

Master thesis „European cultural lobby. Case of We Are More campaign“ is analyzing the European lobbying in the cultural domain. As an area of European policies, culture has been established continuously since the 80's of the 20th century. The role that culture gained at the European Union (EU) level is specific by its double dimension. At the same time, culture is perceived as a source of common values and an area with high economic potential. This thesis examines whether the exclusive role of culture within the EU signifies specific features of lobbying in the cultural domain. Theoretical part of this work is using the concept of europeanization in order to explain how culture became an area of European public policy. The same part develops the theory of European lobbying to demonstrate division of the EU interest groups into public and private. Second part of this thesis presents the case study of the nowadays biggest European cultural lobby, Culture Action Europe, and We Are More campaign organized by this lobby in order to influence future European framework programmes for culture and audiovisual in 2014-2020 period. Features that decide whether an interest group is public or private, as defined by the theoretical part of this thesis, are studied on the case of Culture Action Europe. In order to describe European lobbying in cultural field, the characteristics of Culture Action Europe are then compared with the features of both public and private EU interest groups.