

In this diploma thesis Union for the Mediterranean. From Sarkozy's ambition to European reality I follow an interesting case of one foreign policy. A presidential candidate Nicolas Sarkozy suggested within his pre-election campaign to set up Mediterranean with ambitious goals; when he became president he began to realize this initiative. I argue, that his motivation was not to primarily solve the regional issues or/and integrate the Mediterranean a little bit more, but through this activity to attract media attention. It corresponds to the theory of mediatization which states that politicians hold a permanent campaign; and to attract publicity they adapt to media as much as they can. Instead of following the political logic they follow media logic. Nicolas Sarkozy has usually done so in terms of national/domestic politics, however what I show is the fact that a foreign policy can also be lead by the permanent campaign – or to be more precise that politicians are trying to appeal on the national audience through the permanent campaign, and on public abroad through public diplomacy, it is practically the same thing.

It can happen that politicians care more about the media and less about their own policies; this can be certain aspect observed on the case of the Mediterranean Union's project. It was one of the reasons why it did not emerge in original contours, the plan came round northern EU member state as well as EU Commission and by this fact caused their strong aversion. The compromise was then to incorporate this initiative to current EU policies.