

CHARLES UNIVERSITY
Faculty of Social Sciences
Institute of Communication Studies and Journalism

MA THESIS REVIEW

NOTE: Only the grey fields should be filled out!

Review type (choose one):

Review by thesis supervisor Review by opponent

Thesis author:

Surname and given name: Leonardo de Sá Ribas Guebert

Thesis title: Beyond the Scoreboard: Examining Media Activism related to the FIFA World Cup Qatar 2022 to the 2023 FIFA Women's World Cup

Reviewer:

Surname and given name: Hrbáčková Anna

Affiliation: ICSJ FSS CU

1. RELATIONSHIP BETWEEN RESEARCH PROPOSAL AND THESIS (mark one box for each row)

		Conforms to approved research proposal	Changes are well explained and appropriate	Changes are explained but are inappropriate	Changes are not explained and are inappropriate	Does not conform to approved research proposal
1.1	Research objective(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Methodology	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Thesis structure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTARY (description of the relationship between the research proposal and the thesis. If there are problems, please be specific):

2. EVALUATION OF THE THESIS CONTENT

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
2.1	Quality and appropriateness of the theoretical framework	D
2.2	Ability to critically evaluate and apply the literature	C
2.3	Quality and soundness of the empirical research	C
2.4	Ability to select the appropriate methods and to use them correctly	C
2.5	Quality of the conclusion	C
2.6	Thesis originality and its contribution to academic knowledge production	B

COMMENTARY (description of thesis content and the main problems):As the aim of this thesis is to focus on two FIFA World Cups (Men's 2022 and Women's 2023), I would expect that the author provides insights not only into men's sports events, but also women's. I am surprised that the author does not address this topic in the literature review, moreover once he comes up with "gender-based discrimination, unequal opportunities and challenges faced by female athletes in the sporting industry" or "gender equality, inclusivity, and fair treatment within football and organising bodies" as one of the topics within the Comparison of the Findings (p. 43). The analytical part is rather descriptive - the author describes all of the 60 articles divided according to the chosen journals and Men's/Women's World Cup. The descriptive tone continues also within Conclusion/Discussion part; the overall findings could be more related to the existing literature. The original idea of the thesis' topic is indeed interesting, however, the differences between these two host countries and women's and men's football events in general are so fundamental, therefore I am not sure whether selection of these two events (and their portrayal in Western media) was the best choice.

3. EVALUATION OF THE THESIS FORM

Use letters A – B – C – D – E – F (A=best, F= failed)

		Grade
3.1	Quality of the structure	D
3.2	Quality of the argumentation	C
3.3	Appropriate use of academic terminology	B
3.4	Quality, quantity and appropriateness of the citations (both in the theory part and in the empirical part)	C
3.5	Conformity to quotation standards (*)	B
3.6	Use of an academic writing style, and correct use of language (both grammar and spelling)	B
3.6	Quality of the textual lay-outing and appendices	B

(*) in case the text contains quotations without references, the grade is F; in case the text contains plagiarised parts, do not recommend the thesis for defence and suggest disciplinary action against the author instead.

COMMENTARY (description of thesis form and the main problems):

When looking on the overall structure and table of contents, the thesis seems a bit disproportionate (8 pages of theoretical framework/literature review, 9 pages of methodology, 26 pages of analysis), and some of the parts are not placed very well. For example, the quite detailed description of chosen journals The Guardian, CNN and The Washington Post (p. 14-17) could be moved from methodology to theory instead; also, as mentioned above, theory/literature should be extended by at least brief review of studies focusing on women's sports events (if not directly about women's football events) and their media coverage. Apart from that, the author works with appropriate literature, the quotation standards are provided and the text is well-written.

4. OVERALL EVALUATION (provide a summarizing list of the thesis's strengths and weaknesses):

This thesis aims to compare media activism related to the 2022 FIFA Men's World Cup and the 2023 FIFA Women's World Cup. Although the topic is interesting, the selection of these two events may not be the most effective for exploring fundamental differences in their media portrayal. The literature review lacks women's sports events, which is surprising given the overall topic. Nonetheless, the author shows his writing skills, ability to work with theoretical concepts and method resulting in interesting analysis of 60 articles and subsequent comparison between journals, topics and events themselves, which certainly is valuable. Therefore, I suggest a grade C.

5. QUESTIONS OR TOPICS TO BE DISCUSSED DURING THE THESIS DEFENSE:

5.1	Could you describe in more detail the used method (such as which keywords were chosen for looking the convenient articles up, how many of them you decided not to analyse further etc.)?
5.2	How do you think the results might differ, if you analyse also sports-focused journals?
5.3	Are there any recent studies that deal with the topic of women's sports events (or even 2023 FIFA Women's World Cup)?
5.4	

6. ANTIPLAGIARISM CHECK

The reviewer is familiar with the thesis' score in plagiarism analysis in SIS.

If the score is above 5%, please evaluate and indicate problems:

6.1	The Turnitin check was 32%, however, these parts are mainly direct quotations (conforming to quotation standard with references) or titles of the examined articles. Therefore, it is not problematic.
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7. SUGGESTED GRADE OF THE THESIS AS A WHOLE (choose one or two)

- A
 B
 C
 D
 E
 F

If the mark is an "F", please provide your reasons for not recommending the thesis for defence:

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Date:

Signature:

A finalised review should be printed, signed and submitted in two copies to the secretary of the Department of Media Studies. The electronic version of the review should be converted into a PDF and uploaded to SIS, or sent to the Department of Media Studies secretary who will upload it to SIS on the reviewer's behalf.

Do not upload PDFs with a scanned signature, the review uploaded to SIS must be without signature.