

Abstract

This diploma thesis deals with the national presentation of the Czech Republic at EXPO 2010 in Shanghai in terms of mythology, symbols, signs and codes. It describes the history of the World Exhibitions, attempts to highlight Czechoslovak achievements and on the basis of that to define key points of successful communication for an international, predominately Chinese audience. By comparing information on traditional Chinese symbols and values with that of Czech explains correlations between Czech and Chinese culture. This can help visitors from China identify with the Czech Republic. A mythological analysis is executed examining the exterior of the Czech pavilion, the exhibition inside, and notes narrative structures of individual exhibits and how they work to provide the preferred interpretation. Part of the overall analysis includes an overview of supporting events, which also help to strengthen the perception of Czech Republic to visitors.

The information gleaned is used to summarize learnings that could be useful for the upcoming EXPO in Milan in 2015.