Similitudes et différences textuelles dans les genres numériques : blog et site web

Textual similarities and differences in digital genres: the blog and the website

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Abstract: This article tackles various characteristics of two digital genres – the blog and the web site – in connection with the Portuguese tourist activity. In order to do so, it uses an analytical tool – the genre parameter – created within the research project in the Linguistic Centre of the University of Lisbon, at the level of text analysis and discourse organization, to be more specific. In addition to an effective study of the two digital genres, the article seeks to lay the groundwork of a study of generic analytical tools.

Key words: textual genres, blog, website, genre parameter, textual plan, discursive organisation.