

Abstract

The diploma thesis deals with the analysis of Germany's foreign-cultural and educational policy, emphasizing the education sector to Russia during the third government of Angela Merkel. Attention is paid mainly to crucial changes and the definition of normative, institutional, and conceptual levels.

The introductory part of the thesis deals with the essential introduction to the topic, setting goals, theses, and research questions. Furthermore, the methodology and critical evaluation of sources and literature are described here. The first chapter theoretically defines the analytical concepts of soft power, civil power, geo-economic power, and "Wir müssen kleine Brötchen backen", which allow a more detailed description of the research area. This section also defines foreign cultural policy and its main instruments. The second chapter presenting the empirical part of the thesis deals in detail with the educational sector of Germany's foreign cultural and educational policy to Russia from 2013 to 2017. Through crucial programs and projects, the goals, thematic areas, program, conceptual and partly also financial changes of the examined policy are analyzed. The third chapter deals with the analysis and evaluation of these changes. In addition, attention is paid to continuity in selected areas and the effectiveness of the concept "Wir müssen kleine Brötchen backen" introduced by the author. The conclusion of the work follows, which summarizes the existing knowledge.