

The socio-political events in dailies “Le Figaro” and “Le Monde” by the method of the French school of discourse analysis

We start from the observation that the event, this substance of the media discourse, is constructed by and in the press discourse. This discourse, the main function of which is to inform and explain the facts of the real world, is by definition heterogeneous because it introduces three main actors: the "real" actors, the recipients of the speech and the mediator. However, the construction of media discourse consists of reporting and relating discourse on real-world facts produced by the people involved. In addition, today, this discourse is becoming mostly digital. This thesis responds more particularly to the problem of presence traces of the event's actors in discourse through the representation (implicit and explicit) of their images and of their statements, accentuating especially the existence of a collective actor. We claim that this is the main element of the construction of the event's social meaning. To argue our point, we have chosen three recent events belonging to the event family of social demonstrations: the events accompanying the adoption of the law opening marriage to same-sex couples (2012), the movement of “bonnets rouges” Bretons against the ecotax (2013) and the “gilets jaunes” contestation (since 2018, still in progress). We proceed by studying the context and the reformulations of the formula constituting the name of the event and of expressions qualifying the event's actors in order to describe the modification and the progressive construction of the formulations' meaning.

This thesis is divided into two parts, theoretical and analytical. The first chapter is devoted to the description of the approach specific to the French school of discourse analysis; its aim is to explain the logic of our study, based on the concept of interdiscourse (according particularly to Benveniste 1966, Pêcheux 1969, Bakhtine 1970, 1984, Maingueneau 2007, 2014). The second chapter deals with press discourse (according to Adam 1997, Charaudeau 1997, 2005). We consider that heterogeneity and polyphony are constitutive for this discourse. The third chapter is interdisciplinary: we try to grasp the concept of event at the intersection of philosophy, sociology and the information and communication sciences. We are trying to define the notion of media event according to the method of the French school of discourse analysis. Our study is in line with the work on the construction of meaning in discourse in general (Siblot 1997, Vion 2006, Longhi 2012), and on the media treatment of the event: the circulation of words and the concept of interdiscursive memory (Moirand 2007), the formula

(Krieg-Planque 2009), the names of events and their lexico-discursive profile (Veniard 2013), and the press titles (Calabrese 2013). The following chapter is devoted to the detailed presentation of the methodology adopted and the corpus put in place; it opens the analytical part of this thesis. The following three chapters include studies of the three selected events carried out on the same analysis model. For each study, we note the emergence of the formula, the calls to collective memory and finally, the image of the event's actors and the representation of their points of view; we also compare the discourses from the two dailies studied. This interpretation model can be productive for all types of media events. The general conclusion is preceded by a few remarks on digital discourse.

Keywords: media event, event's actors, heterogeneity of discourse, interdiscourse, social demonstrations

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