

Recherches sociographiques



Abstracts

Volume 33, Number 3, 1992

URI: <https://id.erudit.org/iderudit/056733ar>

DOI: <https://doi.org/10.7202/056733ar>

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Publisher(s)

Département de sociologie, Faculté des sciences sociales, Université Laval

ISSN

0034-1282 (print)

1705-6225 (digital)

[Explore this journal](#)

Cite this document

(1992). Abstracts. *Recherches sociographiques*, 33(3), 511–511.

<https://doi.org/10.7202/056733ar>

ABSTRACTS

CÔTÉ, Luc et DAIGLE, Jean-Guy: *La sollicitation marchande dans la vie privée: les annonces du jeudi dans les quotidiens québécois, 1929-1957*

Focussing on the Thursday editions of the main daily newspapers published in Quebec, this article consists of three parts. In the first one, advertising as a historical phenomenon is put within the framework of social relationships involved in the distribution process. In the second one, the Thursday editions of evening papers are used as a case study to measure the supply of consumer goods that is proposed to Quebec readers / consumers in their homes. In the third one, we finally suggest that, in the field of social communications, the ultimate meaning of avertisements has a strong ideological tone in its interpretation of real life.

BROSSEAU, Marc: *La géographie et le nationalisme canadien français*

The geographical aspects of French Canadian nationalism have been somewhat neglected by historians. By analysing geography textbooks published in Quebec between the early 19th century and the dawn of the Quiet Revolution, the author focuses on some unexplored areas of French Canadian territorial identity. This article aims at showing the importance of territorial references in its analysis of themes such as: territorial scale of the description, aesthetical virtues of the territory, colonization schemes and the image of the "Outsider". Thus the role of geography pairs up with that of history in order to complete the picture of "scholastic" nationalism.

ROY, Jacques: *L'exode des jeunes du milieu rural: en quête d'un emploi ou d'un genre de vie*

The author reports on the main conclusions of a research project involving 423 young people aged 13 to 20, residing in the rural R.C.M. of Haut-St-François, in Estrie. More specifically, he discusses various factors associated with the desire of youth toward rural exodus; he brings to light the existence of two categories of factors, one related to the labour market and the other related to the search for an environment more closely corresponding to the lifestyle sought. These two categories of factors, according to him, are inseparable in the examination of the phenomenon of the youth exodus.

ROMPRÉ, David: *La sociabilité masculine dans les groupes de loisir*

The author's research is centred around two poles, leisure activities and associations. Having observed that these two phenomena are increasing in scale within society, he puts forward the hypothesis that studying them should lead to a better understanding of forms of sociability. Interviews with members of various recreational associations in the Saguenay-Lac St-Jean area enabled him first of all to identify the types of masculine sociability that are encountered there, and secondly to better understand how, in these community or sports / recreational groups, work was so to speak associated with relaxation within a logic of participation and identification.