SUPERVISOR'S ASSESSMENT OF A WRITTEN THESIS

Thesis title: Visual aesthetics of the musical microgenre Hyperpop
Thesis author: Vladislav Švestka
Programme of study: Photography
Programme type: Bachelor's

Definition of objectives and their fulfilment:

D

Topicality of the thesis topic (and relevance of the selected methodology in the case of a Master's thesis):

C

Scholarly contribution, originality of the thesis, and its utilisation in practice:

C

Logical construction and structuring of the thesis:

D

Formal requirements and requisite contents of the thesis, including its length:

C

Level of language, style and terminology:

C

Reviewer's opinion on the result of the check by the Theses system:

OK

Evaluator's overall summary:

Vladislav Švestka`s thesis deals with the visual characteristics of the musical genre of Hyperpop. Švestka is clearly a true connoisseur of Hyperpop, but he struggles with finding an overarching conceptual attitude to what he is creatively immersed in. The text thus often shifts perspectives without clearly interrelating them. The lengthy discussion of the pitfalls of popular music platform distribution is informative, but seems tangential to the subject proper, namely the visuality of the genre. Yet what Švestka`s thesis lacks in it overarching conceptual architecture is, at least to a

degree, made up by his sensitive remarks on genre`s aesthetic particulars, be it the passages commenting on its hyper-sleek commercial aesthetics or the discussion of how the genre works with stylistic incoherence. One example among many others provides author`s vivid characterisation of Sophie`s "synthetic, plastic, or metallic sound design, transitioning into infantile, danceable melodies" that is "both aggressive and sweet" and blends "seamlessly with her visuals."

Questions and topics for discussion at the oral defence:

Could you frame Hyperpop artist`s use of gender fluid imagery in the longer tradition of such stylisation in popular music? (Bowie, glam rock, Boy George, B-52…)

**Recommendation of the thesis
for the oral defence:** yes
Recommended grade: C
**Date of elaboration of this
assessment:** 4. 6. 2024

. . . . Josef Ledvina . . . .   4. 6. 2024   . . . .

Name of the thesis supervisor   (date and signature)