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"Charmer" on the runet. The design of media influence in Russia

The study of media and journalism in contemporary Russia is generally oriented towards the analysis of coercion against critical journalists and the censorship of their publications. The objective of this study is to discuss and enrich this work by looking at the role of shapes and technical designs in the construction of influence in the public space. In the case of the Russian Internet, marked by a rich dynamic of invention and the appearance of online news sites since the 2000s, this interest in digital forms makes it possible to rethink the constraints on people and content. Based on a case study of the recent history of the online site lenta.ru, this research proposes to take seriously the future of this "site" as an object invested by an attested editorial project that slips into an aesthetic and features thought for an independent site. This new editorial project in the maintenance of an earlier design allows to open the reflection on the appropriation of alternative scripts by the official discourse in contemporary Russia. It questions the construction of soft grips on the Russian public space.