

March or Scroll? How Communication Is Shaping a New Generation of Leaders

PEC REPORT #2

Q3 • 2025

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The Language of Exhaustion

For decades, traditional political parties acted as vehicles of representation, channeling demands, shaping narratives, and fostering a sense of belonging. Today, **that legitimacy is in question.**

They no longer persuade, fail to inspire, and in many cases, can't even hold the public's attention.

In their place, we're seeing the rise of outsider leadership — voices emerging from the fringes with messages that are simpler, more emotional, and deeply disruptive.

A case in point: Donald Trump.

An outsider who became a symbol. His rise wasn't just a political shift within the Republican Party — it was a narrative overhaul. In a landscape saturated with technocratic jargon, Trump offered a message rooted in emotional clarity and “common sense.” **He spoke plainly, without nuance, voicing what many felt but couldn't say.**

Polarizing as he is, his influence remains strong. Legal troubles and institutional controversy haven't shaken his base. Why? Because, to millions, he doesn't stand for a plan — he stands for a scream. A way to express long-standing frustration with a system that promised inclusion but never delivered.

America, the Unequal Superpower?



The United States — a symbol of global progress — is confronting its own contradictions.

Despite GDP growth, U.S. Census Bureau data shows that between 2019 and 2024, real incomes declined and poverty increased. The economy is expanding, but for many, quality of life isn't.

Congresswoman **Alexandria Ocasio-Cortez** put it bluntly:

“If people’s lives don’t improve, we’re lost. You know how many more Trumps are coming?”

So, the frustration isn't just political. It's emotional, economic, and informational. It cuts through every layer of daily life.



Information Fatigue: The Unseen Backdrop

According to the Reuters Institute, active news avoidance is at record highs. It's not apathy — it's overload. Repetitive, negative, and irrelevant headlines are fueling information fatigue. People aren't tuning out politics — they're tuning out the way it's communicated.

Meanwhile, audiences have migrated to platforms that reward visuals, brevity, and emotion. In that ecosystem, influencers, and later, outsiders, emerged as new authorities. Their power isn't based on mastery of issues, but on form: connecting with people who no longer seek depth, but resonance.

The New Generations and Their Unexpected Turn

New generations are showing up, just not through traditional channels. They rally around causes like climate change, racism, and digital rights.

The far-right has read the room. It translates social anxiety into clear messages, collective identity, and emotional certainty. And in times of exhaustion, that can matter more than any rational promise.



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And After the Exhaustion?

*Now, more
than ever,
to lead is
to connect*

These new leaders aren't the problem — they're the symptom. They don't replace the system; they expose its weaknesses.

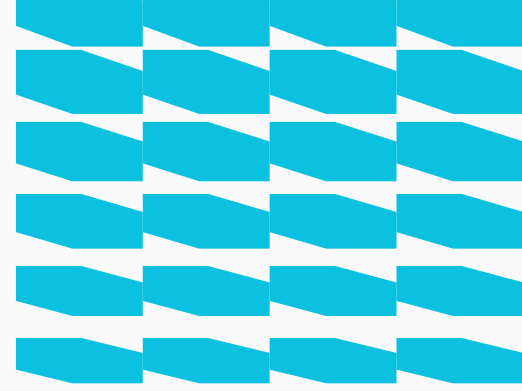
And while traditional parties try to catch up, political time is speeding up. The real question isn't **whether they'll survive, but whether they're willing to reinvent themselves.**

Because if collective fatigue continues to steer our democracies, the next wave of leadership won't emerge from the best technical plan — but from whoever can give that fatigue a name.

Building Voice in a Time Without One

Now more than ever, to lead is to communicate — effectively. Being right isn't enough. You have to connect. Translate. Listen.

At PEC, we help companies, institutions, and leaders adapt to this new logic — not by shouting louder, but by speaking smarter. We use AI not just to automate, but to expand perspective, craft impactful narratives, and build purpose-driven voices.



Thank you!

