

Subjectives Aspects Of French Crawl's Texts In Seven Cameroonian Television Channels

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Abstract: This paper provides an analysis of subjective aspects of crawl texts in French. Crawl of six Cameroonian television channels, also referred to as screeper, title crawl, crawling title, running title, or title roll, is defined as those pieces of information that creep along the bottom side of the television screen. Based on enunciative data, subjectivity elements are analysed in order to highlight the mechanisms used by the transmitter and aiming at seeing the receiver act in some way. Analyses show that there is an expressive duality of persons in crawl texts. On the one hand, the enunciator interpellates the receiver through linguistic processes such as person clues, time and verbal mode, adverbial use and demonstrative determinants. On the other hand, he makes the latter enter his statement to arouse a posture in him.

Keywords: crawl texts, enunciative data, information, receiver, transmitter.

1. Introduction

This article sheds light on enunciative signs from crawl texts. Television wrapping artifice, crawl indicates those pieces of informations scrolling down the television screen TV [6]. The birth of this media phenomenon is attributed to the need for new techniques of information broadcasting and reception. Its origin, however, remains a mystery to many researchers [2-3-4]. However, they all agree that crawl was used for the first time following the Wall Trade Centre attacks on the 11th of September 2001[9]. Americans then chose that new information type in order to instantaneously inform people worldwide. From media reception field, studies on crawl generally focus on the impact of oral contents and images on the viewer. Moreover, the linguistic scope of crawl in an African context has not yet been studied. This article therefore intends to analyse the enunciative facts collected from broadcasted crawl in Cameroonian context. Specifically, crawl texts from the following television channels constitute our corpus: CRTV, Canal 2 international, Equinoxe TV, STV, Afrique Media, Vision 4 and LTM. Indeed the paper shows that beyond reception focused on the notions of retention, overloaded viewer, all falling within the field of communication, the impact of television content can also be analysed at the scriptural broadcasted level. Specifically, the study is interested not only in the viewer, but also on the institution, that is mediatic or socioprofessional, from which crawl messages are emitted. Through subjectives linguistics marks, the relation between the transmitter and the receiver of the title crawl is analysed. In discourse the transmitter marks automatically impose those of a receiver. In other words, in any speech, the speaker's inscription is found in his statements. Likewise, the receiver's marks, that is those related to the person who receives and decodes messages, are observable and can quite rightly be listed. However, crawl text, like any other text, does not only present transmitter (s) - receptor (s) presence signs; it also includes terms used to locate those participants in a specific space and time [8].

2. Methodology

The sample crawl messages on which this study is based have been gathered by ourselves. They were selected from

the following TV channels : CRTV, Canal 2 International, Équinoxe TV, STV, Vision 4, Afrique Media and LTM Television. Within a period of two months ranging from June 18th to August 18th, 2013 and from April 1st to May 31st 2015, each of those channels was attentively followed and the records made for 15 minutes daily. A device consisting of a television, a computer and a TV card has been used for this purpose. The references including details as the channel and the date of the day were indicated for each day recordings. Then, in order to be able to manipulate the material, scrolling crawl texts have been transcribed by typing.

3. Clutches

Set The status of these terms has for long been the subject of deep exchanges within the linguistic community. While some researchers admit that deictic include clutches, others argue for the contrary [12]. However, they recognise that these two terms constitute the index of language: They are the signs determining their own reference only according to enunciation context [8]. As a matter of facts, they only make sense within a particular act of enunciation, and are identifiable through the triad "I" (for the knowledge of the speaker), "here" and "now" (for knowledge of the speaker's time and space).. Clutches refer to terms that define the speaker as a subject. To Maingueneau, they are empty reference grammatical morphemes showing that a subject takes up the system and opens a reversible report to someone he poses as an addressee [11]. The indices examined here then include personal, with emphasis on both place and object references. The deictics on their own, emphasize the way of referring to space. With reference to the speaker [8], they structure the relationship between time and space. Also known as ostension indices, they cover elements of different grammatical categories such as demonstratives, adverbs and adjectives; they connect enunciation personal data to the spatial and temporal reality [12].

