

## **Aspects de la dynamique des genres dans la presse écrite d'information générale**

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**Abstract:** This paper deals with two recent trends in print media, contraction and expansion, as exemplified in three French general newspapers. The first trend refers to the multiplication of short articles, the second one to the comprehensive approach of an event, from several angles, covering several pages. We compare the way and the degree to which newspapers adopt these new trends in structuring information, highlighting the interdiscursivity that characterizes journalistic productions, the thematic continuity and the permanent contribution of new information, the development of the visual and the ongoing process of evolution of the journalistic genres.

**Key words:** print media, journalistic genres, typological innovations, informative entry, editorial ensembles