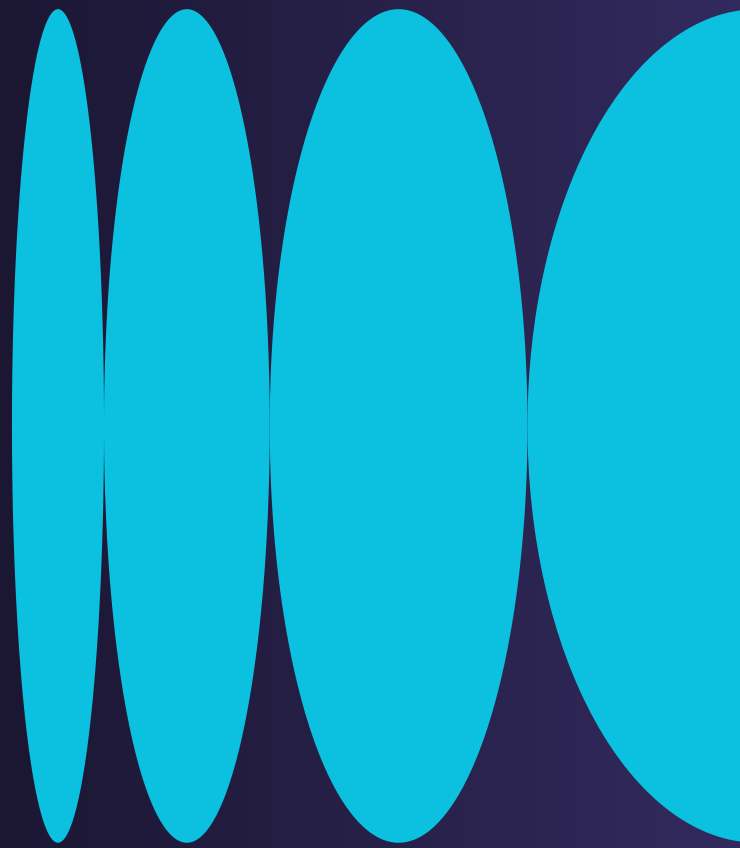
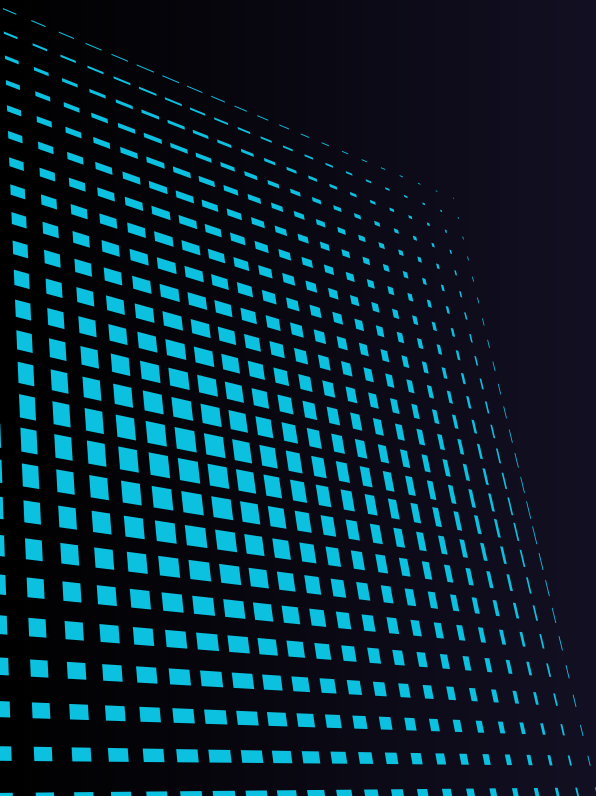
PEC helps companies, institutions, and communicators adapt to this paradigm shift — using AI not just to automate, but to augment insight and impact.

Want to thrive in the Machine Web? Let's build it — with purpose, with data, with a voice of your own.

 info@pec-lab.com

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