

## **Athanassios N. Samaras Curriculum Vitae**

Dr. Athanassios N. Samaras holds a Ph.D. in political communication from Sussex University (Brighton, UK); an M.A. in applied political communication from Emerson College (Boston USA); an M.A. in communication policy from City University (London, UK) and a B.A. in economics from the University of Piraeus (Greece). His main areas of academic interest is international political communication with emphasis on nation image making, strategic communication, political advertising and political marketing, news analysis, frame theory, and home front management (applied communication for the Armed Forces). He has conducted research for the Hellenic Audiovisual Institute (IOM), the Institute of Defence Analysis (IAA), the Institute of Mediterranean Studies (IMM), and the University Research Institute of Applied Communication.

He is the author of two books Τηλεοπτική Πολιτική Διαφήμιση, Μία Ποσοτική Προσέγγιση για την Ελλάδα [Television Political Advertising: A Quantitative Research Study on Greece] (2003, IOM) and Τηλεοπτική Πολιτική Διαφήμιση στην Ελλάδα 1993-2007 [Television Political Advertising in Greece 1993-2007] (2008, IOM and Kastaniotis Publications ), 15 journal articles and book chapters and has delivered over 50 research presentations at conferences. His articles have been published in Greek, English and French while his work has also been translated to French, Russian and Turkish. He is part of the editorial board of the Journal of e-Government and the Journal of Political Marketing. He is the academic convenor of the international conference “Images of Nations: Strategic Communication, Soft Power and the Media” was organized by the Greek Politics Specialist Group of the PSA under the auspices of the Greek Ministry of Foreign Affairs (<http://gpsg.org.uk/athens/indexgr.html>).

Dr Samaras has taught at the Cyprus University of Technology (2007), the Hellenic Navy War School (2000-2008) and the Hellenic National Defence School (2004-2008). Currently he is teaching at the University of Piraeus. He has conducted political campaigns in Greece and Cyprus and worked as strategic communication consultant in various corporations.