

Abstract

This thesis deals with Qatar's cultural policy and question of national identity. The main goal of the thesis was to analysis Qatar's foreign cultural policy and to identify its main pillars. These pillars aim to help the foreign public to build their imagination of Qatar, its culture and values.

The theoretical framework of the thesis goes back to theories of public diplomacy, cultural diplomacy and nation branding. These theories define benefits of foreign cultural presentation for state and specify conditions of successful presentation. Beside that they also describe role of state and non-state actors in the process of foreign presentation and point out the most effective tools towards foreign public.

The theoretical background is followed by an analysis of Qatar's public and cultural diplomacy. The analysis starts with Qatar's initial projects which include the foundation of satellite channel network al-Jazeera and opening of big education campus in Doha Education City. Further chapters concentrate on new cultural policy as it is defined by national development projects. Since the main topic of the thesis is Qatar's foreign cultural policy the text includes also reactions of international media, organizations and other states to Qatar's activities.

The conclusion of the thesis summarizes ideas of each chapter and offer a general overview of Qatar's foreign cultural activities. Based on them the thesis draws a picture of the national identity of a Qatari as it is supposed to be defined by the global public.