3.1. Subjective Clues

According to Cogard, a study of subjectivity aims at examining the ways the speaker appropriates language, this by uncovering and finding traces left in his statements [8].

As mentioned earlier, the speaker's linguistic status in crawl messages is determined by the use of personal pronouns and adjectives.

3.1.1. Personal pronouns

Above all expectancies, it is not the use of the most subjective pronoun, that is "je" (I) that is observable here. In fact, the utterer mostly prints his marks in the statement through the use of "tu" (you) and "vous" (you). To a lesser extent, "je" (I) and "nous" (we) are also used. With respect to the subjects involved in the interaction, namely the transmitter and the receiver, Maingueneau [6] insists that, the just mentioned pairs of pronouns can play the same role or stand for one another, since their understanding takes into consideration the context and implies the presence of individuals in touch. Let's consider the following:

- Bientôt FOTRAC 2016 (Foire frontalière annuelle de la CEMAC) 7ième édition du 25-06 au 05-07 à Kyé-OSSI, Administrations, Institutions, Associations, GICS, PME PMI, Artisans, Entreprises multi secteurs du monde, le réseau de Femmes Actives d'Afrique Centrale **vous** invite à venir exposer, vendre, échanger, nouer des partenariats et **vous** divertir à la frontière Cameroun Gabon Guinée Equatoriale sous le haut patronnage du Ministère du Commerce du Cameroun et le soutien de la commission CEMAC. Contact : 000237 696 50 56 56 ; 00237 677 55 56 42 ; 00237 55 35 42 51 Email : refac2016@yahoo.fr Site web : www.fotraceut.com (Vision 4, 8/04/2015),
- LADIES AND GENTS 7EME EDITION, CASTING LE DIMANCHE 20 MAI 2016 AU RESTAURANT – CABARET LA CHAUMIERE SIS A BONAPRISO RUE NJOH-NJOH. INSCRIPTION A LA MAISON DE LA TELEVISION LTM (SIS IMMEUBLE HOGMENI BALI 4EME ETAGE ; SI **VOUS** ETES HORS DE LA VILLE, ENVOYEZ PAR EMAIL 01 CARTE PHOTO +LA PHOTOCOPIE CNI LTM NUMERO 1 DE LA TELEREALITE EN AFRIQUE (LTM, 12/05/2015),
- **Vous** avez le niveau au BAC ou universitaire **vous** voulez étudier au Canada, USA, UK, Chypre, Tunisie, Roumanie.....Global Service et ses partenaires organisent des journées d'orientations gratuites. D'inscription avec assistance dans ses bureaux. (Douala-Yaoundé-Bafoussam). Tél : 96 99 1 6 16 / 70 00 43 06 / 97 70 32 02 / www.gsetudescm.com (Canal 2, 16/07/2013).

The inclusion of this personal pronoun "vous" (you) in the speech does not only imply the presence of a transmitter. It also shows that he is addressing somebody engaged in the communicative process. The contact between the two parties is then effective, as the viewer –reader reads the crawl and feel concerned with its content. Therefore, these marks do not have substitutes, but represent well: either the media concerned or the companies seeking advertisement. Let's quote, in the same vein, the annual borderer market FOTRAC, the casting for Ladies and gents emission, and the Global service enterprise). Contrarily, the absence of person is represented by "il" (he) and "on" (it). They are also pronouns, with the particularity of being strict for the first and indefinite for the second. Both of the third person, those personal pronouns have subjects and designate one or more people, that is viewers for instance, undetermined in sentences. However, the delocutive "on" is invariable.

