Abstract
This article proposes the study of the value and nature of television communicative actions in today's society. The author uses his deep knowledge in social theory and semiotics to describe the most complex aspects and relations settled by TV in last terrorists phenomena. He proposes to study rituals of objectivity as a new performative act, to set new loyalty and readability contracts, and proposes also reflecting about the new public-private processes which are characteristic of this massive media.

Keywords
Television, looking-acts, behavitifs, TV interaction rituals, showing acts, interaction contracts, objectivity.