

Abstract

The aim of this bachelor thesis is to determine the success of the Czech Center in New York in public diplomacy and nation branding. The thesis is divided into 5 parts and a conclusion. The main objective of the thesis was to find out the mission of the Czech Center and then to follow this up with research on whether it is successful in its activities.

The thesis notes the development of the Czech Centers in general and the specifics of center in New York, then discusses the economic situation. Mainly the thesis notes what the most important activities of the centre are. I worked with sources from the Czech Centres directly (interviews with the Director General of the Czech Centres and the Director of the Czech Center in New York), as well as with professional literature or news reports.

A large part of the work also consists of research. There I found out from both Czech and American respondents what they would like to see in at a Czech Center. Then, by comparing these results with other information found, I can say whether the Czech Center in New York is effective and add short recommendations for their communication.