

Abstract in English

This study of the *Institut Français* (IF) and the Russian centre of science and culture (RCSC) is significant because it reveals different models of functioning for a cultural centre in an international global context. The main purpose of the paper was to analyse the differences between the two cultural centres (IF and RCSC) and figure out in which way these differences influence the development of the cultural centres abroad. According to our main goal we operate within conceptual and theoretical framework: the national culture and soft power (as reasons of the development of national cultural centres), the globalization (as a condition of their development), the nation branding (as the result of their functioning). Moreover, this paper supports the hypotheses that national cultural centres abroad define their cultural strategies whilst facing the realities of other countries and that the roles of managers of cultural centres are fundamental.

This work is divided into three main chapters. The first explains why the IF and RCSC centres were created by analysing the history of their transformations. We examine the reasons for the increasing amount of national cultural centres to provide the most efficient soft power. The second chapter addresses the question of where they are located. We compare the networks of both centres by explaining their strategic positions influenced by globalisation. After presenting the reasons for development and the actual network of centres in the last chapter, we figure out what images (brands) of the nations they are presenting. As a result, the research determined the strategies and practices of national cultural centres by comparing two cultural institutions. Furthermore, our thesis discovers some of the difficulties and weaknesses in the development of the IF and the RCSC abroad.

Key words: national cultural centres, Institut Français, Russian Centre for Science and Culture, soft power, glocalisation, nation branding.