

Posudek magisterské diplomové práce

Univerzita Palackého v Olomouci, Filozofická fakulta
Katedra anglistiky a amerikanistiky

Autor práce: *Michaela Koutná*

Název práce: *Communication Strategies in Fashion Magazines*

Vedoucí práce: *Mgr. Ondřej Molnár*

Autor posudku: *Mgr. Ondřej Molnár*

Hodnocení: A = 1, B = 1-, C = 2, D = 2-, E = 3, F = nedostatečně

Hodnocení

1. Přínos práce, aktuálnost a důležitost tématu.

The thesis writer chose an interesting topic, i.e. communication strategies in fashion magazines, described by Enkvist (1987) and studied by many scholars. It offers a very wide topic which is without any doubt difficult to embrace and deal with. The author focuses on conversationalization and text colonies which are, to her mind, the most significant communication strategy in fashion magazines. Moreover, the introduction promises to take into account the translation aspect, i.e. cultural differences between the British and Czech fashion magazines (more specifically, British magazines and their translations into Czech). Unfortunately, the aim of the thesis was not fulfilled. As a result, the thesis provides only a very (if any at all) contribution to the topic.

C

2. Kvalita přehledu poznatků o tématu. Použití odborné literatury a dalších zdrojů.

The writer is familiar with the relevant literature dealing with the topic. Primarily, I appreciate the author conducted a quality literature review and bibliographic search regarding text colonies. Unfortunately, her application of the theoretical aspects to the practical part, i.e. the corpus under analysis, is very limited.

D

3. Formulace záměrů práce. Metody práce. Jejich popis a adekvátnost.

The aim of the thesis as stated in the introduction is self-evident, however, the research questions or hypotheses are too general and, as a result, cannot be neither verified, nor disproved. In terms of methodology, the thesis is based on the functional approach of the Sydney school, i.e. Systemic Functional Linguistics paradigm, which is a very vague concept – if unspecified. Methodology seems to be the weakest link in the chain.

E

4. Teoretické aspekty (argumentace, koherence).

The writer is familiar with the relevant literature dealing with the topic. Primarily, I appreciate the author conducted a quality literature review and bibliographic search regarding text colonies. Unfortunately, her application of the theoretical aspects to the practical part, i.e. the corpus under analysis, is very limited.

D

5. Praktické aspekty (návaznost na teoretickou část, výběr textů, textových vzorků, příkladů, způsob analýzy).

See the previous points. The selected fashion magazines provide a good source for analysis both in terms of conversationalization and text colonies. By working with examples, the author demonstrates she understood the topic from the theoretical point of view. However, methodological deficiency has a detrimental influence on the analysis. There are hardly any tangible results.

D

6. Zpracování výsledků, praktický přínos práce.

Due to the above mentioned criticism, the thesis suffers from a very limited contribution to the topic under discussion. The results presented in the final chapter presenting conclusions of the research are too vague and quantitatively as well as qualitatively inadequate.

E

7. Formální zpracování. Jazyková a stylistická úroveň, rozsah práce, grafická úprava, dodržení publikační normy.

The thesis is written in English, the stylistic level of which acceptable. There are a few grammatical mistakes and typing errors (for example, on p. 50, 51, 55, 71, 77). Recommendations of The Chicago Manual of Style are followed in the thesis, employing the author-date system

B

Doplňující otázky k obhajobě:

1. Explain what you mean by secondary orality and by aggregative character of discourse.
2. Based on your analysis, specify what are generic features of a fashion story genre.
3. You discuss fashion magazines from the point of ideational, interpersonal and textual metafunctions. If you were supposed to conduct a register analysis, i.e. analysis of contextual parameters of field, tenor, and mode, what would you focus on? Comment on the register of fashion magazines.

Závěrečné hodnocení:

Práci k obhajobě **doporučuji**

Celkové hodnocení práce – navrhovaný klasifikační stupeň

Datum: 15. 1. 2017

Podpis:

D