

18TH CENTRAL ASIA MEDIA CONFERENCE

Multi-faceted challenges to media freedom in Central Asia

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BIOGRAPHY OF THE KEYNOTE SPEAKER



Etienne F. Augé received his doctorate from the École des Hautes Études en Sciences Sociales in Paris after his Masters in film studies from the Sorbonne Paris III. He also studied political science at the Institut d'Études Politiques de Grenoble, film studies at University of California at Irvine and cultural studies at The London Consortium, Birkbeck College, University of London. A former chairperson of the Mass communication department of University of Balamand near Tripoli, Etienne F. Augé taught for close to ten years in universities in Austria (Donau University at Krems), the Czech Republic (Anglo-American University, FAMU, Charles University), Lebanon (ALBA, La Sagesse, University of Balamand, Université Saint Joseph, USEK) and Slovakia (Pan European University). He published two books on propaganda, his main field of research : *Petit traité de propagande* (2007, new edition in 2015), *L'illusion culturelle: Hollywood et la propagande 1990-2000* (2011). He also published a book on Lebanon with De Boeck, *Liban* (2015) after writing *Loubnan* in 2013 a novel in French set in Lebanon.

Currently, he is working on a new book on Public Diplomacy and another one on science fiction with FAMU. Etienne F. Augé is a member of the editorial board of Global Media Journal, Slovakia. His areas of research are: Propaganda, Public relations, Public diplomacy, Cultural diplomacy, Film studies, the Middle East. At the IBCoM awards ceremony, he has received the award for “Best male lecturer” in 2012 and “Most inspiring lecturer” in 2013 and was nominated in 2014, 2015 and 2016. He was also short-listed for the education prize of Erasmus University in 2016. In 2015, he as started CHIFT (Community for the Histories of the Future), a platform to study and stimulate the production of science fiction in the Netherlands.

Outside academia, Etienne F. Augé served at the French embassy in Beirut before being co-founder of a film production company in Paris. He works as a consultant in communication and branding with colorblind strategies in Beirut and is a regular contributor to slate.fr, a French pure-player magazine partly owned by The Washington Post. He also trains Dutch and foreign diplomats in Public diplomacy at the Clingendael Academy in The Hague. He has participated in two TEDx events, Erasmus University in 2014 and University of Nicosia in 2015.