

Comments:

The research project is very well structured, ideas are clear and the writing is concise and argumentative. Your literature review is comprehensive and you managed to successfully discuss the importance of your research, from both a theoretical and an applied perspective.

You do a good reference to the theoretical fundament for your research proposal, although some further discussion about Hofstede's cultural dimensions from the perspective of mass communication studies would have strengthen this section. Both research questions and hypotheses are derived and sustained by the literature review, and are pertinent to your proposed study.

The method you choose is adequate and you do a good job discussing population, sampling method and sample size, and providing arguments from previous studies; the coding book and coding sheets for the content analysis were beneficial for the reader to understand the concepts you are analyzing; good discussion of intercoder agreement. A data analysis section would have made this an excellent research proposal – and make clearer how you plan to use the data you're collecting to answer your research question and test your hypotheses.