

Supervisor opinion of Otakar Šoltys dealing with the „MMS or the Semiotic Potential of Pictorial Utterance” master thesis by Filip Janda

The theme of master thesis of Filip Janda is very important because it is concentrated on the semiotic development of the photographs in the media discourse on the one hand, and on the consequences of the technological change from the period of the chemical photography to the period of digital one. This is very important problem as well as from the systemic point of view (la langue) as from the discursive point of view (la parole). The communicative decisive values of photograph in the media discourse historically based on the truth evidence approved by the independent light drawing determined the classification character of the semiotic approach to the photograph as the sign. The potentiality of chemical photography change was very small, but the digital photography change is basic and therefore the quality and characteristic features of this sign have changed. It was therefore necessary to find the adequate and rich theoretical frame enabling to explain and to interpret this decisive change.

The decision to use the theoretical framework of Charles Sanders Peirce was the important one. The distinction among ontological firstness, secondness, and thirdness can follow to describe and interpret the procedure of changing the photography from the qualisign, rema, icon, to the sinsign, dicent, index, ending in the legisign, argument, symbol. The development from the ontological firstness to the ontological thirdness described the author as the pragmatization and developed the pragmatization of signs via the utterances enriching the usage of photographic signs.

This analytic solution enabling the quality interpretation is very good. It also opens the space for the further analysis.

The last theme of this paper was the phenomena of medialization connected with the semiotic approach to the media photographs.

It is necessary to say: “The theoretical and analytical quality of this thesis represents the school classification 1 (number one). The use of English language represents the school classification 2 (number two). “

I recommend this master thesis to the dissertation defence.