

Abstract

The purpose of this thesis is to highlight the multi-component conception of the power in the international relations. The military and material power is not a sufficient element in order to apply the influence in the contemporary international political environment. It will point out the reality that in the international relations there are situated the political approaches that lead to the opportunity to be perceived in a positive way by other actors within the international relations. The final impact of these activities is to reach the convenient political environment in order to apply the own political interests and preferences of the state. This opportunity is fulfilled by the wielding of „soft power“ and by, for these objectives defined, instruments. The aim of this thesis is to take hold of the one of the most complex instrument that is used for the intentions that were mentioned above. It is the public and cultural diplomacy. „Soft power“ and its instrument in the form of public and cultural diplomacy is researched in an objective way in the case of the Czech Republic.