

Assessment of the Bachelor's Thesis

Author of thesis: Alexander Rossa

Title of thesis: Holography in the Age of New Media Technologies

Assessment of the primary advisor

Assessment of the opponent

Author of the assessment (first name, last name, workplace): Tereza Stejskalová, KF FAMU

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 B

Relative completeness of the literature used for the selected topic B

Ability to critically evaluate and use professional literature B/C

Logicity of the thesis structure, connection of its chapters B

Language and stylistic level of the thesis A

Compliance with citation norms (should the text repeatedly contain adopted passages without citing the source, the work cannot be recommended for defence) A

Sufficient extent of image attachments, justifiability and suitability of attachments, graphic layout A

Originality of the thesis, contribution to the development of the field of study B/C

Overall evaluation of the thesis B

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

The Bachelor thesis of Alexander Rossa deals with holography - it describes the principles of the method and its application, the history of its invention and development, it assesses the current situation and considers its future. While the holography method was applied in various fields - mainly as a counterfeiting measure on credit cards or magazine advertising, it has achieved its biggest success as a reference in science fiction and cultural industry. Popular films like Star Wars, Blade Runner 2049 or TV series Star Trek and Red Dwarf feature holograms as futuristic technology for communication. However, once an object of immense interest and fascination in science and culture, against the expectations of many, holography did not conquer the commercial sphere and has not become integrated into every aspect of modern life as photography has done.

The thesis is thorough, well written, and systematically presented. Quite often, however, the analysis does not go deep enough. What I miss is a discussion of the issues that are merely described by the thesis but not really tackled. For instance the relationship between entertainment industry and science. It is implied in the thesis that it was the success in entertainment industry that has inspired 3D display technologies "that promise to fulfill the fictional depictions of holograms by other means." Also, what today survives in popular imagination as hologram is its grossly

reduced version (i.e., a moving 3D display). What does it say about the relationship between science and entertainment/popular culture?

The author mentions the work by the artist Paula Dawson but does not discuss the position of holography within contemporary art. Since the thesis is written and defended at the Photography Department I think this should be dealt with. Is it popular method to be used? Has it achieved to find a footing in the mainstream artworld? Who were the famous artists dealing with holography? Has holography in any way challenged the art field? Are we likely to see a hologram in an art museum? Why yes or why not? How do the artists working with hologram relate to the use of hologram in popular entertainment and the world of science and commerce?

In sum, it is quite detailed about the technicalities of the different methods of holography which it explains very well but it does not give us the bigger picture.