

## **Abstract**

In pursuit of a competitive advantage in a globalised world, the development of a credible and appealing country's image gathers momentum. In this regard, a pivotal role is assigned to nation branding, which is gradually becoming a notable constituent of both foreign and domestic policies. In praxis, this concept incorporates different tools, one of the most potent being national cinema. Within the post-Soviet space, the implementation of nation branding strategies is relatively novel yet promising in terms of reputational enhancement.

The submitted thesis examines the correlation between the concepts of nation branding and national cinema from the instrumentalist perspective applied to the case study of Georgia. Based on theoretical and methodological grounding, the study provides an analysis of selected pieces of contemporary Georgian national cinema in terms of their contribution to the development of the country's brand. It was found that in the context of nation branding Georgian national cinema revealed itself as an illustrative and accessible medium that covers and represents both Western-oriented and traditional aspects of the country's national brand. There was established a modest leaning towards the more frequent representation of the latter. However, to become a more solid instrument in terms of nation branding, Georgian national cinema requires more investments and technological advancement.

## **Keywords**

Nation branding, country branding, national cinema, Georgia, Georgia's national brand, Georgian national cinema

## **Title**

Cinema as a Tool of Nation Branding Strategy: A Case Study of Georgia