

## Advice and information about the BA defense

The oral defense is approximately 30 minutes incl. the assessment by censor and supervisor. The defense takes as a point of departure the bachelor thesis and involves four elements 1) the student's presentation, 2) questions from the censor and supervisor to be answered by the student, 3) the assessment and, 4) the student's receipt of the final grade, and a brief explanation of the assessment.

For the first point, please prepare a 5-10 minute presentation where you account for key elements identified in the thesis. The purpose of the presentation is to remind and highlight for the censor and supervisor the strengths of the thesis and to pre-empt the questions of a more critical nature by accounting for weaknesses, hopefully turning them into strengths in the process. You should therefore not go through the entire thesis (we have read it thoroughly already), but rather briefly summarize the most crucial points, account for potential weaknesses in it and from there develop an aspect of the thesis; either a part of the thesis which is in need of such a re-thinking or taking an element of the thesis and using it as a stepping stone for raising a new perspective. It is in other words possible also to raise new perspectives not already touch upon in the thesis, as long as these perspectives clearly are relevant for the thesis. This can be a way of attempting to navigate the subsequent discussion in a direction you would like it to go.

Following this presentation, supervisor and censor will ask the student to develop certain points, which they believe are less well accounted for in the thesis. These questions will be of a theoretical, methodological, ethical or practical character.

Take the following points as an inspiration for what you might focus on in your presentation;

1. Briefly recap the theme, research question and argument, explaining the importance and relevance of the study
2. Explain your approach to the project; qualify your methodology, ethical reflections, theoretical frame and consider the benefit of alternative approaches
3. On the basis of a brief account of the project as a whole, explain what the process has taught you and how you would approach a similar project in the future
4. Give examples of how your findings are of value to e.g. the field of consumer studies, an organization, politically, for developing the understanding of market dynamics – to whom is the knowledge your study has generated valuable and how so?
5. Raise new perspectives; issues of a societal or political nature (e.g. issues raised by the media and in the public debate), potential future research on the topic

These are only guidelines. It is up to you what you want to focus on in your presentation. The most important thing is that you are prepared and proactive; take the initiative and try to set the course for the defense. The worst you can do is to be unprepared, appear unknowledgeable and disinterested, and passively await for the censor and supervisor to take the initiative in leading the defense.

You might want to prepare a power point or another form of presentation; it can both serve the purpose of giving censor and supervisor a clear impression of your preparation and initiative and can help you stay on track in your presentation. However, be aware that the facilities to show a presentation (a projector) might not be present, so make sure to make three copies of the presentation; one for yourself, one for the censor and one for your supervisor. Consider thoroughly the amount of slides and use only bullet **points**, pictures or the like – not long-winded sentences. As a guide, see if you can limit yourself to no more than 10 pages of bullet point comments (preferably less). Again, limitation is a virtue and the defense is oral (not written☺)

If you are prepared, the defense is generally rather nice. You have the possibility of discussing what has filled your life as a student for the past many months – if not years – with people who have read your thesis carefully. Remember that you are the one who has worked with this theme for up to a year and a half and that you therefore are the expert on the particular topic addressed in your thesis.