

Abstract

Designed as an exploratory research, the dissertation “Public Diplomacy and Nation Branding: Case Study of the Polish Presidency of the Council of the European Union in 2011 in View of the Upcoming Bulgarian Presidency in 2018” consists of literature review of theories about national identity construction and stakeholder engagement, and a case study of the Polish Presidency of the Council of the European Union in 2011. The study’s main objective is to *reveal and explore the specific communication model of Polish national identity construction and maintenance that combines public diplomacy and nation branding strategies, a CEE post-communist country, in the process of preparation and in the course of its EU Council Presidency, whose results can be recognized as successful.*

Based on the work of important to the field researchers, such as Szondi (2008), Zaharna (2011), Keller (2008) and Anholt (2007), and using a single case study methodology, the research argues that during the preparation and the course of the Presidency, Poland used a communication model in which public diplomacy and nation branding are two separate but overlapping concepts, united by the objective to build and maintain national identity, and to imply a participatory approach to engage multilevel stakeholders in the integral decision-making process of the Presidency.

Furthermore, the study delivers recommendations for Bulgaria that can be used as a launching point for its communication strategies and tactics during the preparation and the course of the Bulgarian Presidency in 2018.