

The Culture of Speech in Greece: *We Talk, but Do We Communicate?*



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Thank you!

We'll see...

- Quantitative Online Survey
- Sample of 1,008 nationwide
- April 2026
- YouGov private panel
- Rating 9/10

The Force

The Reality

The Perspective



The Power of Communication

The way someone speaks shapes their public image:

88% *I form a first impression*

87% *I understand their feelings*

80% *I form an opinion of their character*



Effective communication is the cornerstone of **success**:

96% In personal life / relationships

94% In the workplace

77% Communication culture within a company influences business success

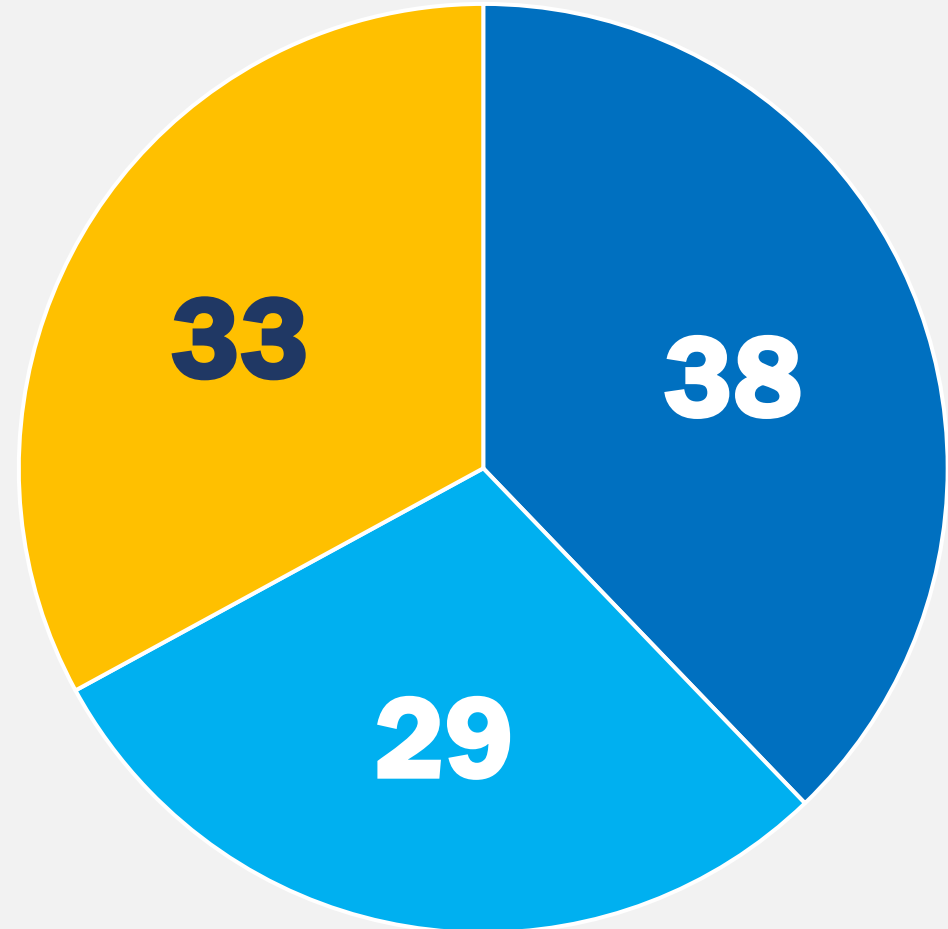


The "DNA" of communication

Verbal content:
Vocabulary, words

Non-verbal communication
*Voice, tone, timbre, body language,
facial expressions, clothing, presence*

Emotion, energy, intention



Ultimately, communication is “highly complex”:

