

## VISIBILITY PROFESSION: MANAGING THE POSITION, COMMUNICATION OR THE PUBLIC?

Wendgoudi Appolinaire Beyi,  <https://orcid.org/0000-0002-1590-530X>

Dr, CEDRES laboratory, University of Ouahigouya, Burkina-Faso

**Corresponding author:** Beyi Wendgoudi Appolinaire, [beyiwend@gmail.com](mailto:beyiwend@gmail.com)

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**Abstract:** *Technical mutations offer possibilities of interactions in new models or contracts of trust with the new conjuncture of crises of trust in mediations. With these changes, the question of the identity of journalism and the management of the journalist arises with the model of communication or the relationship with the public in the management of information.*

*The meaning of information takes its meaning in the extent that communication and the current context of journalism destroys its function and its place in the public space.*

*The debate comes into place on the postulates of the meaning of practices and presupposed evolutions of management in the institution of journalism inevitably linked to the new profile of the public who are familiar with the technical seals.*

*Taking this context of position, employment, uses and practices into account, we have grasped the meaning of the new management of the contingencies of journalism with technological seals: the management reversed on media institutions.*

*In the search for answers to the various questions of the study, it clearly appears that the social dynamic creates a direct link between the journalist and the public. At the level of the media with strong popular support and interaction on the platforms, the reason for the link may be the availability of the journalist or their obvious access, while at the level of the highly institutionalized media, the processes alienate the journalists and their public, erase them even in their representations.*

*Beyond all this, there are characteristic features of mediation: humanization of the journalist-public relationship. And it recreates the perspective of the functions of language in the relation of information processes in social environments and the transformation of these information processes into communication processes in order to guarantee the human, less artificial nature of the environment of interactions.*

*The identity crisis of the journalist, his post and his public constitute contingencies and crises of transformation that the management of media institutions and the approach to managing relations with the public must take into account. It is fundamentally the reading of the characteristic features of the new function of communication of the journalist that the spaces of arrangement of the relationship are located.*

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## Introduction

The environment for the production, transformation and sharing of information is constantly "boiling" with technical, technological, storage and massification seals, institutional and political frameworks favorable to interaction. This dynamism engages a forced iterative process of deconstruction and construction of journalism or, moreover, of the very identity of the journalist. Already in the 2000s, epistemological concerns appeared in the form of questions: "What is information in the media operating in a changing environment? What place for journalists in this context of production? And what contribution can the social sciences make to the study of these mutations?" Angélique Chalkia, (2000, p.153).

The meaning of these questions leads us to assess the contexts, actors and new forms of management in the certification of information by the public with the test of change.

Above all, technical changes offer possibilities for interaction, direct relationships with new models or contracts of trust with the new situation of crises of confidence in the media. With these changes, the question of the identity of journalism and the management of the journalist arises with the model of communication or relationship with the public in the treatment of information.

We believe that "the meaning of information takes on meaning in the meaning of communication" and "the current context of journalism is deconstructing its function and its place in the public space by imposing another form of relationship with the public"; thus, "the uniqueness of an audience with its informant in social networks is based on the confidence of journalism, the certification of shared information" and a form of management associated with current contingencies.

To evaluate these assumptions, we approach a reflection, which allows to describe, evaluate and analyze the phenomena of the new public space of journalism and the prefiguration of a communicating identity of journalism in an increasingly interactive world and of crisis of confidence. The debate finally opens in the interpretation of the meaning of the practices and the presupposed evolutions of journalism inevitably linked to the new profile of the public who become familiar with social networks.

The context of position, employment, uses and practices will certainly establish the meaning of the new management of the contingencies of journalism or media institutions with technological seals.

## Methodological focus

### Context and progress of the study

The changes in the structural and functional context of journalism impose an evolution of journalism and its modes of exercise. This context currently poses the problem of its identity, and that of the spontaneity of information. All this requires a deconstruction towards a reconstitution of the attributes of an institutional identity in complicity with the versatile nature of the public: information is no longer the monopoly of journalism for a public space but in the care of journalism in the construction of meaning for a diversified, non-bipolar and evolving community space. A community of infinite and free space that is interested in categories of sources and information. However, the structural and exercise environment of journalism seems to evoke a form of inconsistency in this volatile context.

A main question that arises in the debate: is the current context of journalism deconstructing its "relationship" with its audience and the institutional approach to media management? To this complex question, three other secondary concerns can be reconstituted.

