Filozofická fakulta
Faculty of Philosophy

Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

POSUDEK OPONENTA DIPLOMOVÉ PRÁCE

Studijní obor: **Překladatelství anglického jazyka**

Název práce: **From text analysis to discourse interpretation of Donald J. Trump's Tweets**

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Oponent bakalářské práce: **Mgr. Petr Kos, Ph.D.**

Short characteristics of the thesis

The goal of the thesis is to analyse two sets of Donald J. Trump's Tweets from two different periods of his presidential campaign with the aim to identify dominant language strategies and subsequently interpret how lexical cohesion facilitates the communication strategy of the American ex-president. To achieve this goal, the work combines the tools of the KWords application of the Czech National Corpus and a microanalysis of a chosen sample of data.

The work first describes the principles of communication on Twitter, then moves on to some general issues connected with cohesion in English, and focuses on the individual types of lexical cohesion and the use of collocations. The work then provides a textual analysis of the sample in terms of reiteration and the use of collocations. The outcomes of the analysis are described in a comprehensive conclusion.

Overall assessment

The thesis excellently fulfils its goals. It is well-structured, readable, and exhaustive in its analyses. It leads to convincing conclusions.

What I also appreciate is that the author relates the theoretical issues specifically to D. Trump, so in this respect the descriptions are very efficient and to the point.

The author has chosen an adequate sample of data, her analysis is not only based on individual Tweets but also in the context of subsequent Tweets, which enables her to illustrate the phenomena in a comprehensive way.

By comparing Trump's Tweets with those of his predecessor in office, Barack Obama, the author makes Trumps Tweeting strategy of his communication goals more apparent as he repeatedly focuses on simple ideas that are easily remembered by his followers rather than on sharing some deeper thoughts.

Based on the analyses, the conclusion that Trump consciously makes use of lexical cohesion to achieve his communicative goals is convincing, and it nicely illustrates how lexical cohesion is interconnected with pragmatics.

The language of the thesis is of a high-level standard.

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Práci doporučuji k obhajobě.

Navrhovaná klasifikace: výborně

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