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Sommario/riassunto	<p>"L'Auto" was the leading French sports daily of the first half of the 20th century. Launched in October 1900, it quickly gained a dominant position in the sports news market, which it held until its demise in August 1944. Its print run made it one of the leading national newspapers. It is renowned for the quality of the information it delivers to its readers day after day, information for which it often has the first and sometimes the exclusive rights. Moreover, it is said to have considerable power: the leaders of the sports world and the ministerial officials in charge of physical education and sports fear the press campaigns orchestrated by "L'Auto" and have to deal with it. Despite this, the history of this flagship of the French press had never been the subject of a comprehensive study, a gap that this book aims to fill, by providing a better understanding of the functioning of a press company in the first half of the twentieth century and the process of manufacturing sports information "L'Auto" est le grand quotidien sportif francais de la premiere moitie du XXe siecle. Lance en octobre 1900, il conquiert rapidement une position dominante sur le marche de l'information sportive, et la conserve jusqu'a sa disparition en aout 1944. Ses tirages le classent parmi les principaux titres de la presse nationale. Il est repute pour la qualite des informations qu'il delivre jour apres jour a ses lecteurs, informations dont il a souvent la primeur</p>

et parfois l'exclusivité. On lui prête de surcroît un pouvoir considérable: les dirigeants du monde sportif et les responsables ministériels de l'éducation physique et des sports redoutent les campagnes de presse orchestrées par "L'Auto" et doivent composer avec lui. Malgré cela, l'histoire de ce fleuron de la presse française n'avait jamais fait l'objet d'une étude d'ensemble, une lacune que ce livre a pour ambition de combler, en permettant de mieux comprendre le fonctionnement d'une entreprise de presse dans la première moitié du XX^e siècle et le processus de fabrication de l'information sportive.