The first concern raises the question of the enlargement or expansion of the fields of practice of journalism: what are the journalistic methods that build a managerial institutional universe for the "relationship" of the journalist with a free and citizen public?

The second concern is the question of the identification of the authentic journalist or his survival: what personality or identity of the journalist to cover his role in the current landscape of emission, production and transmission of information and meaning?

The third concern addresses the structural question of context: does the universalization and globalization of the interactive public impose a de-institutionalized “relationship” between the journalist and media management?

The objective of the study is to display a description of journalism, its context and its structural and functional imperatives in order to consider the reappropriation of authentic journalism by a managerial approach at this level of the process of evolution of mediations at the information. The authentic journalist is the one who presents the legitimacy of certified information with the participation of the public in the new social context. Certification is a process of validation of information by the public on the criteria of interest, dynamics around the production of information and attribution of meaning and credibility criteria. It is therefore, at the level of the relationship between the issuer in the formulation of the information with its public that a process of certification is built, of construction of meaning of the information and consequently, by determining the managerial approach media in these functional contingencies. To understand the best approach to management of media institutions, it is therefore a question of first situating the contingencies of current management in:

- evaluating the modes of transmission of information that build an attractive universe for the “relationship” of the journalist in the new social universe of action under construction;
- analyzing the identification of the new profile of authentic journalism or preventing the survival of journalism by recognizing its features interfering with the processing of information in order to cover its role in the current landscape of production or transmission of certified information and therefore, the managerial style;
- interpreting the issues of universalization and globalization of the interactive public in the construction of meaning through the participation of a diversity of public close or distant from the origin of the information.

It is therefore a Parsonian reading (Talcott Parson) sociologically speaking, in contradiction to conventional sociology that our research describes and analyzes the socio-anthropological, psychological and linguistic aspect of the reality of journalism today in order to draw the managerial consequences.

### **The scope, subjects and materials of the study**

In order to achieve these objectives, we approach analyzes on three cases of actors around the social dynamics in the process of collective production of information and certification of this information by the participation and the genesis of meaning of the public.

Social networks, in this case facebook, remain a model space for public interaction in the production and certification of information. In this, our analysis focuses in this space by observing these three cases of behavior and profiles in the processing of information: the first case is a non-professional media socionaut (X is in a universe without structure), the second case is an investigative journalist (Y is in a de-institutionalized universe) and the third case is one of the first pan-African newspapers at the international level (Z is in a very strongly institutionalized universe).

X is a socionaut residing in his country in West Africa, known, active on facebook (followed by more than 88,000 people). He is involved in matters of public and political interest. He received the anointing of youth with his scoops and he was detained several times in prison (this, without influence on the observation period considered by the study).

Y is a journalist from the same region, qualified, experienced, who has his own newspaper, is active on facebook (followed by more than 25,000 people) and he is brilliantly involved in issues of public and political interest. He sports the best trophies in his field in his country and the sub-region.

Z is an internationally renowned African newspaper (more than 2,500,000 subscribers) that deals with all current issues in Africa and around the world. It is the best positioned in its area of expertise in Africa and particularly in the West African region.

The approach consists of noting the criteria for certification of the public in the production of information in the contingencies of the trade with the technological seals in each of the cases X, Y, Z, on the basis of the interest of the public, its dynamics around of information and the attribution of criteria of meaning and credibility.

One hundred (100) posts of each of cases X and Y over five (5) years, divided between zero (0) to three (3) maximum significant posts in each month considered. Fifty (50) posts for case Z over five months due to the high flow of its articles and the "information sharing" segment that overlaps with cases X, Y noted (which gives a set of 112 posts for case Z evaluation at this level). A post is taken into account when it turns out to be significant from the end position towards the beginning of the month for X, Y and at daily intervals on case Z from the last post. A post is significant when it contains at least information, opinion and relative interest of the public. The behavior of the public is observed through the mentions "like", "comment", "sharing" and behavior of abstention or not depending on the nature and the deployment of the information. The analysis of these mentions was also qualitatively significant. This means that the interest of the analysis focused on the formulation of the information, the implicit expectations of the public and the nature of the information itself. To avoid the "seals" of specific post cases on others, we considered separately the posts which have discrepancies on the whole (around 1,000 mentions) to analyze their specificities.

The exercise therefore consisted in measuring, describing and evaluating the behavior of each of these actors in their relational models with the public in the production and transaction of information in the forms of current contingencies, to describe and observe the behavior of the public vis-à-vis these suggested certification models. Which in the end makes it possible to approach a debate on a genesis of the identity of journalism in the new relation in communication constituted by and for the public as well as formulation of management of the media by contingencies.

