**The Speech as "representation" of a Cultural Event**

Amel Mebarki-Benaffane (ENP Oran), Jean-Marc Leblanc (UPEC, CEDITEC), Salah Daoudi (University of Oran)

**Abstract**

This article examines the role of discourse in the construction and representation of a cultural event. To this end, lexical metric tools allow us to approach the study of representations to compare groups of actors together. This is about the event "Tlemcen, Capital of Islamic Culture" and its representation in words.

To consider an automatic processing, it was necessary to form a homogeneous body of interviews. The exploratory survey was made on the basis of the same interview guide that was sent to four profiles of actors. Indeed, the actor, being the political organizer of the event, "running" local "media" broadcaster or "citizen" receiver, makes the event intelligible through its ideas, its culture, its values that is to say its ability to be gifted with representations. Language, as a tool for mediation allows the sharing of an "elusive" event, which is only perceived or thought. Words in these conditions allow access to values.

Thanks to this support, we try to characterize the diversity of perspectives and translate them into an operational analysis grid. This can become a strategic tool at the service of communication. We believe that the fact of working on values allows to validate an image of the event built not imposed by the stakeholders participation. Indeed, each player is an event image, different according to the challenges of each of them. Finding a common ground of values constituting them and being able to prioritize them may help the advertiser to build and present a consistent image.

In addition, we suggest that advertising feeds multiple images of the event, whether proposed by the institutions or received by the rational or emotional experiences of citizens. This plurality of images refers to multiple combinations of contributions to achieve a readable advertising image by many people. Nevertheless, the image that reaches us through the media is already the work of a selection and is enrolled in one way or another in a traceability within a system of values, often dominant values and subsequently the fruit of a symbolic struggle to build it.

The corpus consists of 12 interviews -30 134 occurrences- was analyzed using -Lexico 3 software, Tropes, TextObserver - results of each being subject to the other. These tools are based on graphical representations which aim to facilitate the apprehension and understanding of the "complexity" of the relative positions of the actors. We also mobilize TreeCloud, which through its tree clouds we believe will gives us direct access to interpretation.

The analysis is organized in two phases: lexical analysis first, and the thematic study, then. The lexical analysis allows to discover "essential” information contained in the corpus. The thematic readings are to group them into recognized values and shared by groups of actors in the context in which they were made.

**Key words:** event, grid, representation, values, lexicometry, speech.