

Abstract

The aim of this Diploma Thesis is to explore dynamic development and tendencies of South Korea, focusing mainly on ambitions exhibited in recent decades. By using and defining concepts such as soft power, nation branding and middle power, which are rather new in the academic sphere, the following chapter applies the theoretical background directly on South Korean motives and achievements in terms of positioning itself as a significant player in an international sphere and becoming a country of high repute. This Thesis describes resources, instruments and key agents of soft power, contextualizing important happenings by adding historical or cultural circumstances. These findings serve as the base for the following case study focusing on South Korean soft power in the Czech Republic. To answer the main question of this Thesis, to what extent is South Korea successful in building its positive reputation in the Czech Republic, the qualitative content analysis is used for exploring the content of selected media. Overall findings show that South Korea is mostly reflected in positive light there, especially in connection with advanced technologies, innovations and strong commercial brands. The progress of maintaining the country's good reputation demonstrates the comparison of two periods eleven years apart, where strengthening its domestic stability and extinction of corruption scandals are considered as the main successes. As the research of this Thesis concentrates only on exploration of the news content, for deeper understanding of this topic, getting an insight of what is the attitude of Czech citizens toward South Korea would be considered as highly enriching.