

Original scientific article

HOW RUSSIA PROMOTES PRO-RUSSIAN AND ANTI-WESTERN
PROPAGANDA IN THE BALKANS NARRATIVES OF SPUTNIK SRBIJA ON
MONTENEGRO

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ABSTRACT:

The purpose of this paper is to understand the worldview of Russia's narratives on Montenegro by analyzing articles in *Sputnik Srbija*, a Russia's state-run propaganda media. *Sputnik Srbija* regards Montenegro as an Orthodox and Serbian state, opposes the "separation" of Montenegro from Serbia, and deems Russia as a friendly state. Although these are typical Serbian nationalist worldviews, *Sputnik Srbija* is characterized by its emphasis on solidarity with Russia and use of a logic similar to the one that Russia in its invasion of Ukraine.

KEY WORDS: *Montenegro; Russia's narrative; Sputnik; Propaganda; Information warfare.*

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SAŽETAK:

Kroz pregled sadržaja ruske novinske agencije/televizije *Sputnjik*, koji je dio državnog, propagandnog sistema Rusije, analizira se narativ medijskih sadržaja o Crnoj Gori. Srpsko izdanje *Sputnjika* Crnu Goru gleda kao pravoslavnu i srpsku državu, protivi se „odvajanju” Crne Gore od Srbije, a Rusiju smatra prijateljskom državom. Iako su ovo tipični srpski nacionalistički pogledi na svijet, *Sputnjik* Srbija karakteriše naglasak na solidarnosti sa Rusijom i upotreba logike slične onoj koju je Rusija koristila u svojoj invaziji na Ukrajinu.

KLJUČNE RIJEČI: *Crna Gora; Ruski narativ; Sputnjik; Propaganda; Informacioni rat.*