

Abstract

This thesis aims to interconnect a theory of normative power Europe with the activities of the EU and its affect on the Western Balkans. The theoretical concept of normative power is based on the assumption of the EU as a normative actor who is able through its norms, values and principles to become a major civilian actor in international relations, especially in the area of conflict management. The theoretical part of the paper therefore focuses on the concept of normative power EU (NPE) as it is presented by Ian Manners, and how its normative character is reflected in the common security and defense policy. It is analysed how the NPE is diffused in selected countries of the Western Balkans through four chosen transfer mechanisms by Manners that comprise the operationalization of the thesis at the same time. Therefore the aim of this work is to contribute to the further broadening the debate over the EU's role in the international system, but also to find out how the norms and values are transmitted in selected countries of the near neighborhood – Bosnia and Herzegovina, Macedonia and Kosovo. All of this with regard to democracy, human and minority rights, peaceful settlement of disputes, good governance etc., which encompass the basic values of the EU. The selected operationalization has allowed us to discover that while the EU's position to behave according to the normative basis, its own material interests in its activities, are reflect in its behavior. Hence it can be concluded that, although the EU seems to be normative, we cannot separate its activities from its own interests and also not from its military capabilities. Therefore, the concept of the NPE by Manners should be perceived as an ideal state to which the Union should rather be headed towards than it currently truly fulfils.