Examples include:

- **On** craint la vieillesse que l'**on** n'est pas sûr de pouvoir atteindre (...) (CRTV, 5/07/2013),
- **** VENEZ PROFITER DES PRIX PROMOTIONNELS A L'HOTEL MONT FEBE, (...) HOTEL MONT FEBE, **ON** Y REVIENT (STV, 15/08/2013),
- **** SAMEDI 17 AOUT ! AVEC GOAL 15 TROUVEZ LES BONS RESULTATS DES MATCHS ET GAGNEZ LE MAGOT DE 1 MILLION DE F CFA ! AU PMUC, **ON** PARIE SUR LE FOOT! (STV, 17/08/2013).

"Il/ elle" or "Ils" (They) on their own are said to be strict due to their anaphorical resonance, that is it can substitute a noun or a noun phrase preceding it. Observe these statements:

- (a) Des islamistes présumés ont attaqué un internat à Potiskum dans le Nord-Est du Nigéria – **Ils** ont incendié les bâtiments et tiré sur les élèves qui fuyaient (CRTV, 8/07/2013),
- (b) Délibération Probatoire de l'Enseignement Général session 2013 le 19 juillet – En prélude, le Directeur de l'Office du Baccalauréat invite tous les présidents de jury à une importante réunion qu'**il** préside le 17/07 à Yaoundé-Mvan. (CRTV, 8/07/2013),
- (c) *** POUR DES RAISONS INDEPEDANTES DE NOTRE VOLONTE, L'EMISSION ENTRETIEN PREVUE CE SOIR A 22 HEURES AVEC CHANTAL ROGER TUILE EST ANNULEE. **ELLE** SERA REMPLACEE PAR UNE REDIFFUSION DE L'ENTRETIEN AVEC CHARLES ATEBA EYENE (STV, 8/08/2013),
- (d) Bonabéri : **il** tue son ami pour une femme - Yaoundé : **elle** abandonne son amant mourant (STV, 7/08/2013).

Contrary to personal pronouns having the extralinguistic context as situation, "il" is intralinguistic and insists on any referral, be it human or not, animated or not concrete or not [6]. The reading of these pronouns therefore reveals the essential place of the receiver in the enunciative process. Present in the statement, he is present in the transmitters mind, that is "je" (I) and "nous" (us), who calls for him by keeping him close with "tu" (you) or far with "vous", (you)"Il"/"on" (he/it). With the third person personal pronouns, we read the transmitter's implication, who shares with the crawl reader numerous things among which society, the human condition, just to name a few.

3.1.2. Possessive Adjectives

Instead of the possessive pronouns traditionally highlighted at this level, the rolling text rather shows an adjectival use of possessive, this, in an attempt to restrict the distance between transmitters and receivers. An adjective is indeed called possessive when it indicates belonging. In relation to the personal pronoun, it is variable in kind, number and person. The adjective thus indicates a link with its subject, and it is from this that the variability of the possessive is known. In the text studied, it is observed that second and third persons possessives: "votre", "vos" (your); "son", "sa", (his/her), "ses" (their), are all predominant compared with those of the first "notre" (ours). This confirms the consideration, better still, the receiver entrenchment in the enunciative process, in order to obtain something from him. Consider the

statements:

- (a) TOUT TRAVAIL MERITE **SA** BIÈRE. BONNE FÊTE A TOUS LES TRAVAILLEURS, CASTEL BEER, LE GOUT DE LA REUSSITE (LTM, 29/04/2015),
- (b) RCA : APRES 3 ANS DE CRISE, LES DEPUTES FONT **LEUR** ENTREE PARLEMENTAIRE (Afrique Média, 3/05/2015),
- (c) BRESIL : Dilma Rousseff fixe sur **son** sort ce mercredi (Vision 4, 11/05/2015),
- (d) Attention !!!! Rendez-vous au 5ème étage de l'Hôtel TOUNGOU (carrefour Etoa Meki) sur **sa** terrasse panoramique pour une immersion au cœur des 10 régions du Cameroun à travers l'ouverture de **son** buffet tous les midis et tous les week-ends, petits déjeuner dès 8h. Contacts : 22 20 10 25 / 22 20 42 10 / 22 20 42 11 (Canal 2, 3/08/2013),
- (e) CANAL+ Pour faciliter **vos** démarches, les points de vente Canal+/Canalsat seront ouverts le samedi de 8h30 à 18h00 et le dimanche de 8h30 à 15h30 (Équinoxe, 28/07/2013).

