

## Annex 1 – Template Dissertation Report EPS



### Joint Dissertation Review

Name of the student:	Mathilde de Meester
Title of the thesis:	Nation Branding in the European Union: the role of Covid-19
Reviewer:	Jordi Xifra

#### 1. KNOWLEDGE AND CONNECTION TO THE FIELD

(relevance of the research question, research objective, literature review):

The topic of the Covid19 is in those times novel and attractive use as a context which influence any field of politics and society. The link between it and nation branding is very interesting. In consequence, the relevance of the research question is high.

The research objectives are well fixed and the literature review is complete in terms of nation branding and updated related to the pandemic situation.

#### 2. ANALYSIS

(methodology, argument, theoretical backing, appropriate work with sources):

Methodology and theoretical background make a lot of sense in this research.

#### 3. CONCLUSIONS

(persuasiveness, link between data and conclusions, achievement of research objectives):

Regardless its interest as new contribution to the field of nation branding, the conclusions derive accurately from the data analysis.

#### 4. FORMAL ASPECTS AND LANGUAGE

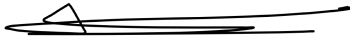
(appropriate language, adherence to academic standards, citation style, layout):

The formal aspects and language are appropriate.

5. SUMMARY ASSESSMENT

(strong and weak point of the dissertation, other issues)

This dissertation has not weak points. The originality of the topic and the methodological approach are both strong points. It is a very good contribution to the field of nation branding and public diplomacy.

Grade (A-F)	9 (A)
Signature	
DD/MM/AAAA	20/06/2022