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

ASSESSMENT OF BACHELOR'S THESIS

NOTE: Fill in the marked fields only on the computer!

Type of assessment ("click" to check the applicable option)
        Assessment by the thesis supervisor ☒   Assessment by the opponent ☐

Thesis Author
        Name and surname: Jonáš Mácha
Thesis Title The media representation of Czech and international esport leagues
Assessment Author
        Name and surname: Daniel Nielsen
        Workplace: IKSŽ

1. RELATIONSHIP BETWEEN APPROVED THESIS PROPOSAL AND FINAL WORK
("click" to check the selected evaluation)

		Corresponds to the approved thesis	Deviates from the thesis, the deviation is justified in the work and is appropriate	Deviates from the thesis, the deviation is justified in the work but is not appropriate	Deviates from the thesis, the deviation is not justified in the work and is not appropriate	Does not correspond to the approved thesis
1.1	Goal of the Thesis	☒	☐	☐	☐	☐
1.2	Work Technique	☒	☐	☐	☐	☐
1.3	Structure of the Thesis	☐	☒	☐	☐	☐

COMMENT (verbal evaluation of the relationship between the thesis and the work, or a specific description of the main objections)
  The thesis deviates from its proposed structure which is to be expected as research progressed and findings are uncovered.

2. CONTENT EVALUATION OF THE FINAL WORK
Fill in a letter on a scale A – B – C – D – E – F (A = best, F = unsatisfactory)

		Evaluation by mark
2.1	Relative completeness of the processed literature on the chosen topic	B
2.2	Understanding of the processed literature and ability to apply it	A
2.3	Mastery of the chosen technique for processing the material	A
2.4	Logical explanation and substantiation of conclusions	A

COMMENT (verbal evaluation of the content of the final work, or a specific description of the main objections)
  The thesis is quite exhaustive in regards to empirical attention while also paying attention to the details of the esports games in question. This might discourage readers, but unlike other mediums where a lot can be taken for granted, games as new media prove extremely difficult to disect for the purpose of logical research inquiry. This is clearly an empirical work with an industry audience in mind. Three factors points towards this: (1) the student cites industry reports extensively to appropriately situate the research and its relevance within the industry broadly, (2) the descriptive detail of the subject under research (League of Legends) supports the notion that this research has been done with sufficient subject-matter knowledge, (3) the choice of method (interviews) alongside the detailed description of the research subjects (informants), illustrates a high level of research transparency that allows readers to quickly assess whether the research findings is applicable/relevant for their own particular case.

While the manuscript could undoubtly benefit from more engagement with previous research, it is worth noting that existing research is scarce as esports is a relatively new cultural phenomenon. As an example, while Routledge Handbook of Esports is reportedly completed and undoubtly will be a game-changing contribution, it is set to release September 2024.

In terms of research contribution, the thesis take advantage of a significant research gap situating itself between media representation studies and media production studies in esports where it uncovers the duality in representation theory, when individuals are held accountable for representing an organizational entity. The use of Halls coding/encoding theory is appropriate as it also shows the shortcomings of this theory applied to contemporary contexts. Developed in a time where the mass communication model of 1 to many reigned, it made sense. But today individuals are incorporated into the mechanisms of corporate communication, ultimately creating dissonance in the production of the media message, as the thesis shows.

3. EVALUATION OF THE FINAL FORM OF THE WORK
Fill in a letter on a scale A – B – C – D – E – F (A = best, F = unsatisfactory)

		Evaluation by mark
3.1	Structure of the work	A
3.2	Functionality and appropriateness of the note apparatus and references	B
3.3	Adherence to citation standards (If the text repeatedly contains passages taken without citation, grade F. If the text contains passages that the author falsely presents as their own findings, do not recommend the work for defense and, in the "justification in case of non-recommendation," suggest that disciplinary proceedings be initiated against the author.)	A
3.4	Language and stylistic level of the work (If the valid codification of spelling standards is repeatedly violated, grade F.)	A
3.5	Justification and appropriateness of appendices, graphical layout of the work	A

COMMENT (verbal evaluation of the form of the final work, or a specific description of the main objections)
   Besides from minor errors in reference list, sources are references consistently throughout the text. Some notes to references in the text that needs attention for errata: Statista, 2023 (not in refernece list), Hall, 1997 (doesnt exist in your reference list where you have Hall, 2005), Esport Sponsorship, n.d. (is actually authored by Alastair Pusinelli and published feb 2023). The author should go over all references and double check publication year and authorship.

4. SUMMARY COMMENT OF THE EVALUATOR (overall assessment of the final work, its strengths and weaknesses, originality of the topic processing, etc.)
   The thesis takes a unique and innovative approach to media production and media representation studies within a new and rapidly changing industry such as esports in games. This sector is prone to negligence from scholarship due to its infant state, or overfixation with moral panic research such as gambling tendencies and health issues/strain. The text is can improve in many ways, by (1) more thoroughly appropriating Halls encoding/decoding theory, (2) toning down detail description of League of Legends, (3) engaging more with existing, yet limited, research within the field, and (4) clean up formalities such as citations, reference list, and grammatical errors. Nevertheless, these are minor issues considered the scope and originality of the research and its contribution, both in academia as well as the digital games industry in Czechia and abroad. With this in mind, I consider the thesis to go above what is to be expected of a BA thesis, which leads me to suggest a grade A.

5. QUESTIONS OR SUGGESTIONS TO WHICH THE DIPLOMATE MUST RESPOND DURING THE DEFENSE

5.1	As mentioned in the evaluation, your subject-matter knowledge is clearly to your advantage in conducting the research. Reflecting over your positionality, in this case either as a gamer or as someone within the esports industry, can you think of any disadvantages during your research endeavour?
5.2	Can you elaborate on why it was important to include esport players from LEC? Why wasn't it enough to just interview Czech Hitpoint Masters players?
5.3	Looking back, what would you have done differently, that you believe could significantly improve your research trajectory?

6. ANTIPLAGIARISM CHECK
☒ I have reviewed the results of the antiplagiarism check in SIS.

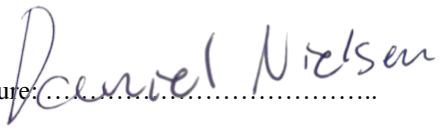Comment in case of similarity over 5%：

6.1	

7. PROPOSED OVERALL ASSESSMENT OF THE WORK (Check the selected assessment by clicking)

A ☒   **B** ☐   **C** ☐   **D** ☐   **E** ☐   **F** (do not recommend for defense) ☐

JUSTIFICATION IN CASE OF NON-RECOMMENDATION

Date: 27.8.2024   Signature:……………………………..