By observing these spaces of journalism management contingencies, we thus have a descriptive result and a synthetic result of the observations of the facts and the dynamic phenomena around the three information production sites.

### **Descriptive result**

By considering the averages of different interactions on the posts of actors X, Y and Z, we can clearly see a phenomenon to be interpreted alongside the different analyzes on the formulation and the way of stating the information.

With the implicit formulation of opinion with the identity mark of the actor on political governance: the mention "like" of X=219, of Y=210 vs of Z=116 without mark; the mention "comment" of X=97, of Y=78 vs of Z=31 without mark; the mention "sharing" of X=125, of Y=103 vs of Z=47 without mark. Here, we note the difference (the double) between the mentions of X, Y with those of Z. This notifies a dynamism around the actors X, Y with the marks of identity in the relation that the actor Z without mark of identity. The Cartesian question is: what mediation for the construction of meaning around information.

With the formulation of opinion on society, security and justice with the identity mark of the actors: the mention "like" of X=285 and Y=249. Compared with the sum of the means of "simple sharing of information" of X, Y, the "like" mention of X, Y=67, the "comment" mention of X, Y= 30, the "share" mention of X, Y =36. The averages of the same actors largely beat the records in favor of the formulation of opinion in the identity enunciation of information against "the simple sharing of relevant information". The probable Cartesian questions are: what is the effectiveness of information worth without constructing the meaning of the public? Does this construction of meaning not reside in the self-construction of the public by opposing the self-identity of the mediator in the processing of information?

At the level of the "simple sharing of information" on several themes such as governance, security, justice, etc.: the mention "like" of X=73 and Y=59 vs Z=116 (this high mention testifies to the popularity of the newspaper, therefore more seen); the mention "comment" of X=38 and of Y=19 vs Z=31; the mention "sharing" of X=46, of Y=23 vs Z=47. We note that the averages at the level of "simple sharing of information" on the whole are well below the averages of "implicit formulations of opinions" with the identity marks of the actors X, Y. This with a form more increased certification with this dynamism between the actors X and Y in the connection around the triangular relationship: mediator, public and information. This is not observed at the level of Z, with however an obvious popularity (2,570,780 subscribers against 88,338 for X and 25,531 for Y) and yet with an average mention of "comment" well below X and Y.

In general, in cases X and Y, the nature of the information is not a criterion of discrimination. Both cases deal with the same subjects at the level of the implicit formulation of opinion or information sharing: the majority of the subjects relate to political and economic governance, security monitoring (news on terrorist attacks) and justice.

With cases X and Y, we observe the dynamics of interactions (a lot of commentary) when the information is formulated in an opinion that engages the identity of the issuer. When the information is formulated in its non-identifying form, the post does not receive overt interactions. It's just a simple observation (seen) or some rare times maximum "likes". Which obviously reveals a civic behavior in the reception of information when the identity of the actor engages the expression of the identity of the public. The Cartesian question here: Is an identity needed in mediation to create meaning in information?

However, we mark a differentiation between the connection of case X and case Y with the public. With case X, we noted that all the posts were scoops and it is on this interest that the public obviously finds its primary enthusiasm. Pre-trial detentions and complaints have also developed a sense of solidarity around this case benefiting from the media coverage, the exploit of identity and identification at the time of mediation between information and the public. With case Y, the posts consist of alerts with a polemical articulation of the information built around a constant line of defense (there is always a designated culprit x). This is done with a reassuring style and a personified argument (identity). However, it is more on the criteria of identity articulations in the information that both cases engage the reaction and the participation of the public, establishing a democratic space of expression around the formulation of the information. Here, the Cartesian question that we formulate: is there now a need for an agenda for each journalist in the mediation of information with the public?

In reality, the exchanges or the discussions around the identity sub-fold information seem to build a meaning of the information around a shared meaning.

With case Z, despite its international reputation, the interactions are less developed in its posts and publications. The articles have the most refined journalistic imprints on the African continent, and these publications are well positioned in the French-speaking world, but the dynamics of the interactions remain critical. Interest in articles is sometimes manifested by a very high number of shares (case of information around a controversy or a hit scoop) with mentions of "likes" relatively as numerous. However, mentions of "comments" remain rare. At this level, only the articles which contain information of a polemical nature without any identity formulation of the information which know a dynamic of construction of shared meaning with mentions of comments largely above the others. The Cartesian questions that we retain are: what is information worth without the engagement of the public in the construction of meaning? Doesn't the culture of a meaning of shared information build wealth in a universalizing and decontextualizing space?