73%

Pay attention to body language

71%

Credibility over eloquence

71%

Being at peace with themselves

52%

Words influence our lives

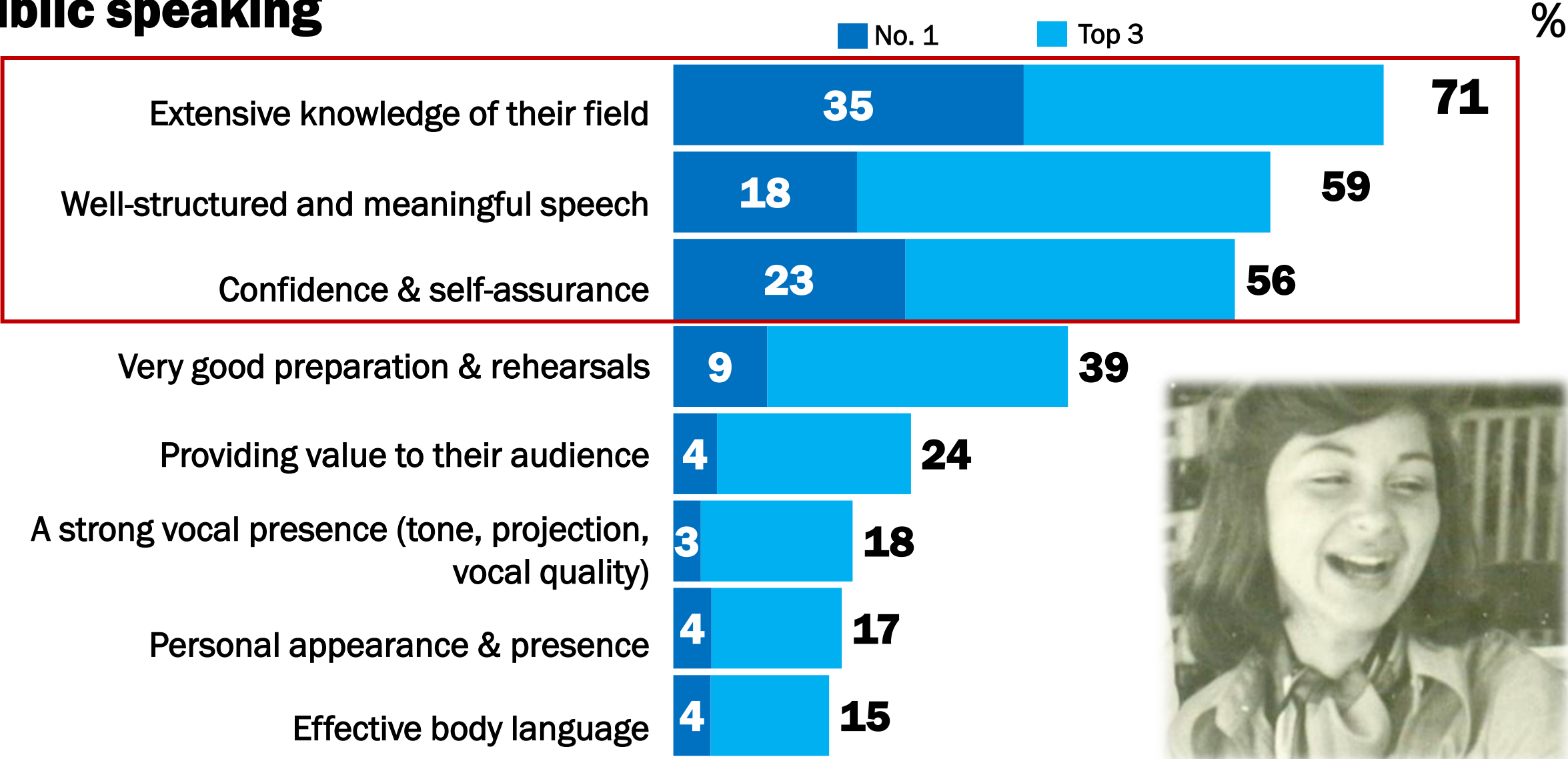


Everyone:

