

Evaluation of master's thesis *The Country Image of The Czech Republic from the Perspective of Japanese* by Kohei Oka.

Kohei Oka's thesis deals with the problem of imagination of the Czech Republic in a foreign country, i.e., in Japan: "How the Japanese imagine the Czech Republic?" and "What kind of image the Japanese evoke focusing on the Czech Republic?" are the key research questions of the thesis (p. 8).

In addition to research questions there is the main aim of the thesis, which is identify and clarify the factors that construct the image(s) of the Czech Republic among the responders.

The overview of previous studies on the national Japanese perception of the foreign countries (Subchapter 1.2) is complemented by interesting and valuable facts from the *Public Opinion Survey on Diplomacy* conducted by The Cabinet Office in Japan on regular basis since 1975 (pp. 18-20).

The main research method of the thesis is based on structured interviews, which were conducted with 16 respondents from Tokyo. The initial method of choosing respondents was partly inspired by method applied in the *Japanese Consciousness* survey conducted by NHK Broadcasting Culture Research Institute (p. 32).

While the first chapters of the thesis are devoted to methodological and theoretical issues including literature overview (pp. 1-35), then Chapter 4 deals with the final interpretation of the findings based on the interviews conducted (pp. 36-85). Here we can find the ideas, images as well as attitudes of the Japanese toward such traditional and frequent images of the target country (Czechia) as for example, public security, standards of living, level of education, imagined national character of Czechs and others).

The probable factors of construction of such images are analysed too (Chapter 4.2., pp. 60-64). The thesis contains valuable analysis of ideas of Japanese about key events of the Czech national history (the Prague Spring and so on).

Minor shortage: poor stylistics and grammar of the thesis and incorrect spelling of the original Czech and other names (personal and geographical), for example, Alfonso Mucha instead of Alfons Mucha (p. 7) and many others.

However, for the final grade I recommend **"1" (Excellent)**