

Abstract

This thesis focuses on programme strategy of Goethe-Institute in the broader frame of German foreign policy between 1990-2020. The theoretical part examines Goethe-Institute through the scope of soft power, public and cultural diplomacy. The development and the change of priorities of the Goethe-Institute are also outlined. Additionally, the independence of the Goethe-Institute from the German government is taken to account. A case study of the Goethe-Institute in Prague then proves a shift in priorities of the institute from bilateral Czech-German agenda to European topics. This shift is shown on specific examples of events held between the year 1991 and 2020.