

Abstract

This bachelor thesis deals with the development of the Dutch international cultural policy in between Wim Kok's, Jan Peter Balkenende's and Mark Rutte's governments. Through the compiling and descriptive approach there is dealt with milestones and key interventions in the international cultural policy structure in the thesis. The pivotal part of the thesis is dedicated to the application of the above mentioned policy model in the United States of America. Metodologically, the thesis' core part consists of three case studies which provide text with an empirical dimension. Apart from the descriptive frame depiction of the Dutch cultural-diplomatic model, there is also paid attention to the Dutch internal political discourse in thesis in the given period of time. The thesis' content may be perceived as a complement to texts which put down the national interests' accomplishments through the culture to research, as a means of desired target of the collective perception from the host country, i. e. where is the cultural dimension of the foreign policy applied.

Key words

The Netherlands, USA, international cultural policy, government, discourse, approaches