

## 7 CONTRIBUTORS

## 9 Introduction – GILLES BRACHOTTE, ALEX FRAME

11 *What happened to political rituals? Anthropological perspectives  
on the deritualisation of politics in the age of social networks*

PASCAL LARDELLIER

At a time when political events and discourse are becoming increasingly digital and notably Twitter-based, this article seeks to place this evolution in a wider historical and anthropological context. How have “political rituals” traditionally been perceived in institutions? What have the forms and functions of these rituals been? And finally, what impact, positive or negative, do social media have on political rituality? These pages will seek to answer these questions, drawing on a theoretical framework grounded in anthropology.

25 *The protest Internet as an emancipating practice.  
From radical media to digital mobilisation*

PAOLA SEDDA

From the explosion of the “Telestreet” in the beginning of the 21st century to the institutionalisation process of the “Five stars movement” in February 2013, the Italian protest Internet shows its potential by opening a breach in the democratic debate and by stimulating new citizen participation forms. By focusing our thought on the “digital resistant practices” concept, we tried to account the changing processes of the citizen engagement models starting from the bursting of the media activism forms. By refusing the common sense on the intrinsic power of the Web, the author favors an heterogeneous perspective that mobilises the studies on the social uses of communication technologies, the sociology of social movements and the critical approaches to the public sphere. In this way, through a diachronic analysis of three Italian protest groups (the

“Telestreet”, the “NoBerlusconiDay group” and the “Five stars movement”), our work describes the construction processes of a certain social critique addressing itself both to the media and the politics spheres and promoting new expressive and emancipating practices.

- 53 *What representation for minorities in political blogs ? The example of Pourmaville (by Fadela Amara)*

FRÉDÉRIC TORTERAT

As a direct expression of the diversity of Participation devices existing in our contemporary societies, political blogs provide the opportunity of an actual and relevant dialog with the population. In this article, we analyse the Fadela Amara's blog by examining to what extent the main media of the French Urban Politics responsible, from 2007, June to 2010, November, has constituted an opening for a political representation of the minorities, in a reform perspective. Following a few studies produced about the civic Participation on digital medium, we show in what this blog became in a few months an original support of mediation. After exposing the specificities of the blog *Pourmaville*, we define how it has contributed to found a participative democracy on the period 2007-2010, in terms of consultation, pedagogy and public debate, but also in what it constituted an attempt of social re-foundation of the urban districts.

- 75 *Two electoral campaigns in twittosphere. The French presidential election and the general election in Quebec in 2012*

ALEXANDRE EYRIES

In this article I got interested in the appearance of the social network Twitter and its rapid recovery in the service of political communication strategies of French and Quebec political leaders during the year 2012 which saw take place in a few months agreement the French presidential election and the general election in Quebec. I also wonder in this article on the influence that network on political communication of the candidates on the mobilization of the grassroots and the course and outcome of these elections.

- 91 *Campaign on twitter: risking empowerment?*

CÉCILE DOLBEAU-BANDIN, BÉATRICE DONZELLE

During the campaign for the European elections of 2014, the use by candidates of websites and RSN has become widespread. These communication tools are complemented the more traditional means of information and mobilization of the electorate: leaflets, posters, door to door, market presence, meetings and rallies, media planning, radio and TV spots, interviews and forums in the press... We analyze the web campaign

of the candidates on the list of the 6 top candidates for the European elections of 2014 in the Eastern constituency in France; according to a descriptive approach, empirical and comparative. Then we draw a typology of situations endangering the candidates, their strategies, their image, their reputation, their identity or their speech. Whether these are the result of blunders or carelessness on the part of the candidates themselves, or diversions due to users, referred to playful, controversial or against-activist.

- 119 *Campaigning on Twitter. Modalities of enunciation and impression management by candidates for the European election*

SANDRINE ROGINSKY, BARBARA DE COCK

The article deals with impression management strategies of the European election candidates on the platform Twitter. By means of a discursive analysis, it seeks to identify whether they present themselves from a personal, rather than professional, perspective. It shows that, while professionals may use the sociotechnical features of Twitter to emphasize elements that suggest proximity and spontaneity, the platform does not seem to be a locus for inversion of the way in which Members of the European Parliament and voters relate and interact.

- 145 *Twitter, political space, polemical space. The example of local tweet campaigns in France (January-March 2014)*

ARNAUD MERCIER

During our study of Twitter uses for the municipal campaign in the 260 largest cities in France, in 2014, we observed numerous controversies and quite violent political attacks, which have gained some visibility. This polemical use during elections echoed some characteristics of general uses of social networks. We find there aggressiveness, insults, denunciation and indignation. The integration of Twitter in electoral action repertoire makes Twitter not only a political but also a polemic space where anything seems allowed.

- 169 Summary/Abstracts

## BON DE COMMANDE D'ABONNEMENT 2016

### 2016 SUBSCRIPTION FORM

Renvoyer à / *Return to*: Lavoisier SAS, Abonnements Revues  
14, rue de Provigny – 94236 Cachan cedex – France

tel : (33) 01-47-40-67-00 – Fax : (33) 01-47-40-67-02 – [abonne.lcn@lavoisier.fr](mailto:abonne.lcn@lavoisier.fr)

REVUE LES CAHIERS DU NUMÉRIQUE		
LCN – VOLUME 12/2016	4 N°/AN (4 issues/year)	
Tarif d'abonnement	TTC FRANCE	HT ÉTRANGER (*)
Version imprimée <i>incluant la version on line</i>	245 €	300 €
Version on line	230 €	230 €

#### CONDITIONS D'ABONNEMENT / *CONDITIONS OF SUBSCRIPTION*

Les abonnements sont enregistrés à réception de leur règlement et sont acceptés pour l'année civile uniquement. / *Subscriptions are entered upon receipt of payment and are accepted for a calendar year only.*

(\*) Pour les tarifs TTC étranger, merci de nous contacter / *Other countries rates are available on our web site: <http://www.revuesonline.com> or on request ([revues.abo@lavoisier.fr](mailto:revues.abo@lavoisier.fr))*

Nom / *Name* .....

Organisation / *Organization* .....

Adresse / *Address* .....

.....

Code postal – Ville / *ZIP – City* .....

Pays / *State* .....

Règlement par chèque joint à l'ordre de Lavoisier / *Cheque enclosed payable to Lavoisier*

Règlement par carte VISA / *Payment by VISA card*

N°carte / *Card No*

Date d'expiration / *Expiry Date*

3 derniers chiffres du cryptogramme au dos de votre carte

*The last 3 digits of the cryptogram on the reverse of your card*

Date et signature / *Date and signature*