

## SUJET PROPOSÉ POUR UN CONTRAT DOCTORAL D'ÉTABLISSEMENT

ANNÉE 2020

### UNIVERSITÉ

University Rennes 2

### UNITÉ DE RECHERCHE

Nom complet (sigles ou acronymes développés) : PREFICS – Pôle de Recherche Francophonie, Interculturel, Communication, Sociolinguistique/ Pole of Research Francophonie, Intercultural, Communication, Sociolinguistics

Numéro de l'unité de recherche : EA 7469

Directeurs de l'unité de recherche : Jean-Luc Bouillon et Gudrun Ledegen

Porteur projet : **Dominique Bessières**, MCF Hors Classe (promotion CNU 2018), Vice President Research of French society of Information and Communication Sciences

### SUJET DE THÈSE

#### Intitulé du sujet de thèse (en Français)

Quels impacts des mouvements de normalisation des politiques d'attractivité territoriale communicationnelles et mercatiques, au travers des stratégies de communication et du marketing publics de la culture ? Comparaison internationale.

#### Intitulé du sujet de thèse (en Anglais)

What are the impacts of the movements to normalize policies of territorial communication and marketing attractiveness, through strategies communication and public marketing of culture. International comparison.

**Mots clés (en Français) : Communication publique, marketing public, attractivité territoriale, image, culture, tourisme, développement urbain**

**Mots clés (en Anglais) : Public communication, public marketing, territorial attractiveness, image, culture, tourism, urban development**

<b>Discipline</b>	<b>Information and Communication Sciences / Sciences de l'Information et de la Communication</b>
<b>Spécialité d'inscription en thèse</b> (à choisir exclusivement dans la liste des spécialités de l'ED)	<b>ED : Société, Temps, Territoires Sciences de l'information et la communication / Information and Communication Sciences</b>

**DIRECTEUR DE THÈSE / THESIS DIRECTOR**

<b>NOM</b>	<b>BESSIERES</b>
<b>PRÉNOM</b>	<b>DOMINIQUE</b>
<b>Courriel</b>	<b>Dominique.bessieres@univ-rennes2.fr</b>
<b>Date d'obtention de l'HDR</b>	<b>In progress. Guarantor : Professor Christian Le Moëne</b>
<b>Nombre de thèses encadrées au 1<sup>er</sup> janvier 2020</b>	<b>1 (2009-2014 period, co-supervising with the Professor Michèle Gellereau, Univ. Lille)</b>

**CO-DIRECTEUR DE THÈSE éventuel : Professeur Habilité Université Mohamed V, Rabat, Maroc**

<b>NOM</b>	<b>BENDAHAN</b>
<b>PRÉNOM</b>	<b>MOHAMED</b>
<b>Courriel</b>	<b>mhbendahan@yahoo.fr</b>
<b>Date d'obtention de l'HDR</b>	<b>Qualified Professor, Head of Doctorate Information and Communication Sciences University Mohamed V, Rabat, Morocco</b>
<b>Nombre de thèses encadrées au 1<sup>er</sup> janvier 2020</b>	

**ARGUMENTAIRE SCIENTIFIQUE 1 page maximum**

**Argumentaire scientifique présentant les enjeux de la thèse :**

**Problematic :** The communication and territorial marketing of public institutions are complex objects of research. They play between real and abstract images, perceived and wanted, urban and cultural, on the one hand. But also, their abstract and synthesized construction, through the communication of an image, aims to mobilize, in decisions and actions, for sociological, organizational changes, on the other hand. These policies take place over relatively long periods of time. They mobilize several categories of actors (individual and collective, institutional and economic, etc.) for a common project. It is a question of measuring the conditions of possibility of development, then of imposition, of a new positioning of image. In other words, can the approach by public communication, as a support and lever for collective action of territorial attractiveness, make it possible to grasp more finely than other approaches of the social sciences, in complementarity with them, logics and social practices in the management of territories and their relation to cultural issues?

**Contextualisation du projet de thèse / Contextualization of the thesis project:**

The recent presence of labels, or references (capitals of culture, city lights, notions of territorial brand, city branding, etc.), in speeches and communication actions, question the reality of these signs of territorial attractiveness. They are wanted by political and economic authorities, in decision-making contexts more open to a plurality of actors. Actors, analysts, use new vocabulary registers. There are many, for example, the themes of "governance", "stakeholders", "co-construction" to designate new ways of working with the intention of triggering collective dynamics.

