

**Film and TV School of the Academy of Performing Arts in Prague**  
**Department of Photography**

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**Assessment of the Bachelor's Thesis**

Author of thesis: Elizaveta Gershkovich

Title of thesis: The expression of gender characteristics in magazine on the example of the USA Vogue magazine

Assessment of the primary advisor

Assessment of the opponent

Author of the assessment (first name, last name, workplace):

Michal Šimůnek, Faculty of Management, University of Economics in Prague

Evaluation of the content and final form of the thesis (A/excellent – B/very good – C/good – D/good with objections – E/satisfactory – F/unsatisfactory – not recommended for defence)

Suitability of the selected objective and work approach.....	C
Relative completeness of the literature used for the selected topic.....	E
Ability to critically evaluate and use professional literature.....	D
Logicity of the thesis structure, connection of its chapters.....	E
Language and stylistic level of the thesis.....	C
Compliance with citation norms (should the text repeatedly contain adopted passages without citing the source, the work cannot be recommended for defence).....	F
Sufficient extent of image attachments, justifiability and suitability of attachments, graphic layout.....	E
Originality of the thesis, contribution to the development of the field of study.....	B
Overall evaluation of the thesis.....	E/F

Verbal evaluation of the thesis including questions that the diplomate must address in his/her thesis defence:

Elizaveta Gershkovich's thesis is an attempt to analyse the language expression of gender characteristics on the pages of the USA Vogue magazine. First of all, I would like to mention, that it is quite difficult to evaluate the thesis as it is inconsistent in the quality of argumentation and style (it almost seems to be written by two different authors). First half of the thesis is rather unfocused, vague and full of several shortcomings: why there is e.g. a chapter dealing with the conceptual difference between discourse and text; it is not true that the concept of gender is just rarely applied to the analysis of fashion periodicals; there are several spelling mistakes and factual errors (e.g. Robin Lakoff's book has a title "Language and women's place" instead of "Language and Place of Women"); why there is included a very low quality survey (it seems that survey contained only one question, the selection of the respondents is not described). In the second half of the thesis there are also some problematic parts (e.g. it is not mentioned why, how and upon what criteria only 9 articles were selected; there is no methodological chapter, ...), nevertheless I consider

it as very well elaborated content (statistical) analysis providing some interesting findings and insights (e.g. that gender markers are defined by the audience rather than a writer).

My key objection concerns the formal quality of the thesis: quotations and paraphrases are chaotically referenced; there are only twelve sources mentioned in the bibliography and many sources used in the thesis are missing (including several key texts: Kotthoff and Schweitzer, “Tannen’s study”); several quotations are not referenced at all (e.g. the sentence “widespread beliefs about the typical characteristics of representatives of different genders and their social behaviour”); tables, figures and graphs are not labelled and numbered; the thesis lacks pagination. The thesis thus seems not to be independent work of the student as there are several parts without indicated sources.

Despite my objections mentioned above, I recommend Elizaveta Gershkovich’s thesis for the defence and propose E/F as the final grade, pending the outcome of the oral exam.

Questions for the defence:

Could you explain how does the topic of your thesis (and its focus on language differences) relate to the curriculum of your study program? Wouldn’t it be more appropriate to write a thesis on e.g. visual (photographic) representations of gender differences in Vogue?

What statistical software was used for analysing quantitative data?

For the evaluation of the quality of statistical analyses the original data file/s is/are needed. Prior the defence, I would like the author to provide me with data file/s (statistical analysis of Vogue articles).



Date: 14/08/2017

Signature:.....