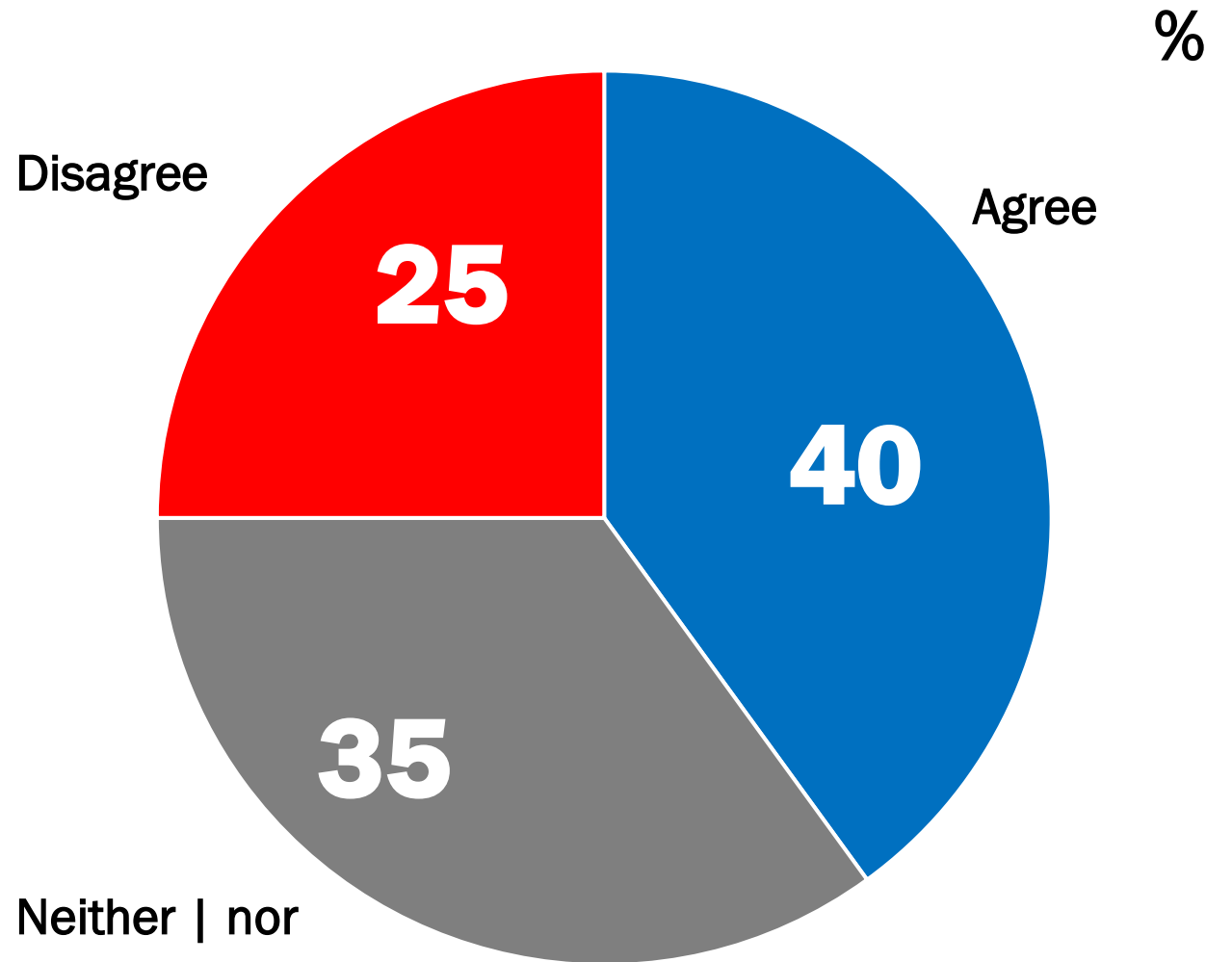
Recognize that communication skills and public speaking are essential professional skills

(91%)

Knowledge, substance and confidence are the “keys” to effective public speaking




The "good news" is that communication skills can be developed!





#1 Key Learning

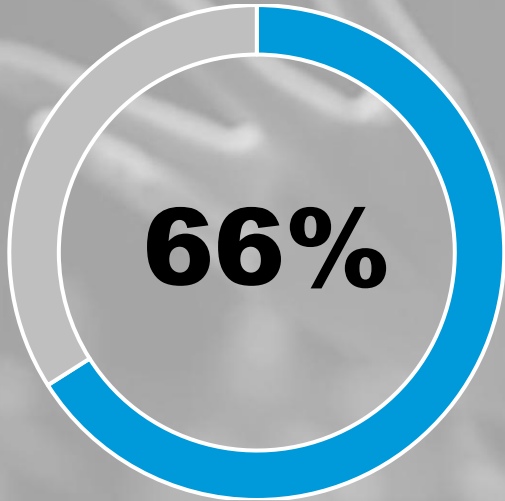
- **Communication is universally important**
- **In all areas of life**
- **Shaped by many factors**
- **Absolutely essential in the workplace**
- **It is developed and learned!**

A woman with long brown hair in a ponytail, wearing a light-colored shirt, is shown in profile from the chest up. She is gesturing with her right hand, palm facing forward, as if speaking or presenting. The background is a blurred audience in a dark setting with some stage lights visible.

