

**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: Niels Erhardsen

Title of thesis: The semiotic self in a digital ideological machine

Assessment of the primary advisor

Assessment of the opponent

Author of the assessment (first name, last name, workplace): Tomáš Dvořák, 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.....E  
Relative completeness of the literature used for the selected topic.....E  
Ability to critically evaluate and use scholarly literature.....E  
Logicality of the thesis structure, connection of its chapters.....E  
Language and stylistic level of the thesis.....E  
Compliance with citation norms (should the text repeatedly contain adopted passages  
without citing the source, the work cannot be recommended for defence).....E  
Sufficient extent of image attachments, justifiability and suitability of attachments,  
graphic layout.....E  
Originality of the thesis, contribution to the development of the field of study.....E  
Overall evaluation of the thesis.....E

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

It is difficult to summarise and comment on Niels Erhardsen's thesis as it is not a  
coherent text, which would address some problem through theoretical argument or  
present original research but rather feels like a haphazard collection of notes and  
superficial allusions to various philosophical and semiotic concepts with an alleged  
ambition to say, in dreadful English, something about contemporary digital culture.

Therefore, my main objection is factual: the car in Knight Rider is not called KIT but  
KITT and doesn't have a female but a male voice. And my question for the defence:  
what's this got to do with photography and/or visual culture and/or visual arts?

Date: .....4/6/2021.....

Signature: .....