

Abstract

The bachelor thesis "A case study on public diplomacy and nation branding - the Czech center in New York City" focuses on the activities of Czech Centers, specifically the Center in New York, in communicating the objectives of the Czech Republic's foreign policy and building a positive image of the country amongst the foreign public. In the introductory theoretical part with the definition of the terms, public diplomacy and nation branding, it summarizes the mission, history and development of the Czech Centers and describes the government's concept of a unified foreign presentation of the Czech Republic. It also recalls the history of the New York Czech Center.

The practical part is based on the author's research on a sample of the American and Czech public about their awareness of the existence of the Czech Centers, or the Czech Center in New York, and their preferences and recommendations regarding its program offerings. The author confronts these findings with the actual program of the New York Center.

The thesis also focuses on the actual communication with the target groups of the New York Czech Center, drawing on published documents and interviews with representatives of the Czech Centers. The findings are summarized in an analysis, based on which the author presents brief recommendations for strengthening the role of the Czech Center New York in the field of public diplomacy and nation branding.