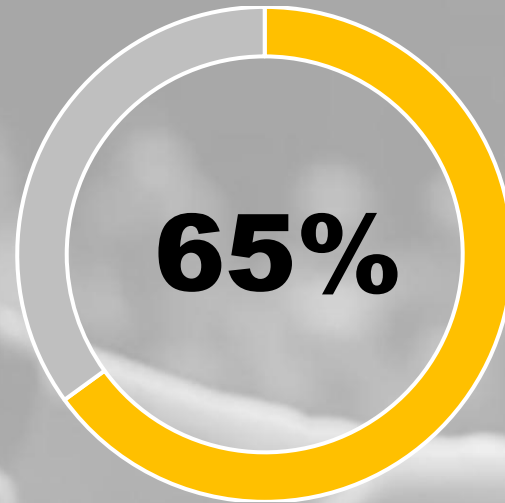
Today's Reality

Theory differs from practice

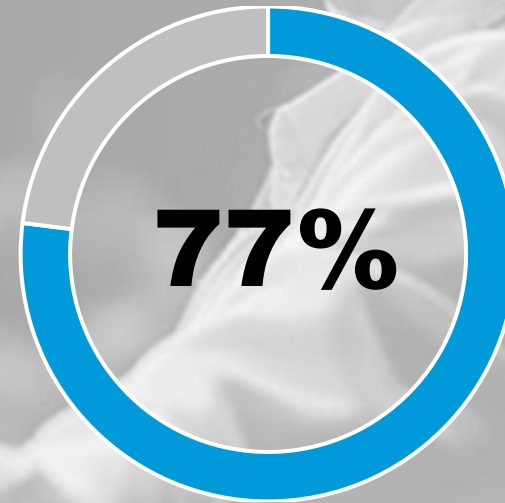
“Most people ignore the importance of communication”



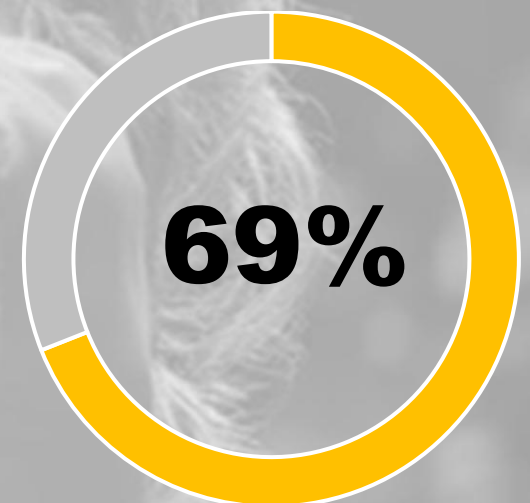
“They don’t pay attention to verbal/non-verbal communication”



“Over the years, our vocabulary has become poorer”



“Most people do not speak with empathy and respect”



Everyday influences...

74%

Grumbling,
pessimism,
complaints

69%

Negativity,
scandals,
disasters

68%

Gossip, toxic
criticism

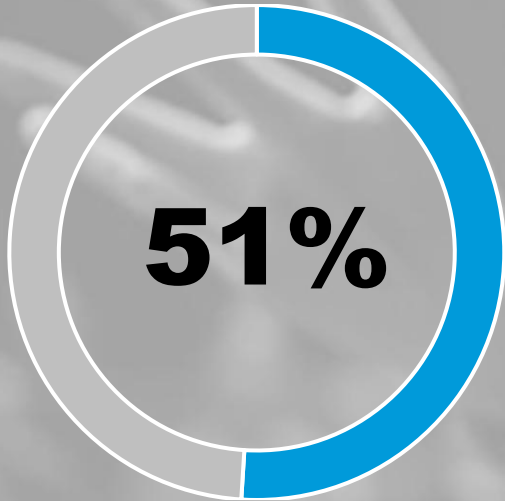


Positivity may be limited, but the findings are encouraging... *“I often hear...”*

