

## SPOKESPERSON - NEW PROFESSION IN PUBLIC COMMUNICATION

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Every science and communication era has changed the world of public communication management in which the past becomes the present and the present new epochal projection of the inclusive information and digital future. With the development of public communication, and especially through modern media, several new professions are developing, and among them is the most prominent "**spokesman**". This role has had in the earlier English parliamentary democracy official speaker; he still lives in England as President of the Lower House. In France, this occupation is called the *porteparole* = speaker on behalf of others. Poles named this occupation *prasowy rzecznik*. In similar ways, nouns and new professions are formed in other languages also in Croatian – „glasnogovornik“. Although the word "spokesman" semantic is not the best, because it comes from etymology of voice, volume, which suggests the strength of voice and speech, and its meaning is not in the physical strength of voice but in the authority or the public speaker's ability to speak on behalf of others (most often today governmental and state institutions, political parties, but it can be any institution, economic corporation, scientific, cultural, artistic and sports institution or group of citizens or successful individuals). Logically, this new profession is best described by the French word *porteparole* = a speaker on behalf of others, ie, a communicator of attitudes and decisions of state, social, cultural, political, artistic, sports and religious organizations.

### Spokespersons function

The basic function of a spokesperson (in the sense that he is a speaker on behalf of others) adequately, then logically speaks and linguistically

gives a more plastic expression of attitudes, opinions, data and ratings of some collectivities. Given this fundamental function, **the spokesperson must know well the decisions and information that want to be communicated to the masses**. He does not have to be the creator of these decisions, but he can participate in them. But he has to know these decisions well enough, he must be competent. It is *conditio sine qua non* of a spokesperson, because if you make a few mistakes in that sense. to convey inadmissible information, he will soon be replaced by the organization / institution from which he was appointed. When it comes to his second feature - **the logic of discourse** - the spokesman must also know the theory of argumentation (direct and indirect proof), because in the contemporary world of pluralistic democracy no longer applies the old word argument of force (which was dominated by agitpropion journalism rhetoric) than **FORCE OF THE ARGUMENT**. To make the theses as mass-set pieces for mass, to be received in masses, the spokesperson must know how to demonstrate them best, to argue. In this area, as we all know, all of our spokespersons, communicators and journalists do not have sufficient education, so that is why it is not uncommon to go to *ad hominem* discourse, which is why we have many court proceedings today for the slander and offense. A spokesperson must, in his discourse, focus on thoughts and arguments, and less on people, ie, use the strategy of communicating **ad rem** and not **ad hominem argumentation**. Regarding the third essential characteristics of a spokesman, he has to dominate the **stylistic prowess of polyglot**, so he is exquisitely, supposedly, fluently, attractively, and above all in accordance with the norms of the Croatian literary language (when speaking of a Croatian

spokesperson).

**The two main functions of the spokesman are the following:** Firstly, to well, adequately and logically understand what he wants to say on behalf of the state, government, party, church, army, corporation, institution etc. His **second** task is to answer the question: how to transfer this thoughts more adequately and more convincingly to masses through press conferences and other forms of public relations, because the aim is to reach out to the mind and heart of the masses of the party's or other institutions, and thus turn them into the tools of action, changing the world towards the goals of establishing a better quality of life for the individual and the community. The old rhetoric was also well-recognized when his function was called psycho-psychic as the ability to guide human souls according to the ideas offered. And even church speakers (homilies) also realize that their main function is to bring about the doctrine of God's to people, and that his commandments are adopted and behaved by. Later, in the era of parliamentary democracy within the parliaments (because it is impossible for everyone to speak for a long time), a spokesman, ie a spokesman who briefly and accurately expresses the views of a group or party, was established. When the economy has developed globally and when a special discipline of "**business communication**" and "**management**" occurs, then there is the interest of the spokesperson in the relations of the economy / corporations with the public, in terms of presenting their production, goods, prices...

After that, and after a great political game and the appearance of numerous parties, there is a new profile of spokesmen **in the sphere of politics and political communication**. Today, there are also spokespersons of individual parties in our party life. In the end, each group will have its own special spokespersons whose task is to clearly and clearly present to the public their own goals, tasks, decisions as well as counter-documentation in order to gain and reinforce the views of the groupings in the name being spoken.

