

# Country of Origin- the Impact of Media on the Perception of the Country- Czech Presidency of the European Union

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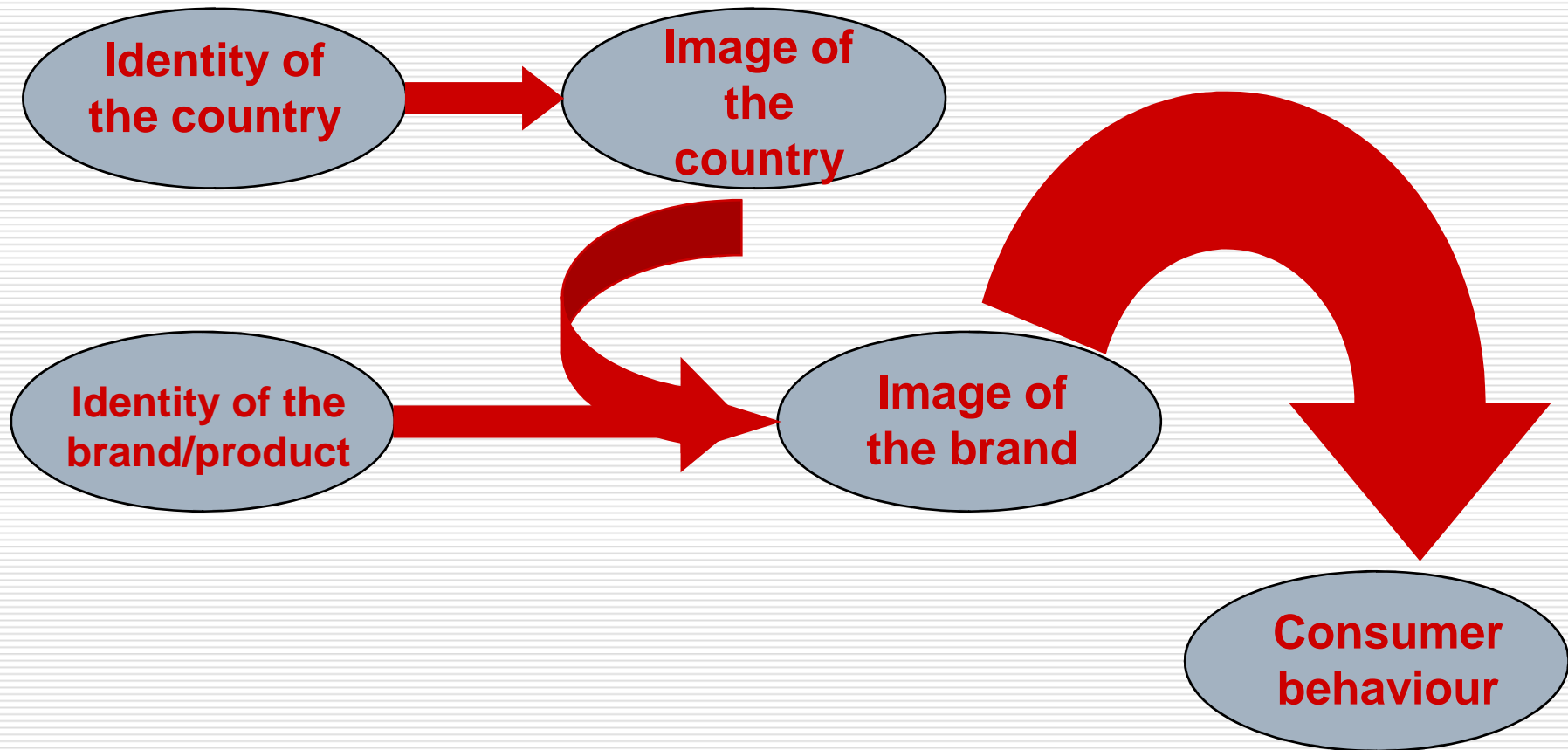
# Agenda

