

Name of the student:	Héloïse Enjalbal
Title of the thesis:	Hope, Joy and Trust: A Study of Positive Emotional Rhetorics in the 2022 French Presidential Campaign
Reviewer:	Marcin Zubek

### 1. KNOWLEDGE AND CONNECTION TO THE FIELD

(relevance of the research question, research objective, literature review):

The literature review constitutes a strong section of the thesis. It is thorough, but not overwhelming, which shows that the student skilfully chose the literature. The RQ: ‘How do French populist left and populist right parties evoke positive emotions in the campaign propaganda materials of the 2022 French Presidential election?’ is feasible and valid. The research gap identified makes sense. Indeed the emotions that often mobilise the electorate are often connected with some negative events, which unify people in a common pain. Common joy seems to be less effective, hence perhaps understudied. The only reservation I have is that the RQ is a bit descriptive.

### 2. ANALYSIS

(methodology, argument, theoretical backing, appropriate work with sources):

Theoretical backing is clearly defined and convincing. The hypotheses are driven by literature and make intuitive sense. It however seems that are all very heavy on the emotion of ‘hope’. The other emotions do not seem to play central role in student’s investigations. A very detailed section on methods and research design should be praised. Nonetheless, I do have some reservations regarding two issues. Firstly, regarding the choice of sources. One the one hand choosing the primary sources regulated by law somewhat assures better comparability, but on the other hand it might not be the best to uncover the emotional aspect. As the author stated - it is for example forbidden to make fun of another candidate, which would probably be a very emotive exercise and also the results have shown that a significant portion of the analysed data was neutral emotionally. Secondly the analysis refers only to verbal/textual data. The author clearly states that facial expressions cannot be included – and this is understandable. What however could also have a significant emotive charge are the visuals. I fully understand that it would be difficult to include those, but the author should have addressed this problem.

### 3. CONCLUSIONS

(persuasiveness, link between data and conclusions, achievement of research objectives):

The research objectives were achieved. The author refers to the RQ and the hypotheses and extensively comments on the results.

### 4. FORMAL ASPECTS AND LANGUAGE

(appropriate language, adherence to academic standards, citation style, layout):

No problems here

### 5. SUMMARY ASSESSMENT

(strong and weak point of the dissertation, other issues)

This is a strong thesis. Among the strong points there are such things as a well-identified research gap and a thorough literature review as well as thoroughly performed analysis with interesting results. The thesis also reads very well, as the author made sure that the flow of arguments is logical and the reader is reminded about RQ and the hypotheses throughout the whole thesis. On the weaker side I would put some choices regarding the primary sources that perhaps do not constitute the best ones to

measure the use of emotion. Overall however I am very positive about the thesis.

<b>Grade (A-F):</b>	B
<b>Date:</b>	<b>Signature:</b>
23.01.2024	Marcin Zubek