



Posudek bakalářské diplomové práce

Autor práce: Zuzana Baštová

Název práce: South Korean wedding industry: the matter of money and current trends

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Hodnotící kritéria:	Známka:
Stanovení cílů práce a jejich dosažení	A
The author of the thesis clarifies her goal, which is fulfilled in the main body of the text. The thesis also properly reviews historical, traditional, and modern parts of Korean weddings.	
Struktura, metodologie a argumentace	C
The structure is logical and the SWOT analysis on the South Korean wedding industry is original. The author accurately identifies the current trends of the South Korean wedding industry in Chapter 5. However, it would be great if these findings were applied to the analysis in Chapter 4.3 and if there was further elaboration about how those trends have influenced the wedding industry.	
It is good that the thesis mentions how the wedding industry has been influenced by the current pandemic (p. 25). However, some details are missing, such as exactly when the South Korean government allowed groupings of less than fifty people, as regulation around this has been changing.	
I agree with the author's statements, especially about people's perceptions of marriage and weddings and recent changes in preferences. However, the author states that Korean children take their father's surname (p. 20). While this is a major trend, it should not be ignored that it has been possible to take a mother's surname since 2008. During marriage registration, married couples are asked if they have agreed on which family name to pass on.	

Jazyk, stylistika	A
Korean words are transcribed according to the Mccune-Reischauer romanization. It is good that Sino-Korean words are explained well using Chinese characters and each character's meaning, but it would be nice if <i>hangeul</i> was also given.	
Formální náležitosti, odborná literatura, bibliografický aparát	B
<p>Some footnote numbers are placed before punctuation (on pages 9, 17, 18, 20, 22, and 27), and some are placed after punctuation. The latter is the correct formatting.</p> <p>Some in-text citations are not listed in the Bibliography (Eckert 2009; Gombl and Löwensteinová 2014; Kwak 2021; Choon 2016; Song 2019; Kim 2012; Kang 2012).</p>	
Navrhované celkové hodnocení	B

Témata pro obhajobu, připomínky a doplňující otázky:

1. The author pointed out well that “small weddings” do not necessarily indicate cheap weddings. In this case, what is the author's definition of a small wedding?
2. As the author analyzed, international marriages are an opportunity for the Korean wedding industry. Given this, what kind of wedding-related products (services) should be provided for target customers (international couples)?

May 17, 2021

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