

## ОТЗЫВ

члена диссертационного совета на диссертацию Декалова Владислава Владимировича на тему: «Концепция коммуникативного капитализма как политическая теория медиа: гносеология и прагматика», представленную на соискание ученой степени кандидата политических наук по специальности 10.01.10 – Журналистика

Firstly, I am delighted to see a topic like this coming from Russia. Theories of communication in the political economy tradition do not belong to the mainstream of communication research anywhere and even less so in former Socialist countries, once the stronghold of Marxism (a particular form of it) during the Communist regime. I was impressed to see how the author has found several platforms to present conference papers and to publish articles in Russia. Hopefully the present dissertation will stimulate further work on this topic both in Russia and elsewhere.

In the contemporary “digital age” the concept of communicative capitalism is a timely choice as a point of departure for the PhD thesis. In the Introduction the author has ably justified the relevance of his research and the literature he lists as references is quite convincing – from political communication and the critical paradigm to the digital branch of political media theories, particularly around the concept of communicative capitalism beginning with Jodi Dean.

The hypothesis of the thesis is well expressed (on page 8 of the Introduction) and so are the theoretical and methodological bases of the work. However, the empirical base of the research comes as a surprise in a work which first appears to be essentially theoretical. It remains somewhat unclear for a reader who is unable to get beyond the 30-page abstract in English. I assume it serves as a case study substantiating the unpaid work and modeling of the journalists and bloggers, but this may be explained in the discussion.

The author is not modest in presenting the scientific novelty of the research: “We are the first to propose the methodological operationalization of the concept of communicative capitalism as a digital political media theory within the critical paradigm.” (p. 8) Yet his promises make sense and the theoretical and practical significance of the work is presented in a convincing way (pp. 9-10). The five points on pp. 10-11 serve well to illuminate the main objectives of the work.

The two overall chapters deal with the epistemology and pragmatics of communicative capitalism. Their subchapters cover (1.1) digital political media theories within the critical paradigm, (1.2) methodological premises of the concept of communicative capitalism, (1.3) criticism of the concept, (2.1) political economy of attention, labour and capital, (2.2) explanatory potential of the concept, and (2.3) using the concept for modeling media and political processes.

These provide comprehensive presentations which in the English abstract naturally are only summarized. The author deals with the topics systematically and with an innovative approach. However, the tables on pp. 14-16 do communicate well (in English), while the figures on pp. 25-29 are very good.

The Conclusion of the thesis presents some directions for how the concept of communicative capitalism can be further developed. These are very promising as a road map for the author himself and hopefully many others as well.


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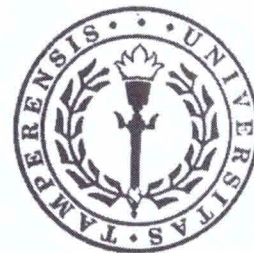
In general, I am confident that this work meets the standards of a PhD thesis. Moreover, it deals with a rare but topical theme which promises to be groundbreaking. It is so ambitious and wide in scope that one begins to wonder whether it would have been better to take a more narrow focus. However, I prefer wide angles and courageous approaches, which is why I make this as a supportive rather than a critical remark.

Диссертация Декалова Владислава Владимировича на тему: «Концепция коммуникативного капитализма как политическая теория медиа: гносеология и прагматика» соответствует основным требованиям, установленным Приказом от 01.09.2016 № 6821/1 «О порядке присуждения ученых степеней в Санкт-Петербургском государственном университете», соискатель Декалов Владислав Владимирович заслуживает присуждения ученой степени кандидата политических наук по специальности 10.01.10 – Журналистика. Пункт 11 указанного Порядка диссертантом не нарушен.

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