

Abstract

Since its restoration of independence in 1991, Estonia has sought to include itself in the Nordic region (*Norden*) to boost its international reputation and promote its geopolitical interests. However, Estonia's inclusion within *Norden* is questionable and controversial despite its historical and cultural links to the region. For this Thesis, I conduct a qualitative case study, performing semi-structured interviews with six leading Estonian journalists to ascertain the state of Estonia's national identity vis-à-vis the Nordic region. Contextualizing these interviews by drawing on contemporary history and theories of nation branding, agenda-setting, and constructionism, I conclude that, due to current social and economic factors, Estonia cannot be considered a "Nordic country" at this time. However, Estonia undoubtedly lies within the Nordic region's sphere of influence and is on track for further integration with *Norden*, due to both internally generated reforms and external geopolitical pressures.

Keywords

Estonia, national identity, Nordic, journalism, agenda-setting, constructionism, nation branding