The linguistic element marking belonging in these examples shows it in reference to persons (b, c, d) or to widgets: In 1, it refers to the term work, while in 4 the same adjective is used as an indicative sign. The third person significant numerical superiority could imply and depict transmitter's deference, or even reverence, towards the crawl reader. Participating to this viewer's attraction project, the verbal time choice remains beneficial.

4. Temporal clutches

Testifying the relation of the utterance to its enunciation conditions, the enunciator's subjectivity is evaluated in crawl texts through the temporal deictics or clutches. They indicate, as Mangueneau says, the exact moment at which the enunciator speaks, the moment of enunciation that defines the linguistic present verbal time [11]. In this way, several processes are put in place by the issuer to make the receiver adhere to the ideology conveyed. These processes, Safarti calls them enunciation modalities, presented as corresponding to the means by which the speaker implies or determines the attitude of the allocutary from his own enunciation [12]. In this vein, Safarti gives pride to verbs forms, as well as to certain adverbs [10].

4.1. Verbal time

Verbal time is of paramount importance because it situates the action expressed by the verb in the past, present and future. Known for its variability, its shapes determine the enunciation time [11]. However, the obsolescence predisposition of journalistic and advertising information, recommends its soonest processing once known. The information at that time is called exclusivity, scoop or breaking news. The Vocabulaire de l'Audiovisuel et de la Communication defines exclusivity, as the important or sensational information given in primer [1]. Collected by a journalist, this new information presents particularisms. The following breaking news messages are extracted from crawl:

- (a) ABDOU NAMBA **nommé** DG de la SODECOTON actuellement directeur du développement agricole au MINADER originaire de BOURHA dans l'extrême nord (Canal 2, 25/06/2013),
- (b) Suspension provisoire de la Fédération

Camerounaise de football par la Fifa jusqu'au 31 mars 2014 (Équinoxe, 4/07/2013),

- (c) Elections Municipales : 724 listes **ont été validées** par la cour suprême, 63 listes **rejetées** sur les 787 listes **déposées** par 35 partis politiques. - Elections législatives : 202 listes **ont été validées** et 48 **rejetées** sur les 205 listes déposées par 30 partis politiques (Équinoxe, 1^{er}/08/2013),
- (d) L'ARTISTE CONGOLAIS PAPA WEMBA **EST MORT** (LTM, 23/04/2015),
- (e) UNE LISTE DE PERSONNALITES DU CAMEROUN CONCERNEES PAR LES PANAMAPAPERS **SERA PUBLIEE** DANS LES PROCHAINES HEURES (Vision 4, 11/05/2015).

In a general way, we observe that there is a temporality situating later on the action expressed in the information. In (a), the General Director is already appointed as the information goes to press. Similar cases in (d), (c) and (b), despite the absence of the verb expressing the action. In (e), however, the statement is rather prior to the action expressed by the verb: as the journalist talks, the action is not yet done. With breaking news therefore, the verb time depends on the completeness or not of data in relation to the information to be broadcast. This explains the multiplicity of time and verbal modes at this level: past participle (a) and (c); perfect tense: (c) and (d); future: (e). Be it breaking news or news crawl in the space reserved on the screen, originality remains an imperative. In order to make information to keep to some extent its new character, journalists and companies use the "present de l'indicatif" (present simple); the imperative and participial with regards to moods.

