

AUTHENTICITY

AUTHENTICITY

PARADOX

Communication in the Age of Synthetic Truth

Christophe Ginisty

Athens, December 11th, 2025

FOLGATE

Folgate Advisors is a strategic consulting firm that aims to "move communication forward" by providing consulting, coaching, and contracting services to senior leaders in communications across agencies, companies, brands, NGOs, and governments worldwide.

<https://www.folgateadvisors.com/>



Can we still **trust** what we see?



35%

*of chatbot answers
on current events
are **wrong****

*Source: Newsguard

A dark, dimly lit office space with several computer workstations. The desks are cluttered with monitors, keyboards, and office chairs. In the background, there are large windows or glass partitions. Overlaid on the scene is glowing neon text. The largest text is '42.5%' in a bright, glowing font. Below it, there is a paragraph of text in a white, sans-serif font. The text is centered on the right side of the image. The overall atmosphere is mysterious and technological.

42.5%

*of fraud attempts are
now based on AI,
with an estimated
success rate of 29%.*

*Source: Newsguard

8.00.000

*The volume of deepfakes is projected to surge from **500,000** in 2023 to **8 million** by the end of 2025, dramatically increasing the risks of psychological manipulation, political destabilization, and economic fraud.*

* Source: Signicat

*When everything can be
fake, even the truth looks
suspicious.*





TRUST

...is our **currency.**





CARE

*As communication professionals, we are not just observers of these transformations. We are **directly exposed** to them, accountable for them, and in some cases, victims of them.*

CARE

Because in a world of synthetic content, we become the last line of truth. Trust is not a by-product of communication for PR strategists.

Trust is the mission.

CHALLENGES

1

INFORMATION
POLLUTION
AT SCALE

2

COGNITIVE
VULNERABILITIES

3

ADOPTION
WITHOUT
PREPAREDNESS

4

REPUTATION RISK
MULTIPLIED

5

CRISIS OF
MEANING, NOT
INFORMATION

AUTHENTICITY PARADOX

People want **authenticity**.
Organizations deliver **performance**. They continue producing communication that is controlled, polished, risk-averse, and often emotionally empty.

PERFECTION IS THE ANTITHESIS OF AUTHENTICITY.

TRUST



*Trust emerges when words, actions, and experience **align**.*

A dark office at night with a glowing neon sign that says "CREDIBILITY". The office has several desks with computers and chairs. The sign is made of bright, glowing neon tubes. The word "CREDIBILITY" is written in a bold, sans-serif font. The background is dark, with some faint lights visible through the windows.

CREDIBILITY

CONSISTENCY
TRANSPARENCY
HUMAN TONE
COURAGE

*Credibility has ingredients, and
PR professionals must bring
them to life.*

MEANING

IN A SYNTHETIC ENVIRONMENT

- Messages are copied, remixed, or faked.
- Media channels are polluted.
- Audiences distrust official statements.
- Crises evolve at machine speed.

Communicators must evolve from message managers to **meaning architects**, shaping how organizations show up with ethics, emotion, and coherence.

DISCIPLINE

*Trust does not happen by chance, it must **be engineered.***

 Verify before you amplify

 Slow the message, speed the trust

 Build credibility into every process

 Treat every message as a proof point

 Make transparency your default setting

A smiling man in a dark office with a glowing 'OPTIMISM' sign and other people working in the background.

OPTIMISM

*Authenticity is a deeply **human capacity**.
Machines do not feel, doubt, hesitate, or care.*



OPTIMISM

*What audiences seek isn't flawless messaging, it's **genuine human presence.***

A smiling man in the foreground with a team in a dark office at night. A glowing neon sign says "OPTIMISM".

OPTIMISM

*Finally, and crucially: educating audiences is **essential!***





THANK YOU

Christophe@Ginisty.com