



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~~): doc. Vit Stritecky

| Criteria | Definition | Maximum | Points |
|-----------------------|---|------------|-----------|
| Major Criteria | | | |
| | Research question, definition of objectives | 10 | 10 |
| | Theoretical/conceptual framework | 30 | 28 |
| | Methodology, analysis, argument | 40 | 35 |
| <i>Total</i> | | 80 | 73 |
| Minor Criteria | | | |
| | Sources | 10 | 10 |
| | Style | 5 | 5 |
| | Formal requirements | 5 | 5 |
| <i>Total</i> | | 20 | 20 |
| TOTAL | | 100 | 93 |



Evaluation

Major criteria:

The dissertation analyzes how Ukraine utilizes social media for digital diplomacy and crisis communication. It nicely combines traditional topic analysis with data from social media. Despite the fact that the analysis is qualitative, it manages to show the main axes of the Ukrainian communication strategy. Highly appreciated are the efforts to operationalize traditional political topics as well as appellations to ethics, morality and justice which permeate other topics utilized by the communication strategy. It is also very good that the thesis attempts to capture how the strategy evolved in time.

Minor criteria:

Minor criteria are satisfied.

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:

All in all, this is well-executed research that focuses on an important and timely topic. Conceptually as well as methodologically, there is no major shortcoming. Empirical findings are non-trivial.



**FACULTY
OF SOCIAL SCIENCES**
Charles University

Suggested grade: A

Signature