4.1.1. The Present Simple

From the outset, it should be noted that this time is the predominant one in the crawl text. It is the best and most used to indicate the enunciation actual truthfulness. The present simple, point of reference in crawl information has two linked values: the aspect and the –time, that is aspect o-temporal distributed as follows:

4.1.1.1. The punctual

The present here indicates the action is in progress as the speaker speaks. It expresses the unfinished, hence the tense name. Examples include:

- (a) SOPIC : Distributeur de matériels électroniques d'origine certifiée ISO **vend** des produits d'origine européenne (Canal 2, 7/08/2013),
- (b) Le ministre des affaires sociales **informe** le public (...) (Canal 2, 7/08/2013),
- (c) La Cameroon Airlines Corporation (Camair-co) **souhaite** une bonne et heureuse fête de l'Aïd el fitr (...) (STV, 8/08/2013),
- (d) Frais d'Apee : des parents **s'insurgent** contre leur augmentation (Équinoxe, 14/08/2013),
- (e) ZIMBABWE : L'OPPOSITION **MANIFESTE** DANS LA RUE (Vision 4, 31/05/2015).

It can be seen that during the enunciation process the action is taking place. Therefore, it is still to be completed.

4.1.1.2. The Omnitemporal

This is known as general truth: held for real as we speak, actions transcend time. Delocution is detected, because

transmitters and receivers seem absent from the statement [7]. As an illustration, I quote the following maxims (precepts of the wisdom of nations and peoples):

- " La confiance **est** une gomme à effacer, elle **rétrécit** de plus en plus après chaque erreur" (CRTV, 10/07/2013),
- " Il n'y **a** pas de raccourcis à la guérison, seul le temps **peut** panser tes blessures" (CRTV, 12/07/2013),
- " Chercher le dessein de Dieu **est** la source de toute science et de tout art de vivre" (CRTV, 19/07/2013),
- " Parfois, **vaut** mieux la paix que la guerre " (CRTV, 26/06/2013).

It is observed that the action performed by the verb here is as true for the moment of enunciation now as it is for the future.

4.1.1.3. The Egressive or Recent past

It presents an action whose course is prior to the enunciation moment. In fact, with the information, it is generally this aspect of egressive, since at its diffusion time, the action in reality is already unrolled and completed. Let's consider the following statements:

- Tchada Jean Pierre et enfants **annoncent** le décès (...) (Canal 2, 4/07/2013),
- L'honorable Serge Siméon Nounba **démissionne** du SDF (Équinoxe, 6/07/2013),
- Baccalauréat 2013 : la région du Nord-Ouest **arrache** la palme d'or avec 63.7% (Équinoxe, 14/07/2013),
- Un homme **tente** de violer une folle (Équinoxe, 17/08/2013).

The verb reveals a process located in a very recent past, but restored in a current way through the present.

4.1.1.4. Imminence or Near Future

Finally, this future refers to an action whose realisation is posterior or subsequent to the enunciation. The enunciator uses the present to speak of the future. The following information was released on the 18th of June, 2013:

*Dans le cadre du sommet des chefs d'Etat et de gouvernement sur la sûreté et la sécurité maritime dans le golfe de Guinée qui se **tient** du 24 au 25/06 à Yaoundé (...) (CRTV, 18/06/2013).*

The verb "tient" indicates in fact a near future, because the realisation of the action is subsequent to the enunciation moment. In the same vein, the advertising information that follows is expressive of a futuristic realisation of the process:

*Samedi 17 Août ! Avec Goal 15 **trouvez** les bons résultats des matchs et **gagnez** le magot de 1 million de FCFA ! Au PMUC, on parie sur le foot ! (STV, 17/08/2013).*

