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Le discours médiatique comme relation de pouvoir symbolique : pratiques de médiatisation de la diaspora

Media discourse as a symbolic power relation: Practices of mediatisation of the Diaspora

Abstract: Starting from the way the Romanian media have positioned themselves vis-à-vis the social actors of migration in the context of the recent electoral campaigns, in this study we address the discursive construction of a specific symbolic power relationship, namely that of inclusive otherness. We demonstrate that journalists construct this power relationship through multiple types of positions, including an ambivalent or ambiguous configuration. In this regard, the research tool operationalizes the mechanisms of “positioning” and “representation” established in discourse analysis and which are applied to a corpus made up of news and electoral programs on two commercial television channels.

Keywords: discourse, positioning, representation, otherness, modes of engagement, discourse analysis, Diaspora