



Ústav světových dějin

Master's Thesis Review

Student's name and surname: Ekaterina Mazur

Title of the thesis: Catholic Cathedrals in Europe and Representation of Heritage via Mobile Applications

Reviewer's name and surname: Čeněk Pýcha

1. Heuristic (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

1.1 Evaluation of the selection of literature and sources	1
1.2 Complexity of used sources from the perspective of the state of the art	1

Short evaluation:

Theoretical framework is well defined, the student demonstrated strong background in various fields.

2. Research problem and its solution (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

2.1 Choice of the formulation of the research issue respects the task given to the student	1
2.2 The relevance of the goal from the perspective of research area methodology	1

Short evaluation:

The formulation of the topic is clear and relevant for the ongoing academic discussion.



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3. Thesis' structure evaluation (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

3.1 Is the structure of the thesis logical?	1
3.2 Does the thesis' structure work along the methodology and methods declared in the introduction	2

Short evaluation:

The text is well structured. Some theoretical assumptions are not followed in the analysis.

4. Quality of analysis and interpretation (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

4.1 Analysis of sources and literature	1
4.2 Interpretation of sources and literature in their interaction	1

Short evaluation:

The student is analyzing mobile apps and she uses relevant methodology.

5. Quality of the text (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

5.1 Style and grammar	1
5.2 Use of terminology	1

Short evaluation:

The text of the master thesis is well written in academic English style and it satisfies formal requirements.



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6. Synthetic evaluation (500 signs):

The master thesis of Ekaterina Mazur is focused on the interesting topic of representation of religious heritage in the digital environment. I highly appreciate the research perspective of Ms. Mazur based in the intersection of various fields. Theoretical part of the thesis is implying heritage studies as the starting point of the inquiry, but the whole text shows that Ms. Mazur is able to combine approaches from different disciplines (art history, philosophy, museum studies, marketing and communication studies etc.). It makes the argumentation convincing and persuasive. Generally, I consider the master thesis of Ekaterina Mazur for the relevant contribution to the ongoing academic discussion about the digitization of the world cultural heritage. The previous months of closure of cultural institutions all over the world showed how relevant this topic is for the international community.

Ekaterina Mazur divided the thesis into three main chapters. The first part is focused on the issue of relation between religious and heritage values. The author names exactly the core of the problem using various references from different fields (Smith, Adorno, Pomian etc.) I consider the description of the models of recontextualization of the religious artefacts in the modern institutional environments (museums) for the most convincing part of this chapter. Ms. Mazur described the useful theoretical framework that could serve not only for her analysis but also for some next researchers. The paragraphs about the secularization are no less fascinating, but the ties to the topic of Ms. Mazur's research are not so strong, in my view (e. g. the description of the "cancel culture" phenomenon is not used for the further analysis in the text).

In the second chapter, the author is describing online communication of museums using different international researches and surveys. Ms. Mazur is framing this part by five levels of museum experience (Nina Simon). The presented theses are proofed and applied on the case study (mobile application Experience Kunsthistorisches Museum). This part is offering background for the main analytical part of the thesis. Ms. Mazur selected four European cathedrals - concretely their official mobile application for the analysis (Notre-Dame, Milan,



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Florence and Cologne cathedrals). The author is using the method of Multimodal Cultural Analysis defined by Luc Pauwels. The method is described in detail and adapted for the analysis of mobile applications (it was originally defined for the analysis of websites). This transfer of the method and its replicability are undeniable merits of the thesis. Ekaterina Mazur is applying the method carefully. She is following the core issues described in the first chapter - especially the analysis of the “embedded points of view and implied audience and purposes” is touching the key question of the reinterpretation of the religious artefacts (cultural hybridity). The results of the analysis are convincing. The limit of the used method is in the lack of analysis of the real user’s data. The author is selectively working with some comments of the users, but I am missing some analysis of the user experience or an experiment with a focus group. Using these methods could work as a correction to the results of the multimodal cultural analysis. In defence of Ms. Mazur it must be said that this method would cross the limits of the master thesis.

Conclusion of the master thesis summarizes the theoretical framework and the observations of the analytical parts.

7. Questions and comments which should the candidate answer and discuss during the defense:

Digital media have huge social potential as we can see in the cases of social media platforms as Facebook, Twitter, Instagram etc. Do you think that this potential could be used for community building in the religious sense? Are the museums and heritage sites using this potential in their projects?

Could mobile devices change the cultural practices performed on heritage sites? Are some apps of cultural institutions actively working with practices typical for mobile devices - for example chat or taking photos?



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Suggested grade: 1

Date: 14. 6. 2021

Signature:

Čeněk Pýcha