

This bachelor's thesis examines the perceptions of Chinese and Taiwanese mask diplomacy (deliveries of medical supplies and related events) in the Czech Republic. The thesis aims to answer the research question "How and why did the perception of Chinese and Taiwanese mask diplomacy differ in the Czech Republic" through the analysis and interpretation of data obtained using qualitative content analysis of articles focused on medical supply deliveries, and semi-structured interviews with selected journalists who published some of these articles. Findings from content analysis and interviews with journalists are interpreted through the theories of public diplomacy and soft power by American political scientist and international relations theorist Joseph Nye. The thesis also discusses the limitations of applying these theories to Asian countries with different political systems compared to Western countries.