Contrary to case Z, despite the varied subjects and affecting all territories and common concerns, cases X and Y maintain a warmly dynamic contact around an identity dynamic which also creates an endogenous meaning to the information in a context globalization of information. The exchanges enrich the meaning of the information beyond its unilaterally deliberative meaning.

In each of the specific cases analyzed in the posts of X, Y, Z, we identify specific behaviors.

With case X, the actor arouses and enriches social ties through exceptional and/or controversial scoop posts that carry mentions above a thousand "likes", a thousand "comments" and around a thousand "share ". He also takes care of his image through "public relations" management posts and often arouses his "victimization".

With case Y, the actor communicates with his audience by often sharing his exploits, his health difficulties or his prizes. He often returns to take care of his image on subjects likely to cause misunderstandings.

With case Z, although all of his posts are scoops, there are obviously polemical posts that involve mention "likes", mention "comments" and mentions "share" of more than a thousand each.

In view of the cross-reading of these three cases, and the exceptional situations that arouse the interest and participation of the public, the debate on the identity of the journalist and therefore of journalism arises.

The meaning of the expression “the current context of journalism deconstructs its function and its place in the public space by imposing another form of relationship with the public” arises acutely in this debate. The formula of the "big newspaper" with information specialists stands the test of the democratic era with an audience in search of a relational space to express themselves and expressing oneself here is also s Opposing or posing to the other and without a direct identity mention in the mediation, this remains utopian and less catchy.

Likewise, the meaning of the expression "the uniqueness of an audience with its informant in social networks rests the trust of journalism, the certification of shared information" is constituted as a call for deep reflection, even theoretical on the question of the identity of the journalist, his relationship with the public and his presuppositions for the future.

Finally, it is assumed that “the modalities of journalism in new contexts requalify the identity of journalism in its relationship to the public”. Thus, with these findings and its analyses, the debate opens up even better.

The debate led from this level is based on existing and on the interpretation of the deeper meaning of the three cases X, Y and Z. This thus makes it possible to evaluate the actors, the contexts and the rhetoric of the relationship through our own rhetoric in this concern to make explicit what seems implicit.

Descriptive table of public behavior with cases X, Y, Z in the formulation of information.

Table 1. Puublic behavior with cases X, Y, Z in the formulation of information.

<b>X</b> <b>Followed by 88338 people</b>	T o t a l					<b>Y</b> <b>Followed by 25531 people</b>	T o t a l					<b>Z</b> <b>Followed by 2,570,780 people</b>	T o t a l							
One hundred (100) posts formulating and sharing information from a socionaut	L	M	c	M	s	M	One hundred (100) posts formulating and sharing information from a professional	L	M	c	M	s	M	Fifty (50) information sharing posts with journalistic standards	L	M	c	M	s	M
Opinion on Governance/Politics	76171	21911	3411	9769	4359	125	Opinion on Governance/Politics	8415	2100	3140	7825	4135	103	Information Sharing	5669	1166	1528	329	219	479
Opinion on Society/Justice/Security	6854	2855	3055	1775	2332	10	Opinion on Society/Justice/Security	7707	2490	2600	8429	219	69	Sharing information from X, Y	4242	672	1926	306	286	366
Information Sharing	298	738	148	389	160	46	Information Sharing	1544	598	498	1996	523	Sharing information from X, Y, Z	9911	884	354	315	485	415	
Corpus on 2014-2019 with 100 posts between 0, 2 to 3 monthly						Corpus on 2014-2019 with 100 posts between 0.2 to 3 monthly						Corpus over 2020 with 50 posts between 2 to 3 daily and 62 inference posts in samples of cases X, and Y								

Source: our data collection and processing on the facebook spaces of cases X, Y, Z. (March 2020).

### Synthesis result of observation and investigation

#### Like citizen, like journalist

The democratic fact and the tools of technological mediation have inevitably pushed the boundaries between the journalist and the citizen. By giving autonomy to the citizen, his space of expression has invaded the fields and space of production and sharing of information previously entrusted to the care of journalism. The new configuration of relations to information for the citizen suggests new forms of relationship to the journalist. Journalism is challenged to the depths of its “relational intelligence” and its engineering in order to adapt to an increasingly unstable and increasingly competitive environment.

