

## **IMPRESSING THE SOCIAL AND COMMERCIAL PRESS MESSAGE**

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### **Abstract**

The theme of this study is the message, the concept of a message in Bernard Voyenne's conception. The article aims to highlight the joins of the press release. The method used is meta-analytic, a combination of the hermeneutic procedure and the comparative procedure. First, it turns out that B. Voyenne adheres to Marshall McLuhan's hypothesis that the channel is part of the message. On the other hand, it is emphasized that the specificity of the press release is that it is a commercial product impregnated with the most advanced diffusion and optimization technologies; it is designed to be sold and to generate social effects. The main contribution of B. Voyenne to the concept of journalism is to highlight the imprinting of the social and commercial press message.

**Keywords:** message, B. Voyenne, social product, commercial product

## **Introduction**

In Bernard Voyenne's opinion, anything can be a subject of communication: facts, ideas, opinions, feelings, usually mixed in the most varied proportions. It is worth mentioning that Voyenne has been, for decades, the chief editor of "Le Monde. People tend to consider only the functional messages or the discursive part they contain. However, when it comes to social integration, the summaries are most effective, because individuals are not looking to communicate just to act, but also for the simple pleasure of meeting. Even in such a context in which communicative energy generally reaches the highest level of dynamism, the pleasure of communicating - as seen at celebrations and holidays - is reflected in a representation that the group does itself. On this stage of theater, each is simultaneously actor and spectator, contemplative and participant. The senses of rational understanding are fully compensated by communion ties which, beyond words, make solidarity. At such a level, Voyenne appreciates, this intercom is always found in a successful communication. The journalist leaves from a Jacobsonian model to which he adds the "feed-back". A communication can be schematically described as a chain linking a transmitter (or "sender") with a receiver (or "recipient") through a physical means (or "channel"). The message that is the subject of the communication consists of symbolically assembled elements according to a repertoire (or "code"), of which at least part is common to the two interlocutors. The assembly forms a system because it works in the two ways - the transmitter becomes the receiver and vice versa - according to a communication loop (or feed-back). Within this device, a number of adjustments are able to constantly balance new items ("information") and already known elements ("redundancy") for optimum performance.

## **The situation of journalistic communication**

The situation of journalistic communication has its constraints. Writing targets the message and forces it to rigor. The journalistic message is as intellectually built as material to be transported, preserved, reproduced without limit. The press message is a reflective act that engages beyond the word, because it allows you to say more and better what it is intended to last. By not addressing himself exclusively to a precise interlocutor, the journalist cannot, for the sake of comprehension, consider the internal coherence of his message, and by signing it he assumes the full responsibility.

Like the rumor, the print provides an undefined chain propagation, and like tradition, it always prolongs the message over time. At the same time, two inferiorities are its own: on the one hand, the number of its recipients, the book only falling from one to another and in private life; on the other hand, manufacturing times delay communication, which can greatly mitigate its influence.

Voyenne wonders if what information companies actually communicate is their own message. If the press was the press, the people would not be willing to buy it. People do not pay for the press message unless it targets or speaks to them as a public: “the source is the public and only him; the news is him”. So, in the chain it occupies, the recipient is also the transmitter. It follows that if the intelligence enterprise speaks instead of this element of the public in order to modify its message in some way, it would issue a counter-information by assigning it to a fictitious source that actually emanates from itself.

No language is innocent: by choosing this word, rather than the other, an interpretation is induced, but at the same time another is hiding. What has not been said is often more important than what is said (Coman & Coman, 2017; Banta, 2017). The wording of the message is an integral, often capital, press activity. You have to know this and you do not have to be fooled. Because

information is a message, it implies from the person who formulates it - and, at least from a moral point of view, the signature of his name - a commitment that raises his responsibility, even in terms of misinterpretations, and even more so, the consequences of what they publish.

The journalistic message makes the producer responsible for the effects his or her content might have and even has. The message that is transmitted is structurally arranged after a particular code.

If the network of social forces and private wills that compete to trace the line followed by a press organ, it will be just a rough scheme, taking into account the rigor of the frame in which the messages are inserted, but not those messages in itself; B. Voyenne states, “It is a naive vision, indeed, to imagine that everything is explained in a newspaper by applying the employers' directives or more, coming from above. In fact, the entrepreneur only takes exceptionally the initiative to intervene directly in communication: he only delimits a field of possibilities within which people with an important rank act” (Voyenne, 1975, p. 213).

