Abstract
The dissertation thesis analyses factors which are characteristic for Danish euroscepticism. It seeks an answer to a question whether certain national specifics pre-determine “the Danish” version of euroscepticism. In previous research, it has not been very common to analyse national versions of public euroscepticism but the current academic knowledge about euroscepticism is still not satisfactory and in particular does not take into account the tender nuances in demonstration and origins of euroscepticism of each member state. However, as this thesis hypothesises, it is necessary to take the national eurosceptic specifics into account while designing the communication policy on EU issues. The thesis concludes that in the case of Denmark, the national specifics which have been identified as strong perception of national identity, referenda, EU opt-outs, specific political system and a formalised co-ordination system of EU affairs, serve as roots, i.e. not as a consequence, of Danish euroscepticism.

Keywords
European Union; Denmark; Euroscepticism; opt-outs; identity; public opinion; communication policy.