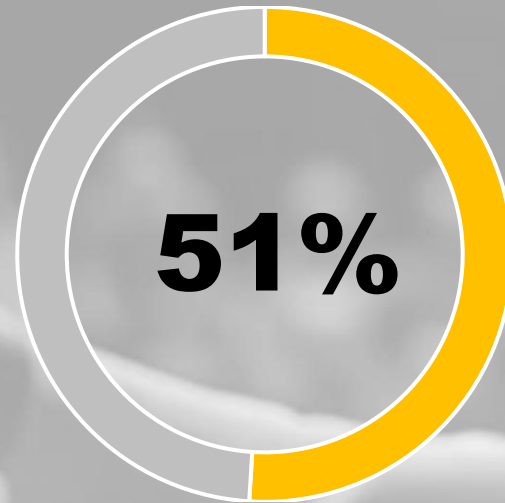


The Challenges of Public Speaking

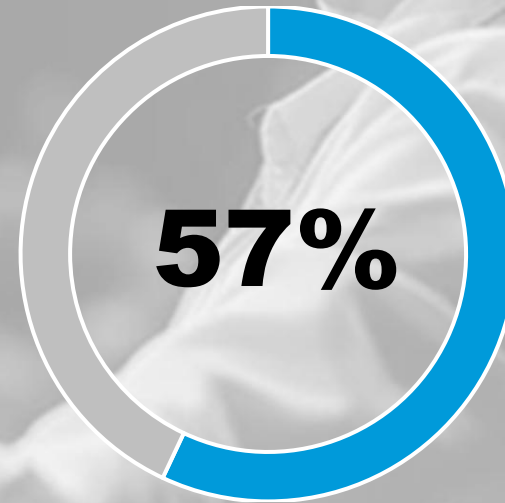
“I feel uncomfortable giving a speech in public”



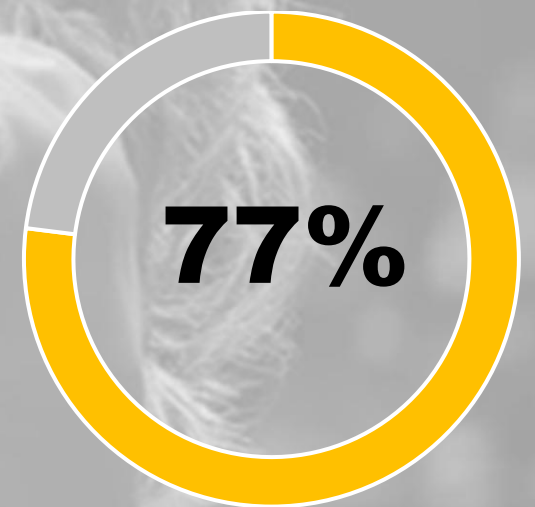
“Quite often, I don’t express my opinion; I feel embarrassed”



“I sometimes find it difficult to express myself in public”



“Public figures do not stand by their words”



In spontaneous, **free** expression...

“There is little awareness of the importance of developing effective communication from an early age”

“There is a noticeable lack of respect and empathy, combined with poor language use”

“Communication often prioritizes image over substance.”

“Face-to-face communication has largely been replaced by written interaction on social media”

In spontaneous, **free** expression...

“People struggle to express their feelings”

“Communication between people has been limited due to workloads and the internet”

“Public discourse almost always lacks sincerity and genuine emotion”

“Public discourse in Greece is quite toxic.”



