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Les fruits doux-vénéneux de la réflexion

Abstract: Being situated in the logic of J. Baudrillard, of building a world “in our image and likeness”, the narrative occupies a privileged space, offering possible meanings (at the choice of the one mirrored in the postmodern window of the avalanche of signs), proving the successful pattern in communication, serving as feedback of the mediatic man’s relation to the world in an accurate image of its strategies of placement-understanding: interconnected – lonely, interactive – passive, unique – mimetic, free – captive (formatted), receiver – generator... Under the empire of the “narrative turn”, having as consequence, among others, “putting reality into fiction”, the postmodern man will enter the game of manipulation, being, in the same time, source and victim, in an “era of participatory web”, accepting the impossibility of validation in the exception of virtual communities, of the new type of living – on social networks. In hypostases such as “accomplice” or “rescue support”, the new media dominate the new public space, regardless of the judgments of the traditionalists, the conservatives, the misfits to times and technologies.

Keywords: narrative, digital, media strategies, virtual communities, participatory web, manipulation, citizen journalism, identification.