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- Influence of country of origin on the perception of the brand
  - Role of media
  - Czech presidency of the EU
  - Research objectives and methodology
  - Presentation of research results
  - Conclusions
  - References
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# Influence of country of origin

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# Factors that influence the perception of the country (National Image Hexagon)

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# Role of media

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## □ Sources of information:

- Personal experience
- Word- of- mouth
- Mass media

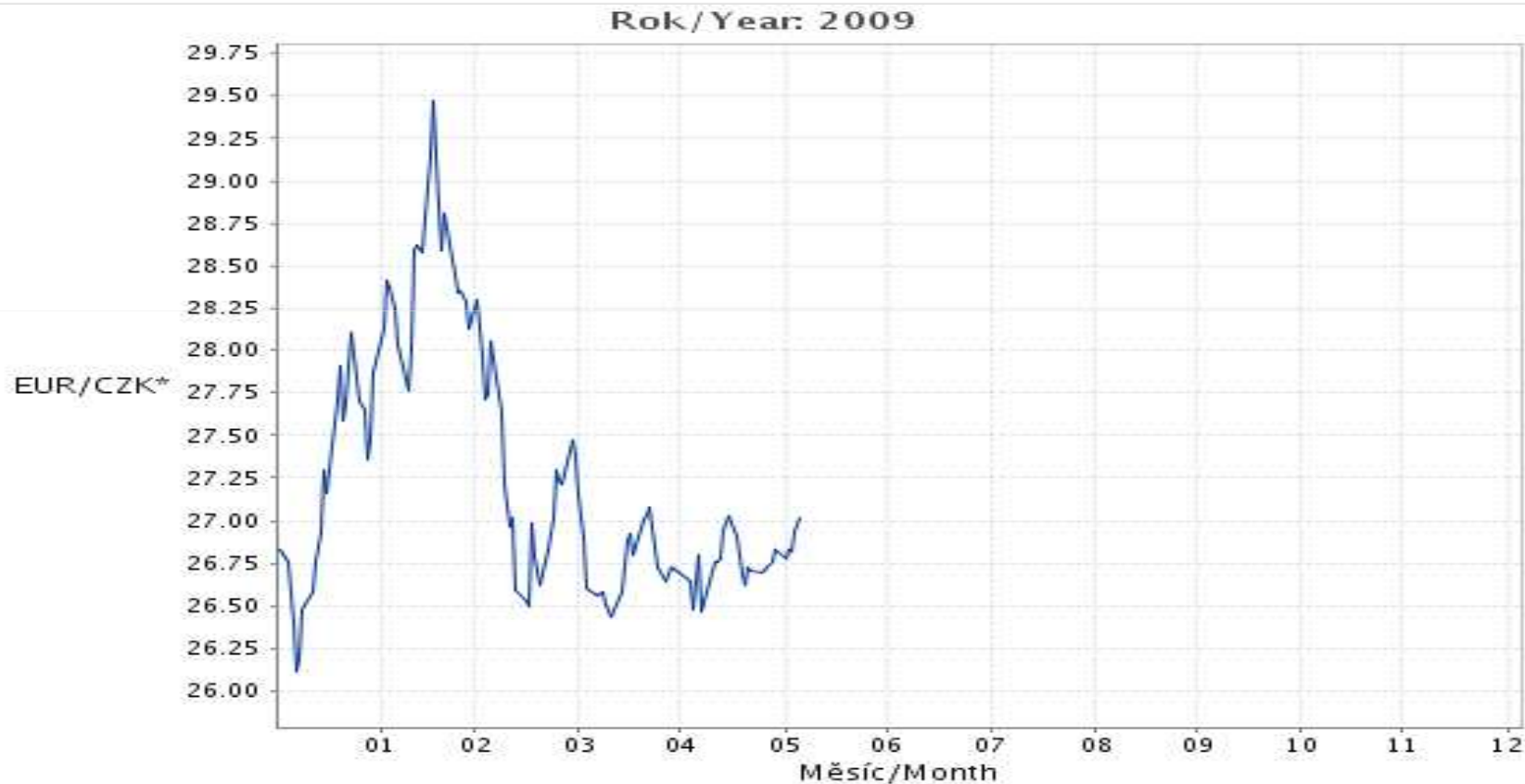
## □ Example:

