

## **Abstract**

This thesis investigates how the British Museum, through its exhibitions and collections, contribute to the international perception of the United Kingdom, considering the history of artifact acquisition during colonial times. The research employs a case study approach, centred on the "Venerades i Temudes" exhibition, which showcases female spiritual authority through artifacts from various cultures, many acquired from former British colonies. The study uses a combination of document analysis of the exhibition catalogue and semi-structured interviews with exhibition visitors to explore public perceptions. Findings reveal that while the British Museum is appreciated for its educational and cultural contributions, its colonial legacy continues to cast a shadow over its efforts in cultural diplomacy. Participants expressed a desire for greater transparency and ethical responsibility in how the museum handles and presents its collections. The thesis concludes that for museums like the British Museum to enhance their role in nation branding and cultural diplomacy, they must address historical injustices and engage in more inclusive and honest storytelling.