ph.D. (present)

Mgr. Sandra Lábová (present)