

Abstract:

This thesis deals with using history as a tool of political marketing and communication in the campaign before Montenegrin independence referendum in 2006. Namely, it is referring to usage of historical past topics in discussions and agitation of antagonistic blocs: “For European Montenegro”, which was promoting independence, and “For maintaining the state union of Serbia and Montenegro“, calling to retain state union with Serbia respectively. The subject of research is the interpretation of Montenegrin history’s key persons and events, to which both of blocs resorted for backing their arguments: Petr II. Petroviće Njegoše, the King Nikola I., the annexation of Montenegro to Serbia in 1918, conflict of partisans and Chetniks during WWII, evaluation of socialists Yugoslavia, the role and responsibility of Montenegro in wars following the breakup of Yugoslavia, evaluation of Slobodan Milošević’s policy, interethnic relations in Montenegro in the 19th and the 20th centuries. Particular focus of this thesis is given to impact of tribal and family memory, ancestors legacy on adopting a stance towards idea of independence and understanding of Montenegrin identity.