

THE ABSTRACT

The intercultural communication is an extraordinarily important topic especially within the multicultural environment of the European Union. Ph.D. work "The Intercultural Communication in the Context of the European Union Cultural Policy" is focused on a possible relation between intercultural communication and policymaking and realization of the EU cultural policy. Based on studied scholarly literature, other materials and considering previous author's expert experience a basic hypothesis was drawn up – despite all proclamation of the EU the intercultural communication is significantly underestimated. This basic premise was especially because of further surveying divided into a few fractional hypotheses. The aim of the thesis was to empirically verify the assumption formulated above. This dissertation work therefore analyzes the intercultural communication's theory, the history and the present of the EU cultural policy and the EU key institutions responsible for cultural policymaking. The work provides an overview of basic communication characteristics of the EU member states and their cultural categorization. This summary was inter alia prepared thanks to cooperation with The Hofstede Centre and Richard Lewis Communications international institute and its helpful internal online tools CultureActive. The overview is added by important author's results of Ph.D. work survey and offers description of specific relationships among selected EU member states. After a pilot study realization the author decided to use a questionnaire survey method to verify defined hypotheses. The survey respondent target group were official representatives of Permanent Representations of the member states to the EU. The survey was designed and realized in English language through the questionnaire online tool and software SurveyMonkey. Based on the analysis of a collected data it was possible to verify some of the defined hypothesis, however the research results cannot be used to confirm unequivocally the basic hypothesis. The author assumes that the questionnaire result was affected mainly by selected respondent's attitude. They can stand on their official positions while their

personal and frank opinion can differ. The author comes to this conclusion especially after in-depth study of the EU cultural policy. The intercultural communication is mostly completely missing within key documents forming the EU cultural policy. On the other hand intercultural communication processes are mistakenly confused with multicultural dialogue, which is comprehended by the EU only as an opportunity for cultures to meet each other. Ph.D. work conclusively confirmed the hypothesis that the culture and intercultural communication can significantly contribute to a better understanding among the EU member states.