

Filmová a televizní fakulta AMU v Praze / Film and TV School of Academy of Performing Arts, Prague

FAMU International

Posudek magisterské diplomové práce / Thesis Evaluation Form

Student: Jayme Davis

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Název práce / Title of the Thesis:

CINEMA TO CELL-PHONES: Video-On-Demand and its Effect on Historical Cinema Structure

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Jméno autora/ky posudku / Name of the thesis opponent:

Tomáš Hrubý

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Hodnocení obsahu a výsledné podoby diplomové práce / Evaluation scale: Hrubý

A – výborně / excellent

B – velmi dobře / very good

C – dobře / good

D – dobře s výhradami / good with minor mistakes

E – dostatečně / suitable for defense

F – nedostatečně / fail – not recommended for defense

- Hodnotící kritéria a podíl na známce / Evaluated parameters and weight:

u každé položky evaluaci dle výše uvedené škály / Please fill in the evaluation for each parameter according to the scale above

1	Vhodnost zvoleného cíle / Relevance of the chosen subject	5 %	A
2	Práce naplňuje zadání / Do thesis cover the chosen subject	5 %	B
3	Stanovení metodologie a její adekvátnost / Choice of an adequate methodology	10 %	C
4	Relativní úplnost zpracované literatury ke zvolenému tématu / Research of the relevant sources and bibliography	10 %	B
5	Schopnost kriticky vyhodnotit a použít odbornou literaturu / Ability to critically process and use the relevant sources and literature	10 %	B
6	Logičnost struktury práce, souvislost jejich kapitol, užití stanovené metodologie / Structure of the work and chapters, use of the chosen methodology	20 %	B
7	Dosažení cíle práce, původnost, přínos / Was the goal of the work achieved, quality and originality of the result	20 %	B
8	Jazyková a stylistická úroveň práce / Language and style	10 %	A
9	Dodržení citační etiky a kvalita poznámkového aparátu / Citation ethics and quality of citations*)	10 %	B

**) Pokud se v textu vyskytnou přejaté pasáže bez udání zdroje, hodnocení této kategorie je F. / If the work uses parts of the other texts without citing them properly, the evaluation of this parameter is F.*

	vané hodnocení diplomové práce (kalkulace bude doplněna pracovníkem katedry) / Suggested final grade: (will be calculated by the department):	%	
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- Slovní hodnocení práce (V případě přílohy, prosíme, připojte datum a podpis) / ☐ Verbal evaluation of thesis (in case of separate attachment please add your signature and date):

Prosíme, zdůvodněte zejména případné hodnocení „Nedostatečně“ / Please provide reasoning particularly in case of „Fail“ evaluation

Doporučený rozsah do 500 znaků / Recommendation: up to 500 signs

Although the title of the thesis “ CINEMA TO CELL-PHONES: Video-On-Demand and its Effect on Historical Cinema” creates the expectation that the work will be focused on the evolution of feature film, the work describes the changing viewing habits of audience and their impact on the audiovisual industry especially with the ascent of SVOD in general and Netflix in particular than the impact on the feature length film itself. Although there is a certain dichotomy between the title of the thesis and its actual content, the author has chosen an interesting and important topic and the thesis is generally structured in a logically clear, informationally interesting and stylistically highly readable way. The author has shown ability to cover a complex topic and is also showing an ability of a personal and individual take on the topic. That itself can also be a danger when it comes to scientific publications, as parts of text show a strong personal belief boarding on a subjective opinion (author's comments on the quality of Netflix library etc). There are also statements missing answers or explanations. Why is the Netflix model of more passive viewer unsustainable (page 7) and where is the proof that Netflix producers differ so radically in the amount of creative freedom they give to the creators from the producers of other cable networks (page 47) ?

although these and many other questions would ideally ask for more detailed inquiry, the standards or diploma thesis are not the same as the standards for phd or professional scientific papers.

All in all the thesis has managed to create a fresh and highly readable look into the rapidly changing world of modern audiovisual consumption.

- **Práci doporučuji k obhajobě / Thesis is recommended for the defense:**

(Zakroužkujte odpověď / Please circle the answer)

ANO/YES – NE/NO

Pokud je hodnocení jakéhokoliv kritéria uvedeného výše F, práce nemůže být doporučena k obhajobě. / If the evaluation of any parameter above is F, thesis cannot be recommended for defense.

Datum/Date: Podpis/Signature: