



HAL
open science

Is Environment still a good appeal for French political agenda? A semiotic analysis on French "professions de foi"

Céline Pascual Espuny

► **To cite this version:**

Céline Pascual Espuny. Is Environment still a good appeal for French political agenda? A semiotic analysis on French "professions de foi". Conference on Communication and Environment 2017, International Environmental Communication Association, Jun 2017, Leicester, United Kingdom. hal-01896470

HAL Id: hal-01896470

<https://amu.hal.science/hal-01896470>

Submitted on 16 Oct 2018

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



Is Environment still a good appeal for French political agenda?

A semiotic analysis on French “professions de foi” for President elections

COCE 2017, Leicester, 06/29 – 07/02

Céline Pascual Espuny

Senior Lecturer, Aix Marseille University, IRSIC, France
celine.pascual@univ-amu.fr

Introduction

France does not escape the current global context of decreasing environmental concerns on the political agenda

(Libaert, 2016, Baygert N., Hananel C. , 2016, Cox, Peluzzo, 2016, Pascual Espuny 2012, 2016).

Environment

- Media and political peaks at national and international political events
Grenelle de l'Environnement, 2007 , Cop 21, 2015
- has connoted and boosted during a short time the French public space and political decisions.

But the effect of bellows is visible: in everyday life, the picture is less brilliant.

- dilution of themes,
- lack of leadership,
- post-crisis reaction attitude,
- complex and lethargic nesting with Europe.

Yet, emergencies are there, at the international as well as the national level

French Context

French Paradox

- Engaged in the energy transition,
- Nuclear power penalizes its decision-making
- Consequent inertia in the chain of decision
- Misunderstanding of the public opinion.

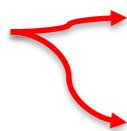


At the forefront of biotechnology and some innovative sectors of the economy, France lags many decisive issues lacking sufficient economic incentives

Nevertheless, French have never been more sensitized and directly affected by environmental issues

Research Questions & Methodology

So why?



Why such a dichotomy between citizen expectations and political responses?

What does public environmental communication look like in France and what challenges does it face to become more effective?

Other sub-questions arise

Is it a problem of discourse or embodiment?

What about the place of the profane content in relation to the expert 's?

Does the environmental communication meet the public's sympathy, is it resonating?

What about projection and the declination of the legal framework?

We seize the opportunity of the presidential campaign in France, 2017

**Professions de foi,
media interviews,
programs, etc...
of the candidates
for the Presidency
of French Republic**





Theoretical framework

Dichotomy
Public space
Commitment



Methodological Framework

Semiotics and content analysis

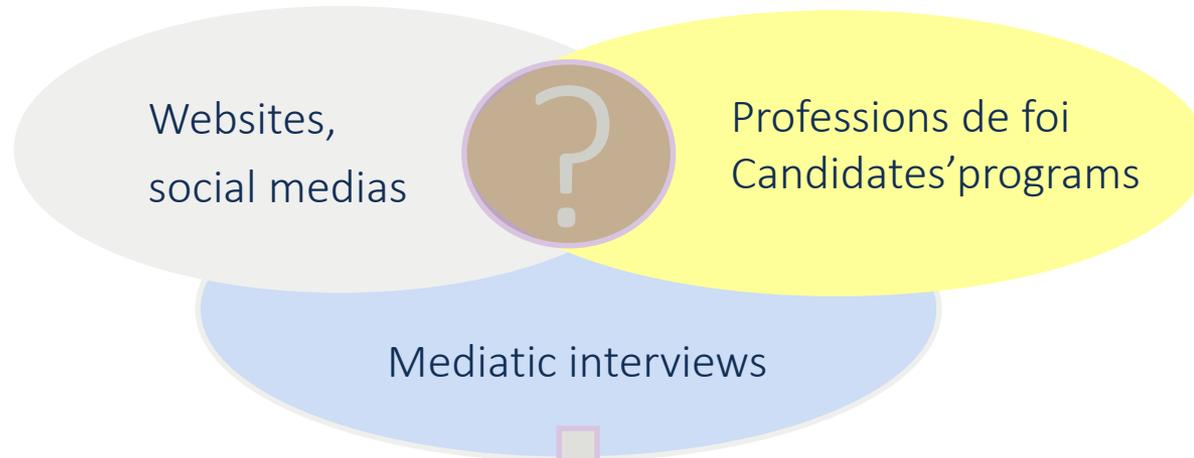
- Ecole de Paris,
 - Catellani, 2011, 2016, Boutaud, Berthelot Guiet, 2015, Eco, 2013, Floch, 1995
- Content analysis at several levels.
 - plastic level (forms and colors, commonplaces, visual stereotypes),
 - figurative-iconic level (representations of objects of the world become icons),
 - discursive level (themes, "motifs" and scenarios evoked)
 - rhetorical and topoi level
 - illustrations (knowledge and proofs),
 - narrative and values contained levels





Methodological framework

Some 198 contents



- information and organizational communication science research (Grammaccia, 2001, 2006, Weick, 1995, Libaert, 2006)

- considerations around the flow of ideas researches (Latour, 1989, Callon, 1998, MacKenzie, 2003)

semio-pragmatics study, which enables a visual approach and in the context of the signals emitted by the various media of communication. It complements the analytical device by the image and meaning, according to a proven methodology of semiologists and linguists.

Results

A discursive matrix with political entries

- A classical partition between:
 - *International/national level*
 - *European/anti-european considerations*
 - *Technical discourse/ deontological discourse*
 - *Nuclear/ alternative energies*
- New thematics:
 - *Maritime biodiversity*
 - *Animal Welfare*
 - *« Grenelle de l'alimentation »*
 - *Shorts circuits*
- New semantics:
 - *Transition*
 - *Commons*
 - *commitments*

Results

plastic level : traditionnal iconography, blue entry
(forms and colors, commonplaces, visual stereotypes),
French nature, french villages
Blue: sea, ocean, maritime biodiversity

figurative-iconic level :

(representations of objects of the world become icons),

-groves (french « bocages »

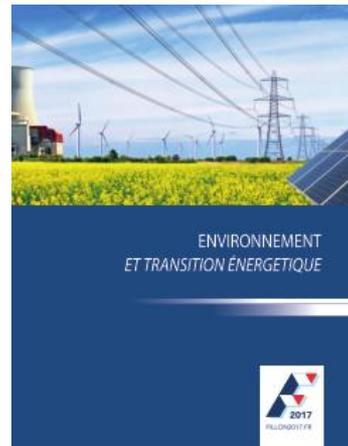
French mammals (foxs)

French cliffs

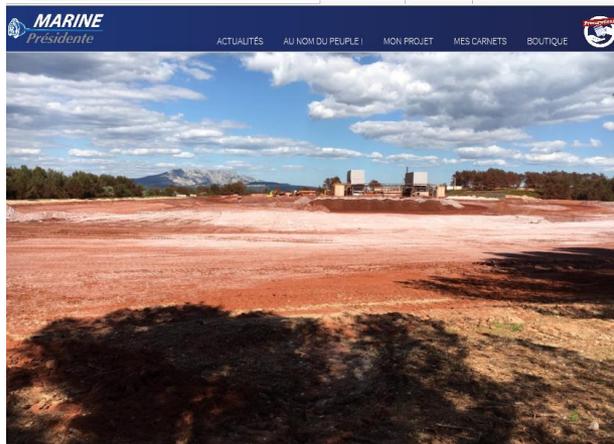
Typical french villages



En Marche! Iconigraphy



LR Iconigraphy



FN Iconigraphy



PS Iconigraphy



La France Insoumise Iconigraphy

Discussion and conclusion

+ ABOUT TO ALL RESPONSIBLE CITIZENS:

On the 1st of June, President Donald Trump decided to withdraw the United States from the Paris agreement, which gathered more than 190 countries united against climate change.

This decision is unfortunate but it only reinforced our determination. Don't let it weaken yours. We are ONE planet and Together, we can make a difference.

France has always led fights for human rights. Today, more than ever, we are determined to lead (and win!) this battle on climate change.

Emmanuel Macron, President of France.



I WANT TO MAKE OUR PLANET GREAT AGAIN

The Trump Effect and Macron Opportunism

- ◉ extremely efficient in terms of action/reaction
- ◉ perfectly adapted to social networks
- ◉ From a first circle of the environments supporters to a second audience
 - International frontline
 - French positioning
 - » French environmentalists
 - » French patriotism.

BUT: We can not measure in this study the effects of these new and recent positioning



Thank you for your attention
Merci de votre attention