- January 2009- Goldman Sachs forecast on Czech currency
- Series of articles in FT and the Economist



# Development of the exchange rate of CZK/ EUR

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Source: Czech National Bank [www.cnb.cz](http://www.cnb.cz)

# Czech presidency of the EU

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- ❑ Political factors not so important for perception of smaller countries
- ❑ Chance to present the Czech Republic
- ❑ Doubts about the ability



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# Research objectives and methodology

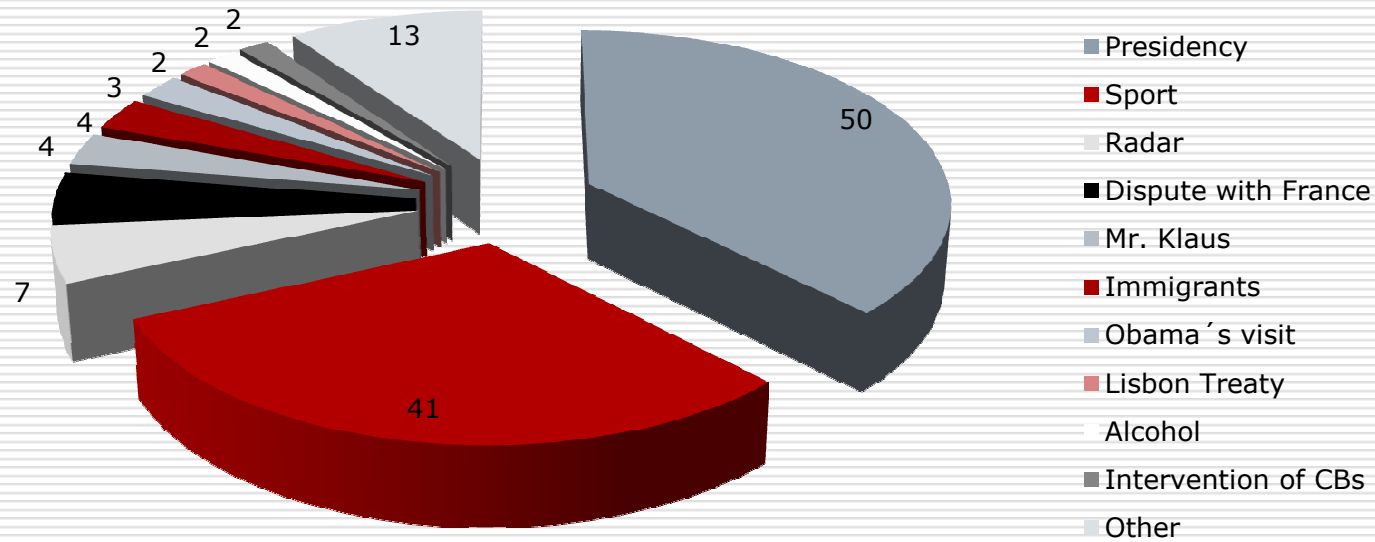
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- Analysis of media coverage of the Czech Presidency
  - Analysis of media attitudes
  - Analysis of impact of media on the perception of the Czech Republic
  - Methodology:
    - Literature review
    - Primary research
    - Media monitoring
    - Media audit
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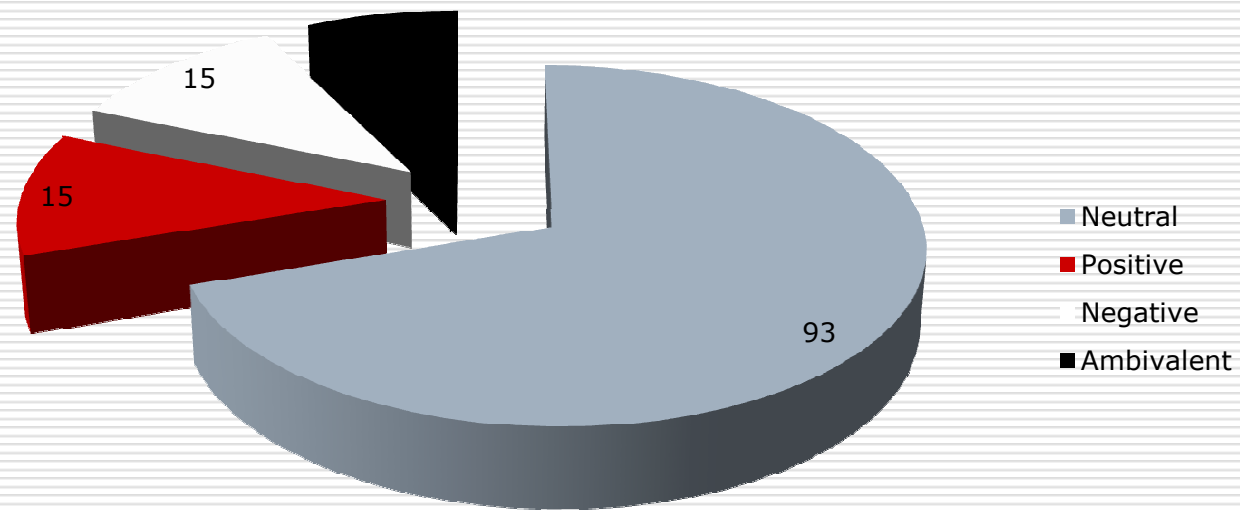
# Media monitoring- findings