It is interesting at this level, for us to carry out analyzes on the conclusions of François Demers (2002, p.261) on the six characteristics associated with journalism adapted to the space of functional democracy. Beyond this space, we evoke the spaces of elastic and interactive technical and technological instruments as well as storage spaces of accessible and open information resources, currently constituted as an environment of actions favorable to the citizen as well as to current journalism.

The first evokes the “weight loss of the expression of editorial opinion”. For us, the instantaneousness inherent in the current speed of information and the spontaneity of the citizen stimulated by several sources and categories of information oblige the journalist to broaden his perspectives beyond editorial borders, this is the origin of feeling of frustration or unease from the media.

The second is inherent in "the even greater desire of the media to serve as public square, to give voice to civil society, to actors, rather than only to institutions and persons in authority". Thus, the democratic fact and the availability of direct interactive space suggest other forms of organization and distribution of information. By substituting the place of authority and the institutional role of journalism in the production or broadcasting of information in a democracy and with interactive media, the media or mediations at the same time substitute the relationship to the power of the interactants in public space. They reverse the authority and the power of the journalist in favor of the citizen: it is a compassion or the new alliance of the journalist with the citizen in the contract of the new form of interaction through democracy, interactive media and technologies elastic in the production and sharing of information.

The third is “the invocation as an ideal of investigative journalism as an expression of a greater distancing from the state and the political class”. Do we need a propensity for this form of journalism to maintain the authenticity of a journalistic identity? Conscious of the decadence of its power, journalism reserves a more demanding space capable of keeping the “enigma” that maintains its leadership in the face of a certain monopoly of information. However, aware of the value of information, the citizen prefers to “sell” his image with the “scoop” with narcissistic social benefits than to exchange it with a journalist at a derisory “price” or recognition. This is how the coup de "theater" in the new order of circulation of information takes place : in two clicks, the citizen becomes an information "star" consulted by other citizens online, and even the journalist. The leaders find themselves a pleasure in informing themselves or informing the public through their permitted and open interactive sites. This therefore imposes the engagement of the public in the production of meaning of information in the spaces of mediations in order to redefine a common and serene space.

The fourth is “the valorization of spaces for practical content and entertainment which translates into a reduction in the space, resources and moral importance devoted to political content”. Thus, this unstable environment or space of mediations deserves a reorganization at cruising speed to reclaim a certain authority for politics, for mediation and for the citizen. Indeed, the media react to these devices of the spaces of democracy and the spaces of technology which make its fields of action diffuse: it is finally here the vain attempt of reaction of journalism vis-a-vis the irreversible evolution of the spaces production and transmission of information through the liberalization and (de)-localization of content and interactions. Political, socio-political information and instant news are massing on the internet and social networks and the citizen clings to it more.

The fifth is “the concern, displayed with pride now, to know and adjust to the public, through various marketing practices”. Also the acceptance of this "fatality" will lead to a new logic of action that we currently believe is at an embryonic stage: it is the obvious obligation of seduction of the media, inevitably by journalism itself as new framework deconstructed and reconstituted in iteration with structural, functional, socio-political, technological evolutions, etc.

The sixth is “the concern for conviviality and popularization through a more colorful writing (the art of telling in images and metaphors) and visual (photos, drawings, computer graphics, printing, etc.)”. It is also differentiation through style, the creation of an inimitable value or skill for a quest for space that has become competitive. The survival of journalism encourages the journalist to embark on the search for a new identity in this "catch-all" of production and transmission of information: the era of the preponderance of the "relation" over the content or simply the communication age is reappearing critically in the information profession.

Journalism appears as social vector in this perspective than an instrument of action in the service of editorial specifications or prescribed political or socio-political agendas.

### **A sensuality in the production, transformation and sharing of information**

Technologies evolve with their chains and complex sequences of opportunities but also of adjournment of the prerequisites of socio-professional structures and mechanisms of interaction or expression of journalism. Marie note that:

“Today, the professional practices of journalists are undergoing changes imposed by technological developments and, in particular, the upheavals induced by digital and mobile media. Journalists are now forced to produce content that often interacts with their audiences” Marie Cristine Lipani Vaissade (2014, p.139)

Journalism as media and mediation between the different social spheres or community spaces of interaction do not escape this mutation imposed by tools of access and interaction in the community of men and even machines: a new structural order of interactions but also new functional order invite themselves. On the active side, the citizen becomes a leader in the mediation of information than a consumer of information from a journalist or local media.