#### Types of communication activities of spokespersons

**Communication science** as the latest science

on optimized public communication (what and how) shows that **three areas of action are common to all types of spokespersons:**

- 1) **Informing.** This is the activity of communicating information to make the public aware of the work, decisions and achievements of the organization / party that the spokesperson represents. In this function, the spokesperson needs to develop **bit characteristics**, to be appropriately dressed, not to act, ie to be natural and knowledgeable of the content he presents, and above all to be concise and logical in informing the public, as citizens as modern communicative people do not have interest in long talk. **In medias res** is the main principle of informative spokespersonship.
- 2) **Convincing.** This is a communication function that is more difficult, as it requires a spokesman and a high degree of **mobit capacity**. Motivation, persuasion, recruitment of souls, displaying their own ideas that are acceptable and useful to the mass - this is the essence of persuasive spokesman. As the emotional component in the conviction is more important than cognitive, it is essential that the spokesman first believes in what he is saying. Thanks to this, he will have a strong subperceptive charge that radishes for now unknown vibrations. From the history of rhetoric, we all know **Saint John Chrysostom**. He got that epithet because he spoke so sweetly that he was listened to by fish and not just humans. And that is the ideal of persuasion. **The power of persuasiveness is in the ability to make masses the content that expands the spokesman to their own.** Only when people say in themselves or in acclamations: so it is; I thought so also; I think so too, he only says it a bit better than me - then a spokesman can congratulate himself and know he succeeded in persuading. The technology of persuasion is in approaching, in making mediated thoughts of mass come to life. This means that in this function, the spokesperson must always behave according to the old rhetorical formula "**similia similibus**" (**similar to similar**). Since the sphere of metaphors in the broader sense is the field of relative unity which is manifested in the fields of intersection (that is the communion), it is necessary that a spokesperson before and during the performance studies and cre-

ates new metaphors as a compilation of comparisons because only the crisp images, the hardships that are common to him and the public can come to partial or complete persuasion. And persuasion is in some way a struggle. The great **Sartre** said in that regard that the writing was a struggle, and the tool of that struggle was a pen or a voice. However, from all forms of "terror" people suffer the only terror of the mind and are willing to silence the foreign sides if they can convince them that they are better and more effective than their day-to-day opinions.

3) **Polemization.** This is harder than persuasion, which is why it is also the toughest spokesman's function if he does not want to be scornful and ridiculed in the public scene. As soon as a spokesperson loses the power of proving or rebutting in a specific situation, they - if they do not get defeated - approach the ad hominem attack. Today, in our everyday political discourse, he immediately asks who his father was, what he did yesterday. Thus by discrediting opponents, spokespersons think that they have also fought the ideas the polemic opposed them. However, it is a thief, so it soon spreads. The golden rule of successful polemization is **the ad rem (from the theme and the very thing)** and the finding of the best evidence or counter-dump. It is important to always confront the thoughts, not the people. Who does not know or can not apply it, it is better not to argue, because it will confuse not only himself, but also the party / organization on behalf of the public. In order for all the polemics tricks to be overcome quickly, I think it is best to read **Schopenhauer's "Eristic"** (scattering skill) in which there are about 40 tricks as well as the defense of these tricks used in public controversy.

4) **IT Media Technologies.** New models of communicative-management discourse of *Literature*

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spokespersons are based on new media communication technologies (Social Network), which become the basic communicative tool of each spokesperson. Facebook, Twitter, YouTube, Flickr, bloggers, mobile apps, chat services, iPhone, instant messaging (IM), new IM applications, Whats App, Facebook Messenger ...) are irreplaceable management support for spokesmen at all levels of global, regional, national and local media communications.

#### **Personal characteristics of the spokesperson**

Since all the mentioned characteristics of the spokesperson's activities are disrupted in the personality of the spokesperson, it is necessary to say in the end the word-two about the **personality of the spokesperson**. The spokesperson must always be optimistic, be patient (and even adversaries), appropriate but not theatrically dressed, with affectionate voice (who has no standard voice color, should not enter into this profession), preferably charming (but never theatrical), he must know sometimes to remain silent, one must not forget his patriotism and his struggle for all progressive processes because the people want to go further, emancipate and accept everything that is in that function. In order for these personal traits to be optimally developed, it is essential that the spokesperson adheres to the basic communicological principles at all levels of communication. A new **vocation spokesperson** becomes the challenge, logic and rhetoric of the new coming communicative-digitized world and life that needs to be given new constructive communicological responses.

#### *Keywords*

Communication, spokesman, public, public communications, public relations, rhetoric

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