**THE ROLE OF CULTURE AS SOFT POWER**

**Bosnia and Herzegovina on its way towards European integrations**

**ABSTRACT**

This paper deals with realistic opportunities available to Bosnia and Herzegovina in achieving the strategic goal set by Bosnian-Herzegovinian society, which is membership in the European Union. Since every country in its external relations can count on three types of power (military, economic, and soft power), we have assumed that the country in question has no significant military and economic potentials, but, also—among the three soft power sources (foreign policy, internal political values and culture)—Bosnia and Herzegovina can successfully use only culture for the time being. Therefore, the intention of this paper is to show that the creation and implementation of a unified cultural-diplomatic strategy is a desirable way of positive positioning of Bosnia and Herzegovina on the political and social map of Europe.

**Keywords**: soft power; cultural diplomacy; culture in the external relations of the EU; European Union; Bosnia and Herzegovina.