

MASTER'S THESIS REVIEWER'S REPORT

Student's name: Bc. Sofia Parafes

Master's Thesis Reviewer (MT): Doc. Ing. Miloslava Chovancová, CSc.

MT topic: Content analysis of sustainability awareness in the context of performing live music events

Acad. year: 2024/2025

Notes on completing the report:

1. A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with deficiencies, E - fulfilled but with significant deficiencies, F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.
3. MT Reviewer must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

Assessment criteria:	Assessment
1. Thesis Objectives and Methods	D
<i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i>	
<i>The thesis comprises 85 pages of text and one appendix, which contains a questionnaire. The author has chosen to address a highly specific topic, namely a content analysis of awareness of sustainability in the context of live music performances. The author aims to assess the current state of sustainability awareness from the perspective of selected stakeholders and to propose recommendations for improving sustainability awareness in live music performances. These recommendations are intended to be implemented in practice by the relevant stakeholders.</i>	
2. Theoretical Background	E
<i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i>	
<i>Although the theoretical section includes literary sources on sustainability awareness, it lacks an explanation of the concept of awareness itself and its impact on consumer behavior.</i>	
3. Practical Application – Analysis	E
<i>The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.</i>	
<i>The author seeks to answer four formulated research questions, which are intended to be addressed through respondents' answers and qualitative research, as well as, develop content analysis of the websites. However, the sample characteristics for the questionnaire survey are difficult to identify within the thesis. Although the author presents relative frequencies supplemented by absolute numbers, the sample size is very small, which limits the validity of the evaluation. This also raises the question of who the stakeholders actually are.</i>	

4. Practical Application – Project/ Research	D
<i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments. Meeting the objectives set. For research-oriented MTs, the focus should be on discussion of the results and their evaluation.</i> <i>The author concludes the findings from the content analysis by developing a SWOT analysis, which serves as the basis for presenting appropriate recommendations</i>	
5. Formal Layout	C
<i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i> <i>The citation of sources is appropriate, as is the use of terminology. Nevertheless, it is difficult to avoid the impression that the author did not dedicate sufficient time to the development of the thesis.</i>	
Overall thesis assessment*	D
<i>It can be concluded that, given the chosen topic, the author has fulfilled the requirements expected of a master's thesis.</i>	

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. What are the two most beneficial opportunities identified in the research for improving environmental sustainability at music festivals?
2. How can partnerships with eco-friendly initiatives and waste management companies support sustainability goals at music festivals?
3. What internal strategies can festivals adopt to mitigate external risks such as greenwashing and low attendee engagement with ecological initiatives?

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

Date 19.05.2025

Signature of MT Reviewer