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

Assessment of the Bachelor's Thesis

Author of thesis: Varvara Gorbunova
Title of thesis: Objectification of Women in Fashion and Advertising Photography

Assessment of the primary advisor ☐   Assessment of the opponent X

Author of the assessment (first name, last name, workplace):
Mgr. Josef Ledvina Ph.D.

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...............C.............
Ability to critically evaluate and use scholarly literature....................C.......................
Logicality of the thesis structure, connection of its chapters..................B..................
Language and stylistic level of the thesis.....................C...
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...B..
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:

Varvara Gorbunova chose a broad topic of the "objectification of women in fashion photography". The thesis begins with a summarizing discussion of a concepts of male gaze (based mainly on Laura Mulvey's *Visual Pleasure and Narrative Cinema*) and fetishism. In following sections, paradigmatic examples of woman objectification from the history of 20th century fashion photography are analysed with the help of this conceptual framework. Helmut Newton and Guy Bourdin dominate among discussed photographers. The work concludes with a discussion of the recent "positive change in representation of women in fashion and advertising industries". Work of British fashion photographer Ronan Mckenzie is, for example, put into a stark contrast to Helmut Newton's pictures. Formulations like "sense of healing comes to us" or

"strive for change and progressive vision" make clear that Gorbunova fully identifies with these changes. From a work that starts with discussion of the concept of commodity fetishism I would expect a greater degree of analytic distance. It would be interesting to learn something about the strategies of branding, rebranding and consumer targeting that undoubtedly codetermine these changes.

Varvara Gorbunova's thesis generally lacks novel or rarely presented interpretative strategies, in general I would prefer narrower focus and more in-depth going analysis. I suggest grade C.

Question:

Varvara Gorbunova briefly discusses work of Ronan Mckenzie for the fashion label Universal Standard. Can the concept of commodity fetishism applied also to the production of US?

Date: ....   Signature:..