

## MA Thesis Supervisor's Review

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|-----------------------|--|
| Name of Author        | <b>Bc. Helena Křivohlávková</b>                |
| Title                 | <b>Method of Back Translation</b>              |
| Programme/Form        | <b>Media Communications, full-time</b>         |
| Academic Year         | <b>2012/2013</b>                               |
| Full Name of Reviewer | <b>Peter Štarchoň, assoc. Prof. M.A., PhD.</b> |

| Rated parameter   | Weight      | Rating   |
|---|-------------|----------|
| 1 Topicality and extent                                   | 40          | <b>a</b> |
| 2 Choice of goals and methods                             | 30          | <b>b</b> |
| 3 Quality of theoretical part                             | 50          | <b>a</b> |
| 4 Quality of analytical part                              | 50          | <b>c</b> |
| 5 Quality of project part                                 | 50          | <b>b</b> |
| 6 Meeting of goals  | 60          | <b>a</b> |
| 7 Structure and logic of text                             | 40          | <b>a</b> |
| 8 Quality of sources and work with sources                | 30          | <b>a</b> |
| 9 Innovativity, creativity and usability of proposed solu | 20          | <b>b</b> |
| 10 Linguistic and formal qualities                        | 20          | <b>a</b> |
| <b>Proposed rating based on weighted average</b>          | <b>1,29</b> | <b>B</b> |

### Comments and rating:

The diploma thesis is oriented on a very specific area of method of back translation that depends on lots of (mostly) language and culture influences. The topic of this thesis can be considered as a unique and up-to-date with a strong practical significance (see the project part of the work). The diploma thesis brings the insights on the theoretical and the practical aspects of the method of back translation. Unfortunately, the deeper analytical and primary research is missing (except of interviews). Personally, I appreciate the solved topic as the author gathered and introduced a lot of interesting and relevant information based on her own secondary research and interest.

Master thesis meets all stated criteria and fulfils all requirements. All things considered, I recommend the master thesis of Helena Křivohlávková to defend.

### Defense questions:

Zlín, <<<May 10, 2013>>>

**Reviewer's signature:**

Rating according to the ECTS scale:

A = 1.00-1.24, B = 1.25-1.50, C = 1.51-2.00, D = 2.01-2.50, E = 2.51-3.00, F = 3.01