

SHAGIVALEEVA, Akime. *EU Soft Power in the Eastern Partnership countries: the Case of Ukraine*. 89 p. Mater thesis. Charles University, Faculty of Social Sciences, Institute of International Studies. Supervisor prof. Mgr. Eliška Tomalová, Ph.D.

Abstract

The thesis studies the EU as a soft power actor, seeking to analyse the way it is favouring soft power tools in its foreign policy, establishing the relations with the neighbouring countries and guaranteeing security across its borders. The research is aiming to prove that the soft power is a relevant approach and an effective foreign policy tool for the EU to persuade Eastern Partnership countries for closer cooperation. The topic is relevant for the EU security, prosperity and its role as a global political actor. The thesis makes a contribution to the debate, providing with the characterization of the theoretical concept of ‘soft’ and ‘hard’ power, description of the use of soft power by the EU, its sources and limits and the argumentation for the effectiveness and relevance of ‘soft power’ approach having studied how soft power sources are being applied. The thesis represents a qualitative research structured to investigate primarily the theoretical framework and further apply it onto the policy on regional level (Eastern Partnership states) and then more specifically on country level (Ukraine). The rendered research grants with the possibility to consider the EU soft power to be an effective tool and forceful guarantor of trust gaining and motivation source for Eastern neighbours for partnership building and integration with the EU.