



## Master's Thesis Evaluation Form

Student's name: Mujtaba Masood  
Thesis title: Marital Life and TV Dramas: Depiction and Influence on Perceptions of Married and Unmarried Audience  
Name of the supervisor: Prof. PhDr. Hynek Jerabek  
Name of the opponent: Jiri Remr

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What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

1. *Does the author show understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable?*

The author attempts to use Cultivation Theory and Social Cognitive Theory to frame the study, but there is a significant lack of depth in the understanding and application of these theories. The connection between the theories and the hypothesis is weak and underdeveloped. Theories are mentioned superficially without a clear explanation of how they inform the research design or the interpretation of the findings.

2. *Is the research question articulated clearly and properly? Is the research question sufficiently answered in the conclusion?*

The research questions are not clearly stated, resulting in ambiguity throughout the study. The conclusion does not adequately answer the research questions due to unclear framing and poor linkage between the research questions, methodology, and findings. The conclusion is disconnected from the original aims of the study and does not provide a coherent answer to the research questions.

3. *Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*

The thesis lacks a thorough and relevant review of the literature. It lacks relevant sources on research methodology and actual methodological approaches of the particular topic of the thesis. The literature review is too broad and does not effectively set the stage for the research.

4. *What is the quality of the data or the other sources? Are the sample method, data collection and data analysis appropriate?*

The quality of the data is questionable due to the lack of transparency in the sampling method and data collection processes. The description of the sample is vague, and the data analysis lacks rigor and clarity. The methodology is weak and does not adequately address the research problem, which casts doubt on the credibility of the results.

5. *Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*

The findings are not convincingly relevant to the research questions. The conclusions drawn are based on weak and selective use of data, with major gaps and inconsistencies in the argumentation. The conclusions do not follow logically from the data presented, undermining the overall validity of the study.



6. *Are the author's thoughts distinguished unambiguously from the borrowed ideas?*

The distinction between the author's original thoughts and borrowed ideas is usually clear. The thesis is strengthened by the proper citation and seamless integration of sources, clearly distinguishing the author's contributions from the existing literature.

7. *Is the thesis containing original/innovative research (in terms of topic, approach, and/or findings)?*

The thesis does not demonstrate originality or innovation. The approach is conventional and poorly executed, and the results do not contribute new knowledge to the field. The research topic, while potentially interesting, is not explored in a novel or meaningful way.

8. *What is the quality of style and other formal requirements?*

Formal requirements such as proper citation, and academic tone are adequately met. However, the presentation of results is particularly weak, with unclear tables and figures that do not help to understand the results.

9. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.*

Other weaknesses include the lack of exploratory data analysis and the inappropriate use of terminology throughout the thesis. The theoretical part seems mostly irrelevant, overly broad, and unnecessarily long. There are no significant strengths to offset these weaknesses.

10. *What topic do you suggest for the discussion in the thesis defense?*

- What steps could be taken to improve the transparency and rigor of the data collection and analysis processes?
- How can the literature review be focused to provide a more relevant and solid theoretical foundation for the research?

Overall assessment of the thesis:

The thesis is poor and meets only the minimum standards expected at this level. The methodology is weak, the research does not adequately address the proposed problem, and there are significant doubts about the conduct of the research. Terminology is used incorrectly, the findings are not credible, and the presentation of results is clumsy. Theoretical sections are largely irrelevant and excessively long. Because of these problems, the proposed final grade for this thesis is E.

Proposed grade: **E**

Date: 4. 6. 2024

Signature: Jiri Remr