



Master's Thesis Evaluation Form

Student's name: Filip Kunovski

Thesis title:

Reemergence of Analogue Photographic Practice: Affects, Intentionality and Significance

Name of the supervisor: Mgr. Andrea Průchová Hružová Ph.D.

Name of the opponent: doc. Robert Silverio Ph.D.

What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

1. *Does the author show understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable.*

Comments:

The author offers a well-structured and articulated theoretical framework for his further empirical investigation. First, he debates the latest accounts on the re-emergence of analogue photography by Minniti and Margadonna, who centre their work around Polaroid and Lomography, so he can distinguish his interest in artistic photography; the one produced mostly by professionals outside both the market and the notion of commodity. Then, the author investigates a realm of theories that are influenced by the Material Turn in social sciences and provides an insight into the debates on image-object, and enchantment-disenchantment coming with the rise of digital technologies. He also considers the process of digitization of photography and returns to the ongoing discussion about its indexical character. He demonstrates well the importance of his investigation of personal/individual experience with analogue photography that is less understood as an object, but more as an embodied, affective, and intimate process. To conclude, the author critically engages with the literature to formulate his own position and to prove the relevance of his main research question. He innovatively employs the notions of affective states and affective intentionality as key terms of his analysis.

2. *Is the research question articulated clearly and properly? Is the research question sufficiently answered in the conclusion?*

Comments:

The author articulates one clear main question that is accompanied by four sub-questions that investigate different facets of the personal experience with analogue photography. The sub-questions help manifest the importance of the overall emotional, bodily, and sensual experience of individuals engaging in analogue photographic practice. All the questions are answered in the section "Discussion". There, the author compares his findings with the existing literature to deliver the full interpretation of data.



3. *Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*

Comments:

Yes, see the comment no. 1.

4. *What is the quality of the data or the other sources? Are the sample method, data collection and data analysis appropriate?*

Comments:

The author conducted 8 phenomenological in-depth interviews with professionals in the field of photography. Through the method of purposive sampling, he established a group of informants from 4 post-socialist countries of Central and Southeast Europe: North Macedonia, Serbia, Czech Republic, and Slovakia. The international group of informants is an interesting and good choice as the author can also investigate if unique ethnic and cultural backgrounds can intervene in how the process of engaging with analogue photography is experienced. As intimate and subjective aspects of this process are examined, the choice of phenomenological interviews is a good one. Due to the exploratory nature of this research and non-existing literature on this specific theme, the author rightly employs the ground theory approach and uses thematic analysis to understand the leading themes and motifs of the interviews. I appreciate that he critically reflects on his own position of being an “insider” within the examined community and prevents this position from interfering with the process of interviewing the participants.

5. *Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*

Comments:

The analysis of interviews is accompanied by a good selection of direct quotes from interviews that support author’s argumentation. The author shows how the affective states and intentionality are present throughout the photographic process, including the post-production. He debates the significance of materiality and material work for experiencing positive emotional affection. He discusses the moments of connection and detachment with the medium, and their connection to technical, agential, and material aspects of the process. I consider this categorization to be valuable for the overall conceptualization of the analysis. The findings clearly correspond to the individual research questions.

6. *Are the author’s thoughts distinguished unambiguously from the borrowed ideas?*

Comments:

The author carefully distinguishes his statements from the body of existing research literature.

7. *Is the thesis containing original/innovative research (in terms of topic, approach, and/or findings)?*

Comments:

The author argues and proves (in a theoretical section) that there is a lack of reflexive and



affective-material related approach to how the recent public interest in the analogue media, specifically photography, is conceptualized and researched. In this regard, I find this thesis to be a relevant and thought-provoking contribution to the ongoing debate that runs in both circles of academia and professional practice. I believe that the findings, which consider all parts of the process of engaging with analogue photography and pay close attention to a mixed sensual and bodily experience, can contribute to further academic debate.

8. *What is the quality of style and other formal requirements?*

Comments:

The author is able to follow the academic style of writing, and also to present his unique thought process. As a result, the reading is both engaging and informative. The structure is clear, the text is properly formatted, containing the minimum of errors. There are three relevant appendixes added at the end of the text.

9. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.*

Comments:

Please, see my comments above.

10. *What topic do you suggest for the discussion in the thesis defence?*

Comments:

1/ The author conducted interviews with professionals who have over 10 years of experience with analogue photography. How might answers differ if respondents were individuals with a shorter professional experience, or were amateurs?

2/ How might the affective states and intentionality differ if respondents were professionals producing analogue photography for commercial purposes?

11. *Declaration that the supervisor has read the result of the originality check in the system:* [] *Theses* [] *Turnitin* [x] *Original* (Urkund)

Supervisor's comment on the originality check result:
The text is an original work of the author.

Overall assessment of the thesis:

(Please, state clearly whether the thesis is or is not recommended for a defence and write the main reasons for the recommendation).

The author demonstrates his deeper understanding of the relevant literature in both theory and discussion. He builds a theoretical framework systematically so he can demonstrate the importance of examining the analogue photographic practice through the perspective of affectionality. He is able to draft a proper research design and execute correctly all the steps of practical research. The findings are well systematized, bringing new insights into which external and internal aspects of engaging with analogue photography are important in the



context of emotional, bodily, and sensual experience. The text is written with a research passion and clarity and was consulted properly. Therefore, I am proposing the final grade A.

Proposed grade:

(A- B: excellent, C-D: very good, E: good, F: fail)

Date: September 7 2024

Signature: