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## **La construction de l'image médiatique des politiciens dans le contexte d'un événement tragique : l'attentat à la Grande Mosquée de Québec**

### **The Construction of the Media Image of Politicians in the Context of a Tragic Event: the Attack on the Great Mosque of Quebec**

**Abstract:** In the continuation of our previous work on the representations of politicians' ethos in the media context, this article concerns more specifically the image of the leader as it was built and circulated in print media the day after a particularly tragic event, the attack on the Great Mosque of Quebec in 2017. Based on the qualitative and quantitative analyzes of 135 newspaper articles, the study serves two purposes. From a political communication point of view, it shows that the representations built through the discourse of journalists covering the news correspond to an ethos that legitimates the three main political leaders concerned with the tragedy. From the mediatic communication point of view, it describes three discursive processes specific to journalistic discourse which participates in the construction of the image of political figures.

**Keywords:** discourse analysis of the media, ethos of politicians, journalistic processes