The convergences or divergences between the action of these effective decision-makers and the provisions of the “up”, the motives that are theirs, the play of influences at this level, are another subject of study whose importance is considerable. However, the last word remains almost always for journalists who write the messages, operate the selection of the topics being treated, intervene in their presentation (Deuze, 2005; Radu, 2016). Voyenne insists that he must never lose sight of the fact that the person who first speaks in the press is neither a press entrepreneur, nor a manager, not even a journalist, but the public. From this point of view, the press organs would only be relays for the route of the message issued independently of them.

The French theorist supports M. McLuhan's view: the broadcast channel is part of the message as it is a “piece of information” in the form of a mass consumer product (McLuhan, 1967).

More than anything else, press releases are elaborated and set in shape by a specific technology, which has repercussions on their content. In other terms, Voyenne points out, “nowhere is the distinction between form and substance more valid: a particular message is one in which each party has an influence on others and where reception is made globally.”

It even emits a “postulate”: “the location, the dimensions, the verbal material, the style of a message, and especially the correlations between these elements, reveal more the intentions of the author, and sometimes something other than what his text explicitly says” (Voyenne, 1975).

The specific message of the press is also that it can be the subject of quantitative and qualitative analysis (Rosca, 2017; Ionescu, 2017; Vrchota & Rehor, 2017; Busu & Andrei, 2018). Quantitative content analysis measures the surface area or duration of different pieces of information: titles, texts, illustrations, advertisements, etc. Qualitative analysis aims to achieve value judgments, which can already be formulated based on quantitative analysis. But it mainly makes sense of location, intensity, significant value etc. (Negrea & Voinea, 2016; Călin & Bîrsănescu, 2017; Negrea, 2018). On the other hand, it scrutinizes the vocabulary, the style, the presentation of the facts or arguments, searches the models, makes comparisons and tests to reconstitute the intentional or implicit links of the message.

A message is made to be received. This necessity is added to a feature of press releases: commercial concerns about the fact that these messages would not exist if they were not sold. Any study of the audience is at any level a market study and the term audience itself is ambiguous, because it simultaneously designates the level of perception of the messages, the goal they

are targeting and the group they reach (Hewitt & Rigby, 1991). The press message is individualized to be effective through its “ambiguous character”: to be both collectively and personally. It is not enough for the message to be understood by all, but to give the impression that it is addressed to everyone. The press message addresses what is less differentiated in us, but at the same time, it has to look at us individually as a private letter. This complicity is, of course, more of an affective but rational nature. For the most part, it relates to the concrete and common experience of the two interlocutors that contain the message in both implicit and explicit ways. It is the art of the parable, that of the preacher and, in general, of the teacher. This fact is not exposed in its conceptual poverty, but in the form of a familiar image that it perceives somewhat directly, even if the language becomes transparent and would allow it to see the thing itself (Voyenne, 1972).

If journalists have not formed in the rigor of rigor (Voyenne, 1959), if it has not become a second nature, then yes, the press message will remain what many think it is, or I want it to be: “an instrument of dominance of spirits, an undertaking of deliberate deformation of the world under the pretext of stating it“ (Voyenne, B., 1975, p. 283).

Finally, the press must add to these elements of Seduction and Participation a third component that, in a way, totally contradicts them, giving them their true meaning. Indeed, what belongs to it in private property is History which has the main function of making itself known. So lively and thrilling, the stories that they envy would lose their power if they were not recognized as authentic. The public, knowing them when they are still warm, has the feeling of penetrating the time lab. To these privileged viewers who are journalists are admitted and even the passion of passion is required, never deliberate intention to pull the string. Evidence, when it exists, must be even more peremptoria to dispel doubt before it is born. The press knows it. Like the

institute, as well as the scientist, she draws his prestige from his science. Provizoriously and mistakenly, this knowledge is also true because effectively through its channel is known most social novelties.

## **Conclusion**

Journalism operates a kind of mirror game in which all the ambivalence of a function that is simultaneously informative and deliberative focuses. On the one hand, the media presents itself as a reflection of what is happening outside of them, and at the same time creates the event it announces. They are the educators of the masses and their interpreters alike. Or, if preferred, guides whose credit is based on the trust of those who follow them.

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