

## **Abstract**

This bachelor thesis aims to historically and theoretically study the problematics of intercultural communication and its manifestations in the specific context of communication between the Czech Republic and Moldova. The evolution and theory of intercultural communication converges perspectives from different disciplines and at the same time it influences other fields. For the wider case of communication between cultures attention is paid to public diplomacy and nation branding, the field studying the building of nation reputations. The paper presents the current nature of Czech-Moldovan and Moldo-Czech intercultural communication and the occasions that arise it. Based on theoretical postulates it offers recommendations for the improvement of intercultural communication between the Czech Republic and Moldova.