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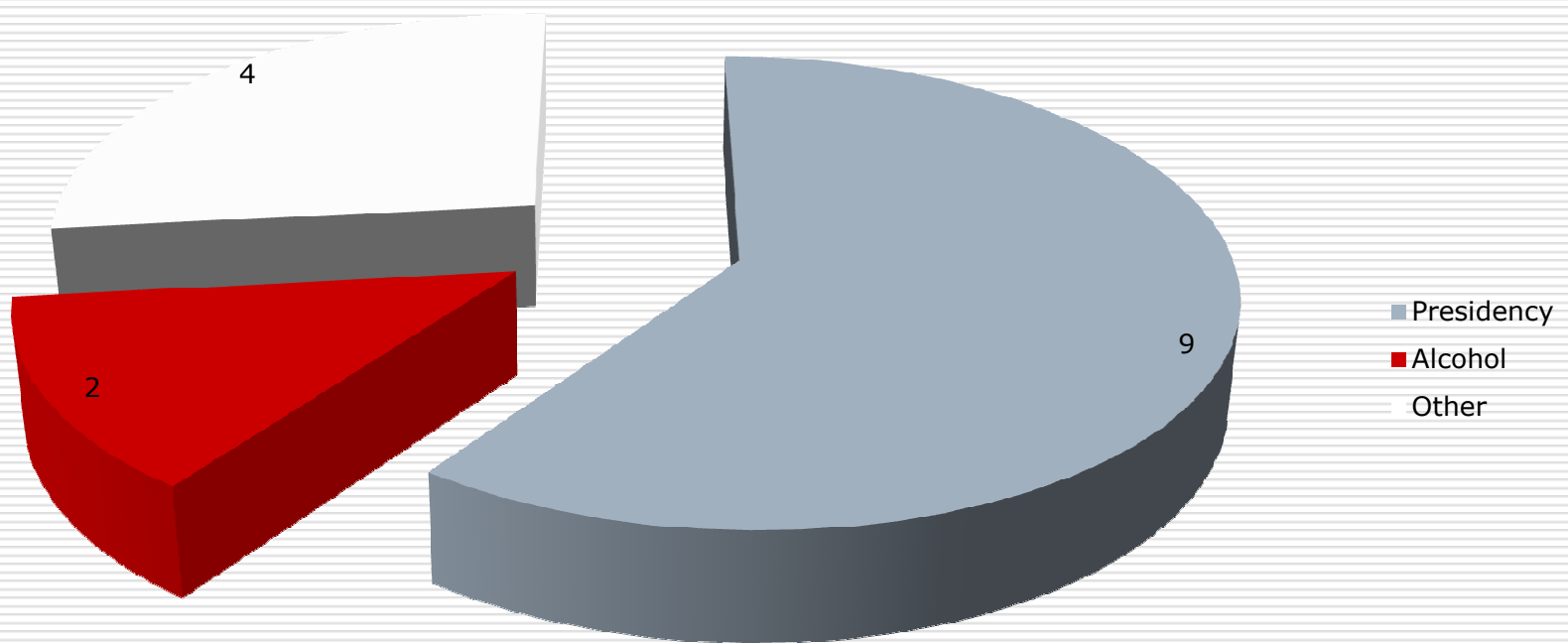
# Media audit- findings

