

**Film and TV School of the Academy of Performing Arts in Prague**  
**Department of Photography**

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**Assessment of the Bachelor's Thesis**

Author of thesis: Hanlu Gong

Title of thesis: ON THE MEANING OF CIGARETTE SMOKING IN  
FASHION PHOTOGRAPHY

Assessment of the primary advisor ☐

Assessment of the opponent ☒

Author of the assessment (first name, last name, workplace):

Evaluation of the content and final form of the thesis (A/excellent – B/very good –  
C/good – D/good with objections – E/satisfactory – F/unsatisfactory – not  
recommended for defence)

Suitability of the selected objective and work approach.....C  
Relative completeness of the literature used for the selected topic.....D  
Ability to critically evaluate and use scholarly literature.....D  
Logicity of the thesis structure, connection of its chapters and theirs  
proportionality.....C  
Language and stylistic level of the thesis.....  
Compliance with citation norms (should the text repeatedly contain adopted passages  
without citing the source, the work cannot be recommended for defence).....C  
Sufficient extent of image attachments, justifiability and suitability of attachments,  
graphic layout.....C  
Originality of the thesis, contribution to the development of the field of study.....D  
Overall evaluation of the thesis.....C

Verbal evaluation of the thesis including questions that the candidate must address in  
his/her thesis defence:

Hanlu Gong chose smoking in fashion hptogrpahy as the subeject matter of her thesis.  
She focused on several examples from Helmut Newton, Edward Steichen and Keith  
Trumbo.

Examples are definitely interesting and relevant but there is no clear key as to why the  
author selected these and not others. Similarly, she omits any discussion of the  
method or systematic perspective she could adopted.

Some of her comments are very relevant and vivid, and definitely quite extensive (at  
times the description tends to be even too obvious), but I lack more systematic or  
theoretical approach.

Even when she deals with highly relevant, charged or political issues, what lacks is at least some theoretical basis or even reference in order to support some of the rather subjective perceptions. The bibliography is almost exclusively based on internet sources.

As much as I can be sympathetic with charged and emotional description it cannot supplement critical and theory backed analysis. What is especially surprising is total absence of any sort of feminism (although Hanlu Gong often addresses issues connected to female emancipation).

Nonetheless I have to admit the text generates significant understanding of female situation and history of photography and presents major advancement from the point where I consulted with Hanlu at the beginning.

Therefore I recommend the thesis for defense with evaluation C.

Questions:

How would you relate your research to feminism, particularly to different waves of feminism?

Please, add some theoretical approach / comparison / referential framework (If you struggle to find any, see for instance Roland Barthes “Rhetoric of the Image”, Laura Mulvey “male gaze”, or Judith Butler).

Date: .....

Signature:.....