

Diploma Thesis Opponent's Review

Author	Thi Yen Nghi Tran		
Title	Vietnam's Film Industry: Audiences and their choice of movies (in Ho Chi Minh City, Vietnam)		
Field/Form of Study	Marketing Communications/Full-Time	Year	2023/2024
Review's Author	Peter Štarchoň, prof. Mgr., PhD.		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	a
2 The setting of the goals and research methods	40	a
3 The quality of the theoretical part of the work	50	b
4 The quality of the analytical part of the work	50	b
5 The quality of the project part of the work	50	a
6 Fulfillment of the goal of the work	60	a
7 Text structure and logic	40	b
8 The quality of resources and their use	40	a
9 Linguistic and formal standards of the work	30	a
Evaluation based on the weighted average	1,22	A

Evaluation, comments, remarks and suggestions:

- A well-defined thesis objective with significant student involvement in its development.
- The theoretical background reflects the topic of the thesis; however, there is a noticeable absence of separately elaborated topics linked to the project part (although they are mentioned within the Definitions section). It is a matter of the logical structure of the thesis...
- On the other hand, the use of selected research results and studies focused on the issue under study is welcome (although some of them are of older date).
- Minor formal shortcomings are acceptable.
- As far as the formulation of hypotheses is concerned, their replacement by research assumptions could be considered.
- I appreciate the combination of research methods, as well as pointing out the research limitations.
- Given the number of respondents reached, emphasis on utilising more than just descriptive statistics would be expected. Pivot tables were used appropriately.
- The project section is handled in a consistent manner and also exhibits a strong application potential.

Questions:

- What is the support for domestic film production in Vietnam?
- Which mathematical-statistical analyses would you use if you were to quantify the hypotheses you have set?
- What are your expectations regarding the Vietnamese film industry (in relation to your findings)?

In Zlín on May 9, 2024

Signature: Peter Štarchoň, v. r.

The evaluation 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