



## Diploma Thesis Evaluation Form

Author: Valentyna Koudelková

Title: Media's Role in Constructing Representations of Marginalized Groups  
Identities and Experiences in Post-Olympic Los Angeles

Programme/year: MAIN/ 2024

Author of Evaluation (supervisor): Anna Kotvalová

Criteria	Definition	Maximum	Points
<b>Major Criteria</b>			
	Research question, definition of objectives	<b>10</b>	9
	Theoretical/conceptual framework	<b>30</b>	28
	Methodology, analysis, argument	<b>40</b>	26
<i>Total</i>		<b>80</b>	63
<b>Minor Criteria</b>			
	Sources	<b>10</b>	10
	Style	<b>5</b>	5
	Formal requirements	<b>5</b>	3
<i>Total</i>		<b>20</b>	18
<b>TOTAL</b>		<b>100</b>	81



## Evaluation

### Major criteria:

Valentyna decided to try to understand „*how the media narratives following the 1984 Olympic Games represent and construct the identities and experiences of marginalized groups during a fiscally and diplomatically profitable period. The research question the thesis seeks to explore is: 'How did the American media influence the construction and representation of marginalized identities and experiences in the year following the 1984 Olympic Games?' A subquestion supplements the research question: 'How do these representations differ between mainstream and independent news sources?'*“

The thesis is built upon a well-structured, well-argued research design which holds together through poststructuralist ontology and CDA. Both theoretical and methodological chapters are explained in depth and cover all the relevant aspects of either theoretical and conceptual framework or the methodological tools Valentyna uses to understand this topic. The theoretical framework covers the topics of post-structuralism, feminist theory, post-colonial theory but also media representation theories.

The research questions and research objectives are in line with the ontological and epistemological framework of such topic and a critical approach to it. Valentyna explains well how CDA works and how it can be used in order to answer her research questions. The author also works with a great number of primary sources which she explores according to the methodological outline of Norman Fairclough.

The only limitation I see in the analysis is the original analysis itself. Although the analysis follows established aims and does cover the relevant topics and narratives in the media discourse, the analysis is quite superficial and could have used more work. The original analysis is also quite short, compared to the other chapters. Additionally, it would be useful to connect the research results back to the theoretical literature to support the main argument.

Although the original analysis does have certain shortages, it also provides with an interesting assessment of the selected topic and opens a space for further research in this field. Moreover, the selected topic is highly relevant, and I appreciate Valentyna's determination to explore it through critical and normative lenses.



**Minor criteria:**

In terms of minor criteria, this thesis fulfils to a high extend all of them. Valentyna works with a great number of literature and consistently uses a relevant citation norm throughout the text. The only problem I see are some minor stylistic shortages (e.g. missing spaces, chapters start in the middle of page (e.g. introduction)).

**Assessment of plagiarism:**

Turnitin did not discover any problems.

**Overall evaluation:**

Overall, I believe this text fulfils all the requirements for a quality master thesis. Valentyna did decide to explore quite a challenging topic which I believe is an important factor in writing an academic text. She dedicated great amount of time to the theoretical and conceptual chapters, and she demonstrated that she understands the relevant literature and explored the related topics in depth.

As Valentyna's supervisor I know that she dedicated a lot of time preparing the thesis and research design and that she understood the scale of the selected topic but also its normative elements.

The thesis is also built upon a well-structured methodological section where Valentyna explains in depth CDA and specifically, Fairclough's approach to discourse and critical discourse analysis.

The only bigger limitation might be the original analysis since it sometimes does not go very deep into the intertextual aspect of CDA and is sometimes superficial (which I explained more in the "major criteria" section).

Overall, I believe that the thesis works with a good amount of academic literature, demonstrates an insightful understanding of the theoretical framework and concepts and manages to fulfil its research design.

**Suggested grade:**

**B**

**Signature:**