Communication actions are present and observable at several levels of scale (various actors concerned and mobilized in the project, policies and communication supports for dissemination, perception of the image by receivers). More broadly, the desire to construct mobilizing and projective images constitute areas of investigation and research, which are part of a multi-year temporality specific to a doctoral thesis work.

How do these complex public policy objects manifest themselves from a communication perspective? How are projects (understood as a manifestation of political and institutional voluntarism with a view to constituting a future reality) of territorial developments (from the cultural, social, economic, tourist, etc. points of view) formalized? Can we find models (idea of exemplarity or models to follow)? Can we, and should we, compare particular examples because they are territorially located? Does a comparative approach make sense on these themes?

**Méthodologie / Methodology :** The analysis involves the establishment, in addition to a survey on the state of the scientific art, a conceptualization of the notions and / or concepts mobilized by the actors and analysts. It requires a qualitative survey through interviews with the networks of actors involved, documentary and digital analyzes (social networks) of communication actions, quantitative surveys (tourists, etc.). The objective is to set up a grid for a comparative study between different examples, in order to determine the major models of positioning of image of attractiveness, in terms of cultural arguments in particular. Planned areas: Rabat (Morocco), Rennes, Lyon.

INSCRIPTION DU SUJET DANS LE LABORATOIRE

1 page maximum

**Insertion du sujet dans les axes du laboratoire ; programmes de recherche éventuels**

**Insertion of the subject in the laboratory axes; possible research programs**

The proposed subject fits rather in a French-speaking context, in France and in the Maghreb (Morocco), where the model of "Franco-European public communication" is present. It can be easily linked to a research program emerging within PREFICS relating to the phenomena of dissemination, generalization, standardization, in terms of public communication (at territorial, national, European, international scales) of which the leader and responsible is the depositor of this thesis subject and who can thus articulate it. Culture as an object of attractiveness communication can be linked to the desire to attract creative profiles, particularly in the digital domain, an area developed in research carried out within PREFICS. It is linked more specifically to the CERSIC team which studies social recompositions, here in the thesis subject, around changes and development projects of attractiveness, new forms of social structuring (networks of actors), transformations of the social (collaborative dimension of the new territorial governance), accompanying speeches (development projects with cultural ambitions), in market and non-market activities (mixed public and private).

But the subject offers a possible bridge with the CERESIF team which studies French-speaking spaces in connection with city policies, comparative dimensions, more generally the demarcated social spaces (State, local authorities, etc.).

**Bibliographie sur le sujet proposé / bibliography on the subject :**

Awono Richard, Le Corf Jean-Bapiste (Rennes2), on territorial communication

Berneman et Meyronin Benoît (eds), *Culture et attractivité des territoires. Nouveaux enjeux, nouvelles perspectives*, L'Harmattan, 2010 / Culture and attractiveness of the territories. New challenges, new perspectives

Bessières Dominique (Rennes2) on public communication

Colomb Valérie on urban brand and image

Gardère Elizabeth, Bessières Dominique (Rennes2), eds., *Action publique, communication et management*, L'Harmattan, 2020 / Public action, communication and management Houiller-Guibert Charles-Édouard on territorial marketing

Lehmann Valérie, Motulsky Bernard, Colomb Valérie, eds., *Changement et grands projets : des choix engagés* Change and major projects: committed choices, Presses universitaires du Québec-PUQ (Canada), 2015

Pagès Dominique on tourist communication

**CONNAISSANCES ET COMPÉTENCES REQUISES POUR LE (LA) CANDIDAT(E).  
PERSPECTIVES D'INSERTION PROFESSIONNELLE 1 page maximum**

**Profil attendu/ Expected profile**

Master 2 in information and communication sciences, specialised in communication from organizations, or failing that in political science, management science, sociology/  
An international dimension would be a plus for the French-speaking dimension. The candidate must have research experience certified by a master's thesis 2.

**Insertion professionnelle ou poursuite de carrière envisagée/ Professional integration or career pursuit envisaged**

The proposed subject authorizes both an insertion in the academic worlds of research, mainly in Information and Communication Sciences, but also an insertion in the professional worlds of communication consulting, or professional fields of public communications, cultural, or tourist, studies and public, territorial and tourist marketing, in France or in a French-speaking country.