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Le blogue : une stratégie de communication du journalisme politique¹

The blog: A communication strategy of political journalism

Abstract: In the digital era, the political journalist has to adapt his journalistic practice if he wants to also be recognized on the Web. The formula of the journalistic blog, a platform of interactive communication, allows the political journalist to distance himself from the traditional position of neutrality and impartiality inherent in journalism, in order to personalize his texts and create a certain proximity with his readers, in short, to manifest more openly his subjectivity. To do this, the journalist-blogger relies on conversationalization processes imitating face-to-face interaction with his readers, creating an effect of intimacy between blogger and reader. As a result, the hybridization of genres places the political blog in the paradigm of journalism of communication.

Keywords: blog, political journalism, conversationalization, interactional rhetoric, subjectivity

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