

Original scientific article

**ASPECTS OF GERMAN CULTURAL DIPLOMACY IN
MONTENEGRO: A FOCUS ON EDUCATION**

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ABSTRACT:

Cultural diplomacy is a key component of international relations, engaging in cooperation and dialogue between nations through the exchange of ideas and values. This paper discusses the dynamics of German cultural diplomacy in Montenegro, with a focus on Germany's educational support. It first provides a theoretical background explaining the origins and definitions of the concepts of cultural diplomacy, followed by a brief historical overview of Germany's approach to this field. The main section explores the historical ties and current collaborations between Germany and Montenegro, emphasizing the impact of educational and cultural initiatives in shaping these diplomatic relations and their contribution to the development of the Montenegrin society. This research adds to our understanding of how cultural diplomacy shapes international relations, offering insights into the challenges and opportunities associated with implementing soft power, particularly in the context of bilateral cooperation between Germany and Montenegro.

KEY WORDS:

Cultural diplomacy; Educational support; Soft power; International relations; Germany; Montenegro;

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SAŽETAK:

Kulturna diplomatija je ključna komponenta međunarodnih odnosa, podstičući saradnju i dijalog među nacijama kroz razmjenu ideja i vrijednosti. Ovaj rad ispituje dinamiku njemačke kulturne diplomatije u Crnoj Gori, sa fokusom na obrazovnu podršku Njemačke. Rad započinje teorijskim okvirom koji objašnjava porijeklo i definicije koncepta kulturne diplomatije, nakon čega slijedi kratak historijski pregled njemačkog pristupa ovoj oblasti. Glavna analiza istražuje historijske veze i trenutnu saradnju između Njemačke i Crne Gore, ističući uticaj obrazovnih i kulturnih inicijativa na oblikovanje ovih diplomatskih odnosa i njihov doprinos razvoju crnogorskog društva. Ovo istraživanje doprinosi boljem razumijevanju uloge kulturne diplomatije u oblikovanju međunarodnih odnosa, pružajući uvid u izazove i mogućnosti primjene "meke moći", naročito u kontekstu bilateralne saradnje između Njemačke i Crne Gore.

KLJUČNE RIJEČI:

Kulturna diplomatija; Obrazovna podrška; Meka moć; Međunarodni odnosi; Njemačka; Crna Gora