

This bachelor's thesis focuses on the topic of public diplomacy and nation branding. The aims of this thesis are to present current knowledge of the given topic in its historical, theoretical and empirical context, bringing the focus into the both concept's mutual relation and cohesion. The topic is examined on the base of a review and further comparative analysis. The study introduces a compendious treatise about the topic, reflecting the key contemporary knowledge in the field of nation branding and public diplomacy.