

03/2013

LANGUAGE AND POLITICS

Language is the principal tool for navigating treacherous waters where misunderstandings or misrepresentations can quickly mark the end of a political career.

By Neil Corlett



Communication is the currency of politics. Politicians trade in discourse and argument, public statements and speeches, pamphlets and manifestos. The way they express themselves determines who they are and whether or not they will succeed in their profession. Keeping quiet for a politician is as useful as a shopkeeper who never opens his store. Those who communicate on behalf of elected representatives may not quite be taking their lives in their hands when they issue press releases or talk to journalists but they certainly have the careers of their political masters in their hands. Yet getting heard often involves (requires, even) risk and stepping out of the comfort zone. Using an edgy title or controversial sound-bite in order to attract attention is often necessary, but can also spell disaster. It is not for nothing that press officers experience such a high turnover as, despite the maxim, the messenger

is often the one to be shot. Yet life on the edge can be addictive. Every day brings new dangers as well as rewarding experiences. The nature of the ever-changing political news cycle means infinite variety and challenge. Political careers rise and fall but the worst epithet for a politician is to have been anonymous or irrelevant. Political communication therefore matters a lot.

PROPER DICTION Writing a speech is not the same as writing a press release, or even a blog. Each requires a different approach, skill and an awareness of the audience. Good speeches are time consuming: research, structure, tone, style, language all combine to create an impact on those listening and serve to convince them by sheer force of argument. The British prime minister David Cameron's speech on Britain's place in Europe on January 23 this year had been trailed for several months and had the daunting task of uniting a Conservative party... [Read more](#)

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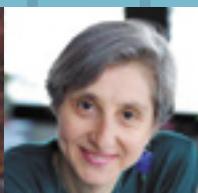
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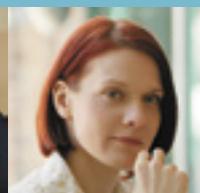
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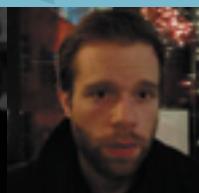
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Facts & Figures

CRISIS IN LEADERSHIP Less than one fifth of the general public believes business leaders and government officials will tell the truth when confronted with a difficult issue. There also is a growing trust gap between institutions and their leaders – globally, trust in business is 32 points higher than trust in business leaders to tell the truth; trust in government is 28 points higher than it is for government officials. This stark message is delivered by the latest edition of global public relations firm Edelman’s Trust Barometer, which describes its findings as “a serious crisis of confidence in leaders of both business and government.” Highlighting the damaging effect on trust of the misdeeds of several high-profile business leaders, Edelman

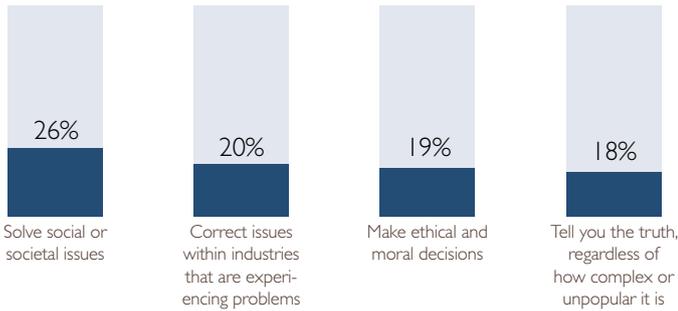
president and chief executive officer Richard Edelman writes in the survey’s Executive Summary that “the shock of 2008, the subsequent recession and misdeeds by establishment figures have forced a reset in expectations of institutions and their leaders.” This ‘reset’ is described as a “democratizing trend”, a redistribution of influence from traditional authority figures such as CEOs and government leaders toward employees, academics, peers and other thought leaders. According to Edelman, “A professor or person like yourself is now trusted nearly twice as much as a chief executive or government official. The hierarchies of old are being replaced by more trusted peer-to-peer, horizontal networks of trust.” New ways of building trust include

treating employees well, exhibiting ethical and transparent practices and placing customers ahead of profits while also delivering quality products and services. The report suggest a new mantra for businesses to embrace: “move beyond earning the License to Operate – the minimum required standard – toward earning a License to Lead – in which business serves the needs of shareholders and broader stakeholders by being profitable and acting as a positive force in society.” The full report explores each aspect of the survey in depth: it is a valuable tool to understand people’s changing perception of the role of businesses and leadership in contemporary society. *Taken from Edelman Trust Barometer 2013 Executive Summary* [Read more](#)