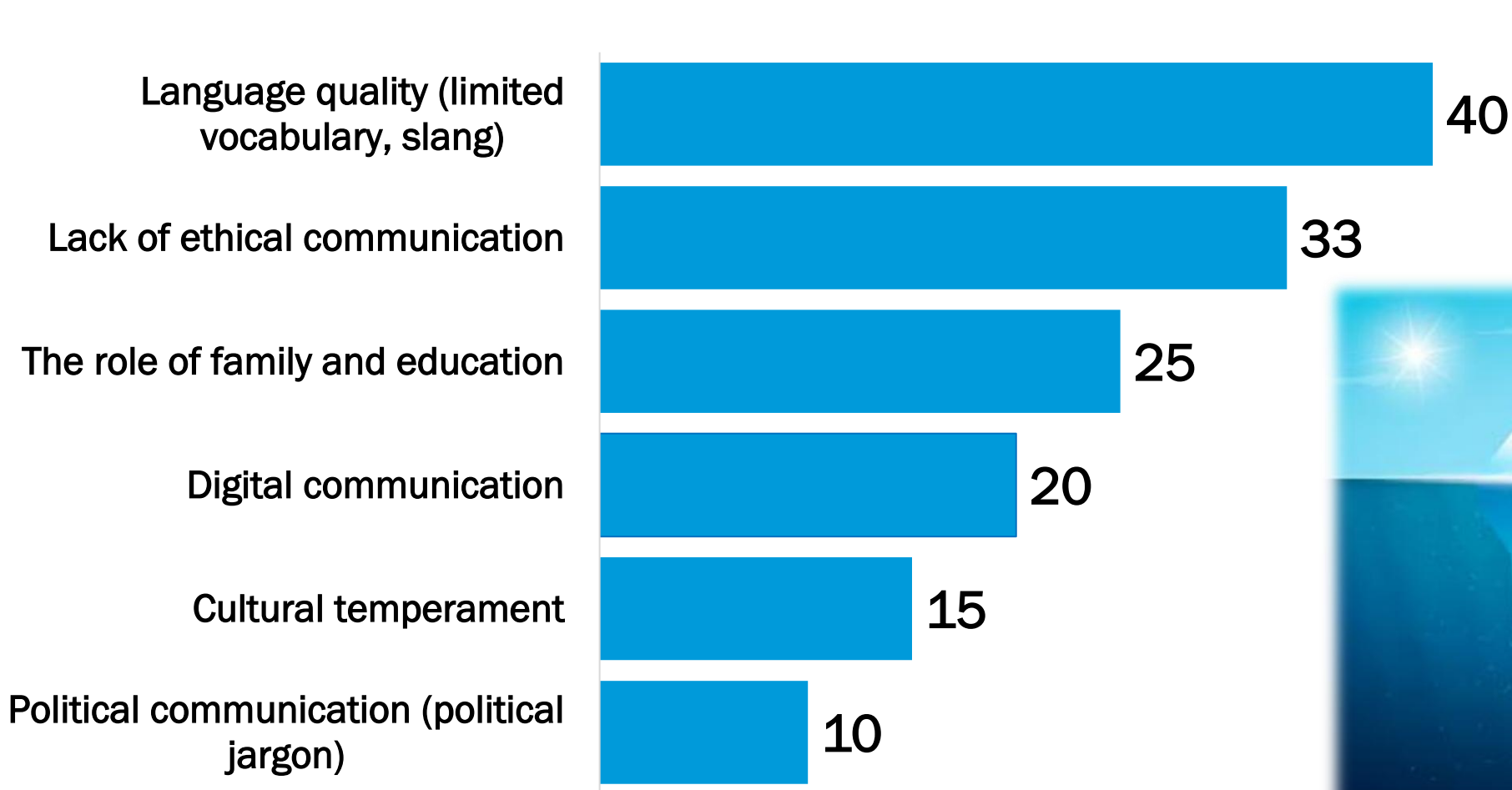
#2 Key Learning

- **Despite its theoretical importance ...**
- **In practice, communication tends to be overlooked!**
- **It is overwhelmed by negativity, while...**
- **At the public level, it faces challenges,...**
- **Even among those considered experts!**



The Future Outlook

More than 1,000 spontaneous responses reveal the “anatomy” of communication in Greece



Culture Determines the Outcome

“Parallel Monologues”

Language
Haste
Superficiality

“We Don’t Listen to Each Other”

“Lack of empathy & community spirit”

