

## **Contribution à une sémantique médiatique numérique (nouvelles pratiques médiatiques numériques et savoirs de sens commun)**

Contribution to digital media semantics (new digital media practices and common sense knowledge)

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**Abstract:** This article questions the multimediation of factual discourses in print and on-line media. It questions the stakes in the socio-technical transformations of the media discourse. The printed outlets and the new media, be they participative or not, form popular wisdom. Together they ensure its permanent updating and shape a new social reality. The media and political popular wisdom is woven by social imagination and by culturally placed and shared knowledge. The regularizing of identity within the framework of political discourse can stem from ideologically formed hearsay. It is in the indexicality of interactions between on-line/paper press and in the ambiguity of technologically expanded ideological positioning that ambivalent referenciations circulate. The corpus is made up of articles taken from *AFP*, *Le Monde*, *Figaro*, *Agoravox*, *Atlantico* and *Rue 89*. It is built on the theme of insecurity and immigration. It is examined within the framework of the election campaigns of 2007 and 2012.

**Key words:** techno-discourses, circulation of sense, media semantics, cognitive scenario, ideological ambivalence.