



Diploma Thesis Evaluation Form

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Title: Ukrainian War Communication via Social Media

Programme/year: Bezpečnostní studia [NP_BS], 2023/2024

Author of Evaluation (supervisor/external assessor): Dr. Petr Spelda

Criteria	Definition	Maximum	Points
Major Criteria			
	Research question, definition of objectives	10	10
	Theoretical/conceptual framework	30	26
	Methodology, analysis, argument	40	36
<i>Total</i>		80	72
Minor Criteria			
	Sources	10	10
	Style	5	5
	Formal requirements	5	5
<i>Total</i>		20	20
TOTAL		100	92



Evaluation

Major criteria:

The dissertation deals with official communication of Ukraine during the ongoing war. Methodologically, the topical analysis approach is adopted to analyze data from the X social media platform. The analysis is executed well, and I especially appreciated the topical structure. Topics which combine ethics and metaphysics with real-politik show a deep understanding of the communication strategy. From the empirical point of view, several contributions are made to the field of digital diplomacy. The selection of the digital diplomacy framework represents a strong conceptual move which affords the thesis an opportunity to bring about an anchored and well-structured perspective on the communication during the war.

Minor criteria:

All criteria are met.

Based on the anti-plagiarism software checks, it is formally confirmed that the submitted thesis is original and, to the best of my knowledge and belief, does not, in an ethically unacceptable manner, draw from the works of other authors.

Overall evaluation:

This is a solid piece of research on an important topic. Conceptually as well as methodologically, it is handled very well, and the empirical analysis building on this foundation provided an excellent overview of the Ukrainian communication strategy.



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Suggested grade: A

Signature