



**Prof. Marios L. Evriviadis**

**Title: USA: Soft Power, Public Diplomacy and Propaganda**

**Abstract**

The presentation will explore the relationship between America's soft power, public diplomacy and propaganda. It will highlight the unquestionable global attractiveness and openness of American culture and institutions, but also the shortsighted misuse of these attributes by official Washington for ideological and other instrumental reasons that end up producing a propagandistic and too often self defeating discourse amongst global audiences either targeted or not.

**Marios L. Evriviadis** teaches international relations at Panteion University.

He has served as Press Office to the Embassy of the Republic of Cyprus in Washington. He has also worked as a speech writer for the President of the Republic of Cyprus and as a counselor to the late Yiannos Kranidiotis. His scientific studies have been published in Greece and abroad.