544961 Athanasius Chinedum Okeke, M.Sc.
N0314A250015 N-CSOC Cultural Sociology
Cultural Sociology

DEFENCE PROCESS

Master's thesis topic:

Interpreting the Commercialization of Sex Technology Brands: A Case Study of the Harmony Advertisement in the Guardian Blog

Master's thesis supervisor:
prof. Bernadette Nadya Jaworsky, Ph.D. (KSoc FSS MU), Department of Sociology

Master's thesis reviewer:
Beatrice Elena Chromková Manea, M.A., Ph.D. (KSoc FSS MU), Department of Sociology

Description of the course of Master's thesis defense – **regular examination date**:

The student presented his thesis, its methodology and its results and conclusions. Subsequently, the reviews were read, with opponent review providing a comprehensive feedback. He responded to the four questions from the opponent review and also a question about his selection of comments for analysis. Another question focused on the concept of the machine as the rector - how can a machine act as a rector with its own project. Another question aimed at the last sentence in the thesis: how is it that cultural sociology has influence on technology? This question resulted in a debate about the importance of culture in technological development and in purchasing behaviour, including a discussion about the relationship between marketing and cultural sociology.

Evaluation: **passed**

Date: 2026/01/13

Name and surname of board chair	*date and time of confirmation in IS MU*
doc. Mgr. Pavel Pospěch, Ph.D.	2026/01/13 21:44
Name and surname of board member	
1. Dr. Werner Binder	2026/01/13 17:33
2. prof. Martin Kreidl, Ph.D.	2026/01/13 17:45

Reports of the supervisor and reviewer of the thesis are published in the IS MU Archive of Theses.