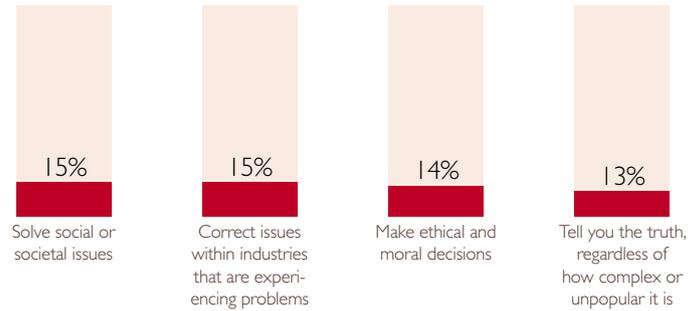
Crisis in Leadership – Trust in Ethics and Morality Very Low

How much do you trust business and government leaders to do the following?

Business Leaders



Government Leaders



Impressum

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Personnel



Wojciech Halarewicz

Vice President,
Communications
Mazda Motor Europe
Start: March 1

New appointments at Mazda Motor Europe

Mazda Motor Europe has announced a number of new communications appointments. The role of vice president communications will be assumed by Wojciech Halarewicz, previously managing director of Mazda Italy. He reports directly to the president and director general of MME, Jeff Guyton and is replaced in his previous role by Andrea Fiaschetti, formerly director marketing and sales at the organisation. Mazda Motor Europe has also announced the appointment of Alex Janssens as chief information officer at Mazda Motor Europe, again reporting to Jeff Guyton.



Guillaume Klossa

Director, Public Affairs &
Communications
EBU

EBU appoints new Director of Public Affairs & Comms

Guillaume Klossa is to join the management team of the European Broadcasting Committee (EBU) as director of public affairs and communications (PAC). His responsibilities include the EBU's public affairs office in Brussels and the Media Intelligence Service (MIS), the Knowledge & Information Unit and the Communications Service in Geneva. Klossa, who is French, will report to EBU director general Ingrid Deltenre. Guillaume currently chairs EuropaNova, the Paris-based NGO he established in 2003.



Kari Kerr

Head, Internal and External
Communications
L'Oréal Group

Start: January 2013

L'Oréal hires Kari Kerr to head communications

Beauty brand L'Oréal has hired Kari Kerr, formerly global communications director of InterContinental Hotels Group (IHG) to head its communications function. Kari Kerr joins L'Oréal Group as head of internal and external comms, replacing Louise Terry, who has been promoted to a new role at L'Oréal-owned beauty retailer The Body Shop. Tom Curry, formerly group media relations director at supermarket chain Tesco's, takes Kerr's position at IHG.



Scott Hailstone

Head of
Communications UK
Eurocopter

Eurocopter creates new UK communications role

The Eurocopter Group, the global helicopter manufacturing and support company, has recruited Scott Hailstone for the job of head of communications UK. Hailstone joins Eurocopter's Aberdeen, Scotland base from his most recent role as head of media relations across Asia at BAE Systems. Last year the company's fleet of EC225 Super Puma helicopters, which are used for offshore transportation in the oil and gas sector, was banned from overwater flight by the UK's Civil Aviation Authority.



Beat Römer

Head, Corporate
Communications
Georg Fischer

Georg Fischer announce new communications head

Beat Römer, head of external communications at Georg Fischer, is taking over as head of corporate communications. Georg Fischer is a Swiss manufacturer of piping systems for water treatment and corrosion fluids, as well as oil and gas markets. Beat Römer joined Georg Fischer in September 2011 as head of external communications, before stepping in as interim head of the service center in September last year. Prior to joining Georg Fischer, he was head of external communications for the electricity company Axpo Holding since 2008.



