

BACHELOR THESIS EVALUATION: THESIS OPPONENT

Thesis topic: The Pursuit of Happiness in the Age of Capitalist Realism

Author: Elvis Takahashi Mantello

Advisor: František Novosád

Opponent: Lukáš Siegel

Study program: Political Science, Liberal Arts

Evaluation contains objective and critical analysis of a bachelor thesis proposal. Evaluation should be considered by the following criteria:

Criteria for the evaluation of the final thesis	Max. points	Points given by evaluator
1. Methodological aspect (Logical frame, process of inquiry, topic specification, how realistic are set goals and how adequate are proposed working methods)	10	9
2. Sources of domestic and foreign literature, familiarity with relevant literature	15	15
3. Formatting and style	15	14
4. Scope and proportionality of content	5	5
5. Systematic approach	15	14
6. Evaluation of achieved results	40	38
Total	100	95

Final evaluation: A (95-100 points), B (83-94 points), C (68-82 points), D (55-67 points), E (50-54 points), Fx(<50 points)

A – 95 points

Evaluation, comments, recommendations:

The thesis addresses some of the most pressing dilemmas of modern society, such as individualism, autonomy, alienation, oppression, and enslavement of individuals. Mantello addresses how modern humans become vulnerable because of new social media, influencers, marketing strategies, and similar factors. His thesis systematically starts with describing individualism in modernity and works through different concepts and authors. The primary focus is on how globalization and the modern market create alienation in individual lives and how they become more defined by the market. Mantello uses different authors, such as Marx, Nietzsche, or Adorno, to explain the alienation and discontinuity of individuals. He then continues with the analysis of freedom, discontinuity, and capitalism in the next chapter, where he critically assesses how modern society and the market impact individuals and drive them towards addictive consumerism and instant gratification. In the last part, he discusses the most crucial aspect of the 21st century: the impact of modern technologies and consumerism on human beings.

Conclusion: The thesis is well structured, but some parts are shorter. The author could have gone more in-depth with his own analysis and opinions in certain parts of the text or utilized his interpretation at the end of the chapters. I wish the author had expanded more on the description of happiness in modern society and its different definitions. The author demonstrated his knowledge and capacity to work with academic books and articles from

different sources. Given the author's ability to utilize many sources, I would advise that he goes more in-depth with his interpretations in the future. Overall, the author demonstrated the ability to systematically analyze the text and proven his main point. I strongly recommend this thesis for the defense and give Elvis Mantello 95/100 points (grade A).

Questions for the author (relevant to the content of the Thesis):

1. How do you understand happiness?
2. How would you structure a society that is not built upon exploitation and instant gratification?
3. How would you structure a society that is not built upon exploitation and instant gratification?

In Bratislava, on: _____(date)

Signature of evaluator: _____