

Abstract

The diploma thesis deals with the transformation of Russian soft power on the example of cultural and educational policy toward Austria in the years 2014 to 2019. The first chapter justifies the choice of topic and draws on the common history of Russia and Austria, economic, political and security relations. The area of tourism and culture of remembrance is also mentioned. The second chapter describes the theoretical discussion of the concept of soft power from the perspective of various authors. Starting from the general concept, the attention is further devoted to precisely focused definitions concerning education with an overlap in the field of culture. The third main chapter analyzes the examined policy in detail on the example of three key instruments. The greatest attention is paid to the "Russian Center" at the University of Salzburg and also to the "Russian Center" at the University of Innsbruck and the "Russian House in Vienna". The development of their programs, projects and other activities is discussed. At the same time, the fulfilment of goals and partnerships with other institutions and organizations in Austria, Germany and Russia are monitored. The activities of these three institutions are also viewed from the perspective of theory. Within their goals and program activities, specific elements of the researched policy are thus defined. Last but not least, the overall success rate is also verified. At the end of the third chapter, the reaction of the Austrian side to the Russian soft power in the field of culture and education is described. In this case, one Austrian and one Russian-Austrian institution are mentioned. The conclusion of the thesis follows, which answers individual research questions and, at the same time, confirms or disproves the assumptions from the introduction.