



University of Gabes



Higher Institute of Languages of Gabes

TITLE

*A thesis submitted in partial fulfilment of the requirements
for the Master's degree in English for Media and Journalism or in Business English*

By

Name SURNAME

Supervised by

Dr. Name SURNAME

ABSTRACT

This tends to be a one-page summary of the research, its purpose, methods, main findings and conclusion.

DEDICATIONS

This part is basically a source to offer warmest gratefulness of the writer towards any other person for whom (s)he wishes to pay honor.

ACKNOWLEDGEMENTS

This part is used to acknowledge the help of your supervisor, research participants, tutors, colleagues, employers and/or funding body.

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List of Figures

If any charts graphs or any other illustrations are used in the thesis, a list of figures on a separate page is prepared in the same form as the list of tables.

List of abbreviations

If you have used a lot of abbreviations in your dissertation, it's a good idea to provide an alphabetical list of their definitions.

List of Appendices

If you used any appendices, list them in a list.

Introduction

This section introduces the research, setting out the aims, objectives, research questions and hypotheses. It includes a rationale for the research and a summary of the report structure.

- (a) Background to the Study
- (b) Statement of the problem
- (c) Objectives of the study
- (d) Research Questions and/or hypotheses
- (e) Outline of the Thesis

Chapter One: Literature Review

This section includes all your background research, which may be obtained from the literature of previous research. You must indicate from where all the information to which you refer has come, so remember to keep a complete record of everything you read.

If you do not do this, you could be accused of plagiarism which is a form of intellectual theft. When you are referring to a particular book or journal article, find out the accepted standard for referencing of APA.

Chapter Two: Methodology

This section includes a description of, and justification for, the chosen methodology and research methods. It should contain a description of the data to be studied, a description of the sampling and collection methods of this data, an overview of the analytical tools used to analyze the data and a procedure of the analysis to be done.

- (a) Data Description and Selection Criteria
- (b) Analytic Tools (quantitative and qualitative)
- (c) Procedure

Chapter Three: Data Analysis and Findings

This section includes your main findings. The content of this section will depend on your chosen methodology and methods. If you have conducted a large quantitative survey, this section may contain tables, graphs, pie charts and associated statistics. If you have conducted a qualitative piece of research this section may consist of descriptive prose containing lengthy quotations.

In this part, you also need to focus on discussing and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion.

Chapter Four: Conclusion

This chapter is composed of three sections: the first is a summary of the main findings, the second is a statement of the implications of this research and the third is a discussion of its limitations.

Bibliography

The bibliography is a list of the sources utilized in the research work. The publications used for information-yield but not quoted in the report may also be included in the bibliography. These sources might include printed and online source like books, documents and reports, periodicals and journals, essay and articles, unpublished thesis and material, newspapers, etc. The format of the bibliography follows the referencing of APA style.

Examples:

Al-Momani, K. & Badarneh, M. A., & Migdadi, F. (2017). A semiotic analysis of political cartoons in Jordan in light of the Arab Spring. *Humor*, 30(1), 63-95.

Bissada, A.M. (2019). Tunisian liquid gold: layers of history in a drop of olive oil. Retrieved from <https://www.rfi.fr/en/africa/20191014-tunisia-tunisian-liquid-gold-layers-history-drop-olive-oil>

Ottati, V. C. & Deiger, M. (2002). Visual cues and the candidate evaluation process. In V. C. Ottati, R. S. Tindale, J. Edwards, F. B. Bryant, L. Heath, D. C. O'Connell, Y. Suarez-Balcazar, & E. J. Posavac (Eds.), *The social psychology of politics* (pp. 75–88). Kluwer Academic/Plenum.

Seidman, S. A. (2008). *Posters, propaganda, and persuasion in election campaigns around the world and through history*. Peter Lang.

Willnat, L., Verghese, R., & Mammadov, R. (2017). Symbols, slogans, and charisma: Political posters in India's 2014 national election. In *Election Posters Around the Globe: Political Campaigning in the Public Space* (pp. 187-209). Springer International Publishing.
https://doi.org/10.1007/978-3-319-32498-2_10

Appendices

An appendix serves the function of providing greater clarity and authenticity for the readers of the thesis. It includes the material which cannot be logically included in the main body of the research report. The appendix usually includes: statistical tables (when you have more than 20 tables for eg), forms, letters, reminders, interview sheets, blank questionnaires, charts, tables, lengthy questions, report of cases (if follow-up or case studies have been conducted).