Education, upbringing

Digital disconnection

Speed, FOMO

Indifference

Criticism

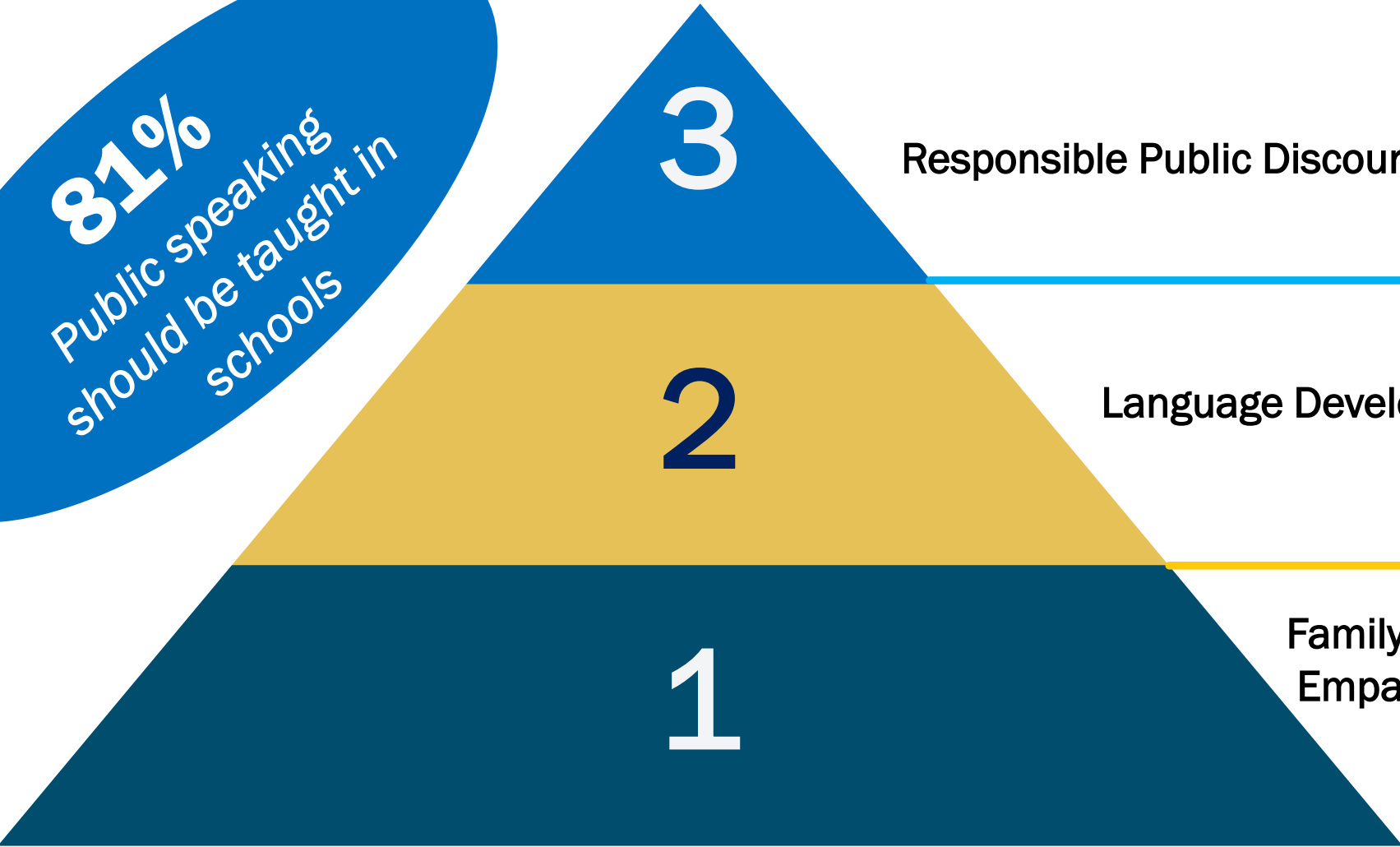
“Mindset, rudeness & toxicity”

*We talk, listen, and
connect LESS!*

*We listen to respond,
not to understand!*

"Holistic" Communication Starts with each Individual!

81%
Public speaking
should be taught in
schools



Responsible Public Discourse

Language Development

Family & Education
Empathy & Community Spirit

In spontaneous, **free** expression...

“Spoken language must be straightforward, sincere, and respectful toward the listener”

“Oral communication among Greeks has been a fundamental element of social and cultural life from antiquity to the present day”

“Confidence in speaking and stress management should be taught in schools”

“We should support the Greek language and limit the use of foreign words”

To everyone:

An “evolutionary, key question”

*“YOU, what can you start
doing today for yourself
and your child?”*

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