Journalism in this context carries a heavy significance in this ambiguity of mediations as if the new function of information discourse must appropriate a new way of access or must simply reappropriate a new relevant identity through the “relation”: less institutional identity, displaying an affirmation of oneself without the negation of the other, comfortable with and near the citizen to live in the new technical, technological, social community, of production and sharing of meaning of information.

With regard to the different currents of interactivity authorized by the new social and political mediations, information cannot be defined or inscribed in the public space without the determinism of the “relation” in communication. This “relationship” around information gives a statutory dimension to citizens who reclaim the space commonly occupied by the sole responsibility of the journalist.

However, the journalist must conquer a space that he will not be able to defend and preserve without a form of populism. This populism is first of all a question of “status in the relationship”, therefore, a status that upsets the traditional privileges of institutional monopoly of production, transmission and holdings of spheres of dissemination of information. The citizen has appropriated the comfort of the interactive media as a credible source to appropriate and produce the information themselves and even have the right and prerogatives to "mime" the journalist to replace his role and his privileges.

The concept of polarization is therefore constituted around the decentralization of reliable sources of production and sharing of information towards peripheries governed by strangers, activists, analysts, credible citizens who exalt themselves in the instantaneous, the spontaneity and populism. This polarization is also defined in the observation that the content of the speeches or the grouping of the information communities make on orders or natural agendas, around political questions or stimulating societies, built in the labyrinths of populist attributes or spontaneity of these ordinary citizens.

Paradigms reappear in the universe of the “relationship” between source and audience that we can caricature in five (5) act parody. In the first act, the journalist desires his space, it is necessary to jostle the novices, "new" conquerors of the power of the media. In the second act, the media, advocate and exhibit democracy, it is the advent of the citizen "king", "laws" which deprive them of their powers. In the third act, journalism must negotiate with the new "law", it must leave its previously conquered territory to negotiate with the citizen. In the fourth act, the citizen already finds his comfort with the mediations and the interaction enriched by techniques and



technologies, he does not need to negotiate, he now wishes to express himself from his "throne", his "relationship" allowed. The fight against the institution of information and the policy of monopoly for the citizen gives its "bitter fruits" to professionals and certain political leaders. The fifth act poses a disarray: Should the journalist recall his "investiture" or continue the dialogue with the citizen, to be heard and understood in the communities of production and sharing of the meaning of information?

The evolution of the environment in which journalism is exercised is commonly mentioned in its technical and professional developments. The forced mutations of the very identity of the journalist in the deconstruction of the media institution remains a "sacredness".

If the question of the evolution of the environment with the technological and social seals and the exercise of journalism was already topical in the 2000s, two decades later, the rise of an appropriation of opportunities for the production of information and its dissemination by the citizen now raises the need to rethink journalism or the media. This, to be part of this phase of public enthusiasm, informed citizens, in a process of globalization of practices and citizen mediations. The authenticity of the journalist in a positioning of fourth power becomes "question marks" or leaves "ellipsis" since then. Returning to our parody on the "citizen coup" paradigm on the power of journalism, the five acts receive confirmation.

Act 1. The journalist wants his space after the blow on his power, it is necessary to shake up the novices, "new" conquerors of the power of the media. Before, the journalist seemed like an expert, he was not the expert of what he announces, now it is even more obvious with digital resources and the Internet open to everyone and everything; the journalist must negotiate his place and adjust his "relationship" or his "image": this is an identity crisis.

Act 2. The media, advocating and exhibiting democracy, is the advent of the citizen "king", "laws" which dismiss them with ingratitude from their powers. Journalism will therefore leave its conquered territory, its "habitus" to conform to its new institutional, social, socio-political, and statutory environment: its social environment is reduced all the more as the traditional mobilizations around the media and the craze for the instant information turn to other sources and social networks with more open choices, more available, etc.

Institutional, political, religious, civil society leaders or active citizens or activists now have their information pages, and the journalist is often obliged to collect his information at the same time as the citizen. It is often possible to have some direct exchanges with these leaders. The myth of the "scholar" holder of the most "secret" information disappears, and his position resembles in perceptions "quidam", a citizen who expresses himself in a media often with political labels. Even the "shopkeeper" of the neighborhood expresses himself through these same media now. The popular myth that gives the right to a status of interest is thus achieved.

Act 3. Journalism must negotiate with the new "law", it must leave its previously conquered territory to negotiate with the citizen. The audience therefore undergoes a defragmentation, there is no longer an audience but interlocutors followed by spectators or television viewers. This new production and information device inscribes the "reign" of the interlocutor first and of a public by default thereafter, in short, this is a new constitution of the republic of the media.

