

Signs of a paradigm shift to populism: *PR, the US presidential election and the UK Referendum on EU membership*

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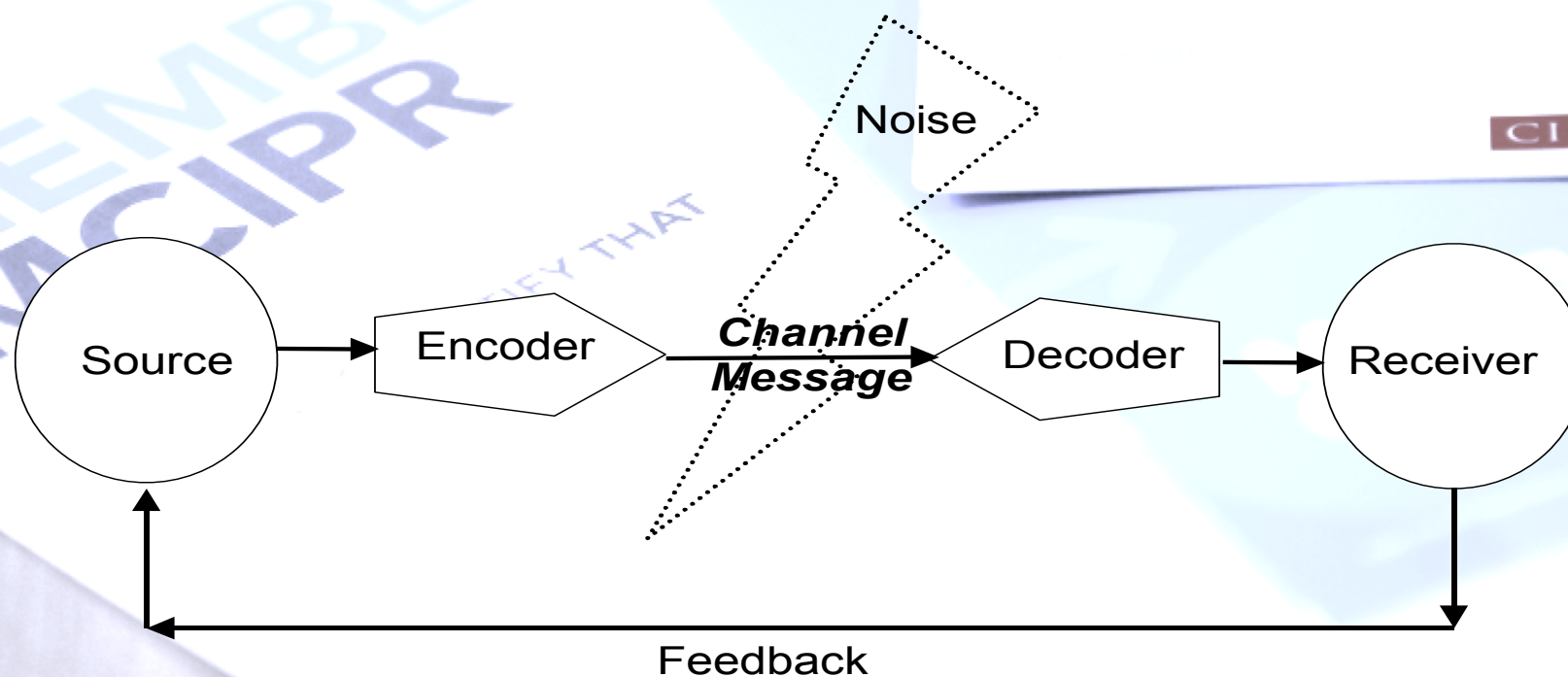
**“May he live in
interesting times...”**

-Robert F. Kennedy





Communications



“Ethical public relations professionals have a responsibility to explain complex issues in ways understood by most people. Democracy is based on having the trust to let others make the right decisions.”

-Philip Young

Populism

- Decline in manufacturing jobs
- Globalisation & inequality
- New sectors
- Tensions...racism & intolerance

What is populism?







Inherent irony

**“Crises provoke fear, alarm.
In my opinion, the most
obvious example of
European populism is
Germany in 1933.”**

-Pope Francis

What should we do?

Rich lists

World's eight richest people have same wealth as poorest 50%

A new report by Oxfam warns of the growing and dangerous concentration of wealth



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i Indian migrant daily wage workers bath at a public well in New Delhi. New information shows that poverty in China and India is worse than previously thought. Photograph: Altaf Qadri/AP

The world's eight richest billionaires control the same wealth between them as the poorest half of the globe's population, according to a charity warning of an ever-increasing and dangerous concentration of wealth.

Deal with roots

- **Automation: lifelong learning**
- **Reform institutions**
- **Confront racism**
- **Faith in democracy, media**

- Truth
- Professionalism
- Ethics