Peter Cross

Director of
Communications,
John Lewis

Start: June 2013

Cross replaces Dickinson at John Lewis

British department store chain John Lewis has appointed Peter Cross as its director of communications ahead of the departure of Helen Dickinson. Cross is to step into the role within the next few months. He is currently managing partner at Portas, which was previously called Yellowdoor. Dickinson, who joined John Lewis in 2000, is leaving to take up consultancy work. He will report to John Lewis MD Andy Street. At Portas, Cross has worked with brands including Westfield, Louis Vuitton, Clarks and Mercedes-Benz.

Personnel



Ayesha Bharmal
Global Media Director
AstraZeneca

Start: 4 February 2013

Ayesha Bharmal moves to AstraZeneca

Previously board director and head of health at communications consultancy Fishburn Hedges, Ayesha Bharmal is now global media director at AstraZeneca, the British-Swedish multinational pharmaceutical and biologics company headquartered in London. She reports to head of global media relations Esra Erkal-Paler. She handles proactive media relations, working to promote stories that help fit with AstraZeneca's corporate business plan.



Ursulina Stecher
Head, Corporate
Communications
AZ Medien

Start: March 1

New head of communications at AZ Medien

Ursulina Stecher has replaced Eva Keller as head of corporate communications at AZ Medien, a diversified media company, based in Switzerland. Keller joined AZ Medien in January 2006 after holding senior positions at Ringier, the Swiss association of publishers and media. Stecher started with the company in 2009 as assistant to the company's chief executive officer and management. The former primary school teacher in various marketing and communications functions.



Johannes Winter
Head of
Communications
Thomas Cook Group AG

Start: March 1

Johannes Winter speaks for Thomas Cook

Johannes Winter, currently head of corporate communications at Condor airlines in Munich, has also taken on the role of head of corporate communications for all airlines of the Thomas Cook Group. In this newly-created position, he reports to managing directors Christoph Debus und Ralf Teckentrup. Before joining Condor, Winter was head of communications at AOL Germany, a company he joined in 2005. Prior to that, he was spokesperson for MEP Silvan Koch-Mehrin

[Read more](#)

Events

11.06.2013 – Next Level Strategies,
London

Engaging Comms Conference

Join HSBC, Motorola, BBC, Shell, Visa and other communications innovators. Discover how leading brands are truly engaging and captivating internal and external audiences by getting their message out with advanced, social, multi-channel and media communications strategies [Read more](#)



20/21.03.2013 – Teneo, Barcelona

5th Employee Engagement

The world's top-performing companies understand that employee engagement is a force that drives business performance. The fifth edition of Teneo's Employee Engagement events features speakers from DHL, Lego Group, Shell, Merck and more to share how the best leaders today craft inspiring workplaces that truly engage employees [Read more](#)

10/12.04.2013 – IABC, Brussels

EuroComm 2013

Europe and the world are still in the midst of a prolonged recession. One thing is certain: for the foreseeable future, change is a permanent feature of our communication landscape. The IABC EMEA region is organising an event to explore the impact of these changes for professionals communicators of all walks of life. [Read more](#)

11/12.04.2013 – University of Salerno

CMC 2013

The 18th International Conference on Corporate and Marketing Communications is a cross-roads for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue and set trends, in the field of marketing and corporate communication. [Read more](#)

Jobs



Head of Communication

Location: Brussels, Belgium

The International Post Corporation



Public Policy and Government Relations Manager

Deadline: 22.03.2013 **Location:** Brussels, Belgium

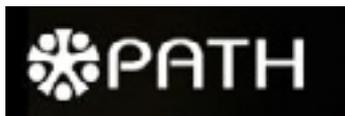
Google



Senior PR Manager

Location: Brussels, Belgium

Microsoft



Communications Associate, Reproductive Health Supplies Coalition

Deadline: 18.03.2013 **Location:** Brussels

PATH



Director of Marketing & Communications

Deadline: 28.03.2013 **Location:** London, UK

Unicorn Theatre



Global Communications Manager

Deadline: 18.03.2013 **Location:** Geneva, Switzerland

World Business Council for Sustainable Development



Communication Senior Manager

Location: Gland, Switzerland

International Motorcycling Federation

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