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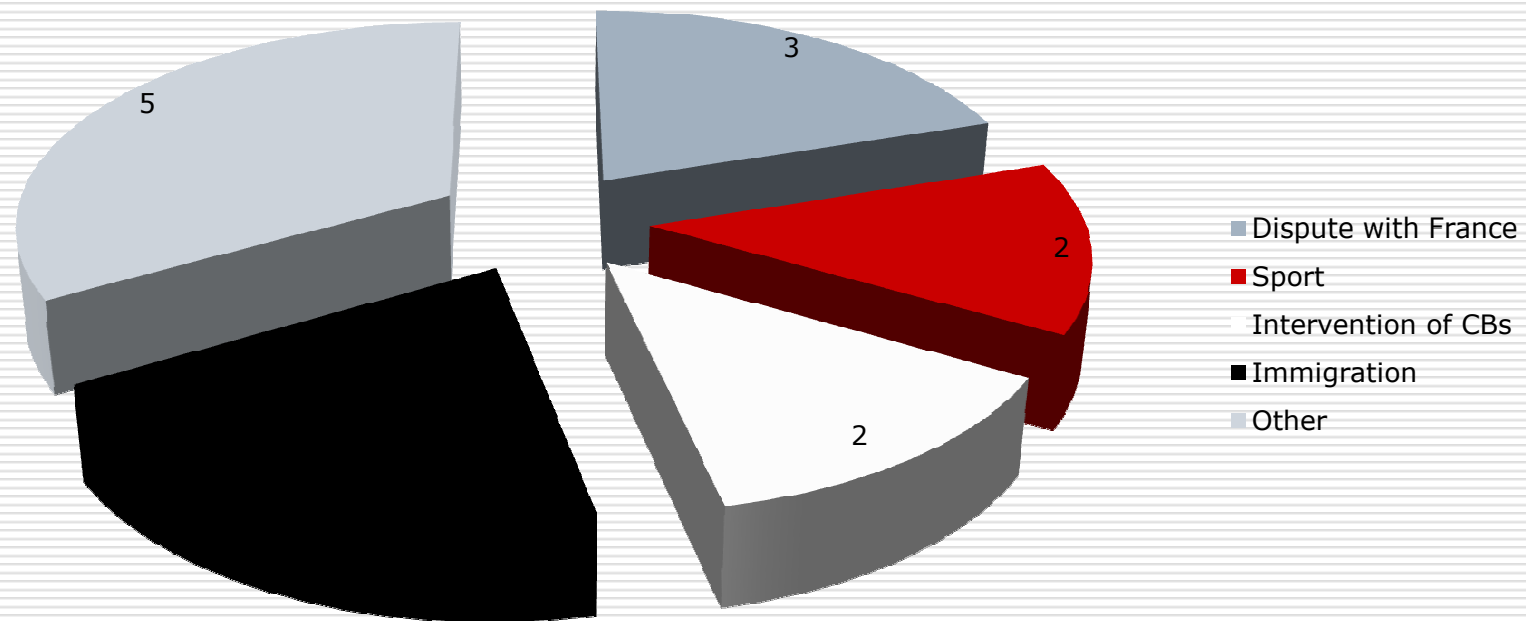
# Distribution of negative articles

