



Onsite Session: English 2. – Security Landscape

---

### **Navarro, Michel**

Institution: Corvinus University of Budapest (PhD program)

Country of origin: Cuba

Email: jerez.navarro @ stud.uni-corvinus.hu

### **Bashar al-Assad’s Silent Network: Syrian Influence Operations in Latin America**

This presentation will examine the former Bashar al-Assad regime’s foreign public relations (PR) as a form of transnational authoritarian public diplomacy that had constrained accountability and sustained authoritarian governance models. Moving beyond analyses that focused solely on regime self-legitimation, the study will investigate how Syrian PR had simultaneously advanced the legitimacy and strategic objectives of allied regimes. Framed within critical public relations scholarship, the study will treat Syrian authoritarian, state-led propaganda as political PR. The latter had, to some extent, shaped international discourse, influenced foreign public opinion, and rebranded authoritarian governance as a “sustainable” and “desirable” order that prioritised stability over democratic rights.

**Keywords:** *Syria, Latin America, Public diplomacy, Authoritarianism, Propaganda, Political PR*