Act 4. The citizen already finds his comfort, he does not need to negotiate, he always wants to express himself from his "throne". The fight against the institution and the politics for the citizen gives its "bitter fruits" to the media institution. Very quickly, the citizen found his "throne". Journalism has been interested in his choices, his expectations, his concerns, his needs for expression, his opinions, etc. Now, the citizen listens freely to the person whom he himself will designate as credible, affectionate, available, interactive, spontaneous in the instantaneous of any production of information. The identity of the journalist, by extension, that of journalism must adapt.

Act 5. Should the journalist recall his "investiture" or continue the dialogue with the citizen, in order to be heard and understood?

Nowadays, it is no longer possible to find credibility by simply presenting your identity to the various interlocutors constituted as a wise actor in the world of information production. You have to act subtly with your identity in the way of producing and transmitting information, this is where the question of "relationship" arises. Thus suffers

the birth of information with its traditional progenitor in these new communities of (re)-production and sharing of the meaning of information.

### **And if finally, the maternal death of information is in the new communication**

Citizen, social integration, participation in social life, it is the rapprochement of public life to the basic actors of the city through the democratic process and the interactive and iterative offers around the production and sharing of information. Everyone seeks to seduce, convince, mobilize to act on others.

Already in the 2000s in his conclusions, Benoît, by focusing on the projected skills of journalism, stressed that:

“it seems certain that the journalistic competence of the future requires an increased specialization of training. Two types of skills could be distinguished. The first relates to communication in the theoretical and practical sense. The second consists of a deepening of journalistic techniques” Benoît Grevisse (1998, p.92).

This announced prospect still remains a relevant question. If for us the first type determines the second type two decades later, it is interesting to explore the contours of this new communication as citizen mediation on the production and sharing of information which determine the new pedagogical orientations of the training of “new” journalists as an iterative mediator.

It is important for us to address two perspectives in the formulation of new operating modes for the deployment of the journalist's "relationship" through the six functions of communication with Jacobson Roman. By emphasizing and inscribing in first technical perspective the mediations (aspects of mediation infrastructures) that the journalist must observe through journalistic messages, noted by François Demers (October 1999) with the six functions of communication, we can analyze the consistency of a second perspective of a resolution of the “relationship” for a “new” citizen journalism by duplicating these same functions of communication in the very identity of the journalist.

In the first perspective, for the examination of journalistic messages, with François Demers (1999, p.53-54) we can describe the different expressions of these functions.

Thus, for him, “news journalism, which has provided the field since the end of the last century, ensures the dominance of messages-repositories-in number (news) as much as in impact (revelations, investigations and scoops)”.

In the last years before 2000, “a number of opinion messages with a poetic function, centered on the message and its literary effects (the chronicles and other mood texts)” appeared.

Other accompanying messages are “marked by the search for authenticity and sincerity with the deep self and which play more of a therapeutic role of self-expression”.

Interactive platforms with "open lines", "chats on the Internet", techniques for maintaining viewers, the race for ratings, display the dominance of messages from the phatic function.

Opinion journalism, through messages that seek to influence the public, inscribes the conative function of communication at this level.

Finally, “the presumed hyperactivity of Internet users encourages the prominence of predominantly metalinguistic messages through interactivity and discussion forums”.

Beyond these practices, it is important for us to know the functions inherent in the “voice of journalism” in and for citizen construction in an interactive technical and social environment. To a revolution therefore in media practices imposed by democracy, we are announcing here a revolution in the "relationship" to a public, citizen, active, iterative with the technical, technological, social, storage, massification, production evolution and information sharing. This second perspective that we can endorse is made up of methods of social mediation where the “relationship” defines a new identity for the journalist.

The referential function that should be noted here is the journalist's search for self-authenticity with the fragmented public by valuing his external self with solid and reliable references. This “new journalist” here, must therefore

report the facts by specifying his sources, the way of acquiring the information and that with the extreme speed possible, he must also speak about those by whom he “expresses himself”.

The community culture of interactions being reintroduced by interactive media, the journalist will have to include natural emotion in his speech by letting himself be carried away by the "poetry" which seduces and the art of remaining natural in complicity with what we say, what we want to express, what we live with the event. It is the poetic level of the "relationship" that must be maintained with the interlocutor, by extension, with a community of audiences.

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These two perspectives therefore aim to enrich the professional function with a civic and integrated dimension in an environment that relearns how to cultivate community values at a distance or virtual, however, important in the construction of meaning.

