

"Discourses on innovation and broadcast scheduling mediations. Television in the digital age"

Abstract :

This doctoral research in information and communication sciences (Media Studies) offers to understand the functional behaviour of a media, the television, in France, during the spring 2005. This period corresponds to an episode of change that sees the old analog TV migrate to a digital environment. Our work seeks to explore the notion of media articulating three dimensions : context, discourse and format. This is to explore mechanisms that shape media practices in the spring of 2005, through : the definition of a technical innovation context, the analysis of the news discourse which affirms editorial strategies and finally, the development of broadcast programming and programs designs that incorporate the digital culture. The objects built in this research are media forms, composed of identifiable codes and marked by the cultural context of their production. As a media practice, television programming is transversal. It ensures continuity between the three dimensions: the context in which it is arranged, the speeches which are intended, finally, the television codes and formats that are integrated. Our project is to study broadcast programming as a complex media object, configured by the technical, industrial and economic issues related to the diffusion of an innovation. Thus, in a first part, the terms of the media coverage of the scheduling choices will be understood by observing the news discourses produced and distributed on March the 31st 2005, at the launching in France of the digital terrestrial television. The editorial nature of television, and the broadcast programming as an object of discourse of self-promotion will be highlighted. Then, in a second part, the new mediation forms of scheduling will be examined through a web corpus, consisting of pre-digital broadcasters web pages.

Keywords :

analog broadcasting, analog TV, audiences, broadcasters, broadcast networks, broadcast programming, code, complex objects, computer technology, context, convergence, digital, digital terrestrial television (DTT), dynamic, editors, editorial process, editorial strategy, format, formatting, hypertext, information, innovation, interactivity, Internet, media, media culture, media forms, media practices, Media Studies, mediation, media website, multimedia, news discourses, program schedule, programs, scheduling, self-promotion, semio-pragmatics, semiotics, technology, television, viewers, web, website