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# Distribution of positive articles

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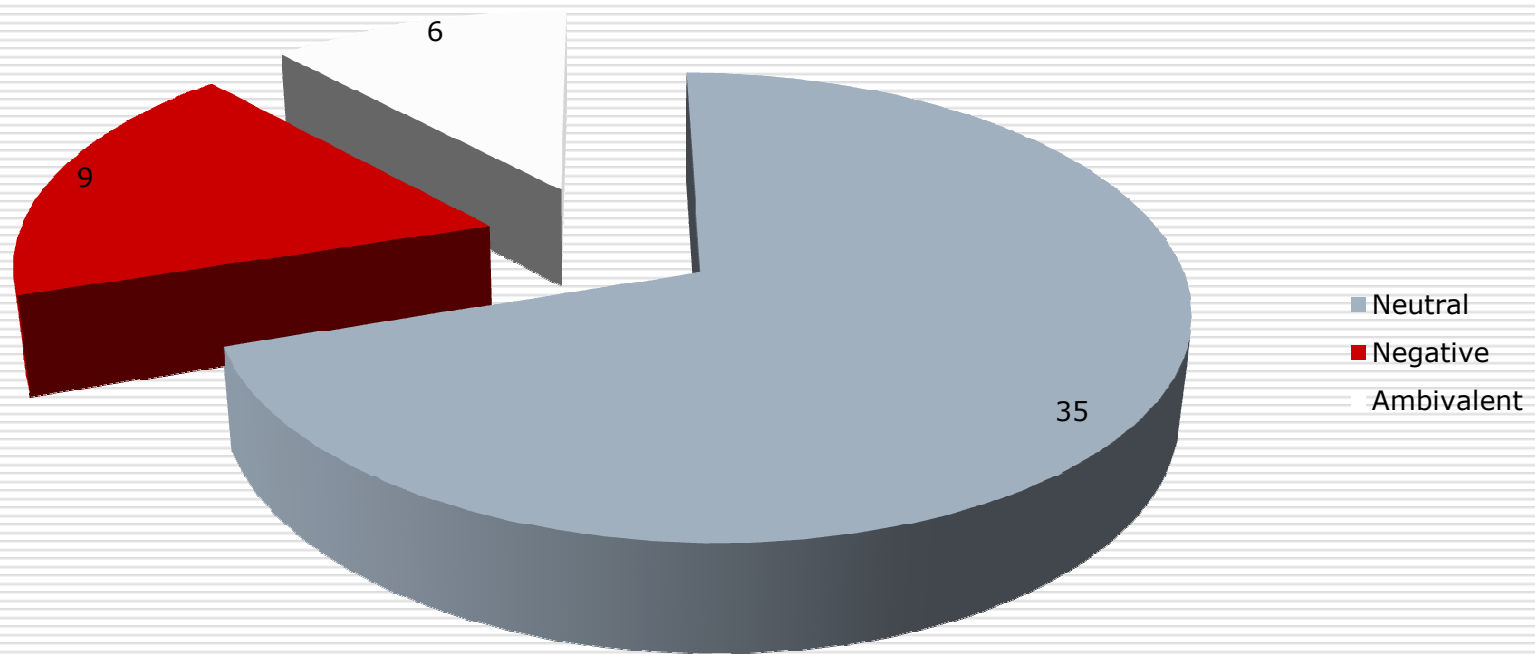
# Analysis of the Czech Presidency

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# Media audit of the Czech Presidency

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# Negative articles about the Czech Presidency

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- ❑ Doubts
- ❑ Entropa
- ❑ Fall of government



# Conclusions and findings

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- ❑ Important topics
- ❑ Important factors
- ❑ Impact of Czech presidency
  - Negative attitudes related to internal political situation





# References

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  - ❑ Czech National Bank: <http://www.cnb.cz>
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Thank you for your kind  
attention!

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