Information is no longer produced, transformed and shared by methods and mediations faithful to the very engineering of its genesis. Seals build more flexible levels of audience involvement. It is therefore necessary to count on a significant margin in the production after the fact of this more active, more demanding and often “passive” public on these changes. Lucien SFEZ (1999) already exclaimed about the instantaneous, the feeling of communing with others, facilitated by television media and digital networks like the advent of confusing communication. However, this communication of the senses is carried out by a representative, that is to say constructed, communication. Hence the active “role” of the public, an obvious interlocutor in the very production of information.

Francis Balle (2016) evoked the question of the media, its environment, and the articulations of the profession of journalism in an evolving socio-structural and technical environment. Globalization takes place with its rules and its suspicions, its influences on life and on the global community. This reflection on the media allows us to consider another role and status of journalism, by extension its identity through the "relationship" in an indefinite and elusive environment.

The sociologist Dominique Cardon, (2010) is interested in the political dimension of the Internet by questioning the projects of the community in the design of a democratic society : the marks displayed on the disappearance of the private space, incitement to violence through defamation and the mortgaging of the press. It is therefore interesting that journalism reclaims this space by "taming" practices with ethical standards while providing interpersonal satisfaction in this public space that has become confusing with the private space : this is the new era of communitarianism recovered by the technical tools and internet now connecting the global community. The interlocutors in this space need trust and only identities open to a frank “relationship” can maintain this trust. The institutional era is over in this social space with a horizontal dialectic between the citizen and the journalist.

Citizenship enriches the relationship, whereas previous journalistic constructions institutionalize the "relationship" by inscribing an abstraction in an environment enriched by emotional expectations. Thus, the position of the citizen actor is more advantageous than that of the journalist. The latter sees its action regulated in a strictly orchestrated protocol compared to the first, which is more spontaneous in the "relationship" to produce and conduct information. As such, the journalist now remains an eternal latecomer with these floods of sources and actors who inform and inform in social networks, international channels and this, through emerging technologies. This speed and these multiple sources of production and sharing of information inspire concern in journalism.

Ignacio Ramonet (1994) argued that the snapshot is the real, natural time of information. It is through the "relationship" that the journalist can modestly keep a role without discrediting himself, and journalism can maintain a good perception of his image without revealing himself to be ineffective in the role of distribution, of citizen expression in democracy and with the new frameworks of production and transmission of information.

We can finally affirm that "the current system of the media is the interaction, the dynamic principle is the "relation" and it is the "relation" maintained by the journalist which constitutes the "belt" of the engine of the system of production and information sharing. If therefore, the first "fornication" of Infocom is in the alliance of the science of information and the science of communication, the second is revealed in the new practice of the professions of information in a context interactive due to technological "infrastructures" and citizen "suprastructures" (New sovereign, new king).

### **Managerial consequence in media institutions**

The democratic era with techniques and technologies have favored the rapprochement of the journalist and the citizen with the support of the media (newspaper, radio, television, internet, etc.) against the relentless images, precepts and institutional pacts of these media. It is therefore necessary to recreate the very authenticity of the journalist with his responsibilities and his role as a citizen in this new horizontal space.

Media marketing must replace journalist marketing in order to bring out an actor with autonomous and authentic potential in the new "law" and "relation", the interpersonal as a privileged order of mediation: yes, the current context of journalism is deconstructing its relationship with his audience. Time is running out, the seals of mutations are widening and deepening, the crisis of identity is asserting itself.

Finally, managing communication or relations now appears to be an imperative for the information, journalism or visibility profession.

With the observation that the approach of building a relationship with the public around the production of information and the formulation of meaning takes value with the direct approach with the X and Y model than with the Z model of strong institutionalization.

Also, the contingencies of the production environment evoked throughout the study by the observation of the behavior of the users, the instruments of the school of the relations reappear necessary to establish now the relation between the journalist and the public, partly integral to production.

With these findings, there is a change in managerial posture at the level of media institutions that must be observed to respond to the nature of the reversed activity in journalism. It's a change in design, design thinking, external coworking in this new journalist-public collaborative form in the new shared position.

Media institutions must consider the dimension of collective intelligence in the function with the current technological seals. The creation of the relationship and innovation in the common treatment of the production of information and its meaning imposes de-institutionalized management.

The performance approach now focuses on the journalist's ability to mobilize the public to produce meaning and significance of the information. And the media industry achieves its own performance in developing this propensity for journalism to ensure all the functions of the uses and practices highlighted above as the behaviors emerge from the public around the function of information translated into function Communication.

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