As we can see, the conception of good results is prior to the gain that is upcoming. According to Maingueneau, it is obvious that the coincidence of the utterance process with the moment of its enunciation, as shown by deictic elements, unfortunately proves the impossibility to assign a clear limit to what must be considered as the actuality of this enunciation [11]. This in fact, reveals the complexity in accurately determining the time of an utterance in relation to

the present simple tense. Finally, less predominant in the crawl text, other indicative times are represented, namely: the past, the past perfect and the future. It is worth noting that the past perfect and the future have reference at the enunciation moment. The use of future, posterity marker, is similar to that of the present with near future value. The observation is analogous to the past perfect, anteriority marker, with the egressive. Meanwhile the past can have:

- Narration value related to news as it can be seen in the examples:
Ils ont incendié les bâtiments et tiré sur les élèves qui **fuvaient** " (CRTV, 8/07/2013),
Brèves manifestations contre le pouvoir qui **avait** les devants (Afrique Média, 26/04/2015).
- Or can constitute a springboard for the expression of a wish at the televiewer's advantage
Et si c'**était** toi la prochaine star ? (Canal 2, 18/06/2013),
Et si le prochain bankable c'**était** vous (LTM, 8/04/2013).

4.2. Moods

Mood is related to the way the speaker, through verb considers the course of the process. There are two (02) major sets: the impersonal or non-personal moods, consisting of the infinitive and the past and present participle; and the personal moods including the subjunctive, the conditional, the imperative and the indicative. In crawl messages, we focus particularly on the imperative personal mood mainly represented, as well as the non-personal mood precisely the past participle. The imperative is characterized by flexion. It is about the modifications undergone by the words when they are declined, conjugated, or with the plural mark. Here, it is about the variation in time and in person of the verb that we can conjugate. The imperative is known for, it admits only two (02) persons: the second person singular "tu" and the plural "vous" (you), as well as the first person plural "nous" (we). To Maingueneau, the imperative supposes the direct presence of an enunciator and a receiver involved in situation of speech by which the first seeks to act on the second [11]. Remarkably distributed in crawl, this mood reflects the deep desire of the transmitter to push the viewer to action. Therefore, he can proceed:

- **by advice:**
 - Arrêtez** de fumer (CRTV, 15/08/2013),
 - Continuez** à profiter (Canal 2, 6/07/2013),
 - Jouez** collectif (Canal 2, 7/07/2013),
 - Sois** sélectif (CRTV, 26/06/2013),
 - Contacte** le CIPEC (Canal 2, 15/07/2013),
 - ne **manquez** pas la grande finale du kmer master miss junior (LTM, 1^{er}/04/2015),
 - Misez** sur les victoires combinées (LTM, 8/04/2015).
- **by order :**
 - Composez** le #123*2# (Canal 2, 29/06/2013),
 - Dirigeants chrétiens d'Afrique, **lèves**-toi (Canal 2, 4/07/2013),
 - réponds** aux questions (LTM, 8/05/2015).
- **by prayer:**
 - Participez** à la 1^{ère} édition (CRTV, 13/07/2013),
 - posez** vos questions en envoyant (...) (CRTV, 13/07/2013),
 - participez** à la foire de l'intégration sous le parrainage (Vision 4, 8/04/2015).

- by affirmation:

- (a) **Saisissez** des opportunités (CRTV, 12/07/2013),
 (b) Avec Family Talk, **communiquiez** plus facilement (Canal 2, 10/07/2013) (STV, 22/07/2013),
 (c) **redonne** à ta valeur toutes ses couleurs (LTM, 1^{er}/04/2015),
 (d) **cumule** des points, **gagne** ta place (LTM, 8/05/2015).

In one case or in another, the enunciator refers to the receiver through those interpellations called allocatives by Charaudeau, and having as aim to make enter thereceiver in the transmitter's act of speech [7], this in order to incite him to action. However, temporal and personal variations are not proper to past participles. These, borrowing the elements of time and person from their linguistic context [11], convey the idea of an action that is accomplished, totally completed at the moment of the enunciation. This completeness in the information diffusion, would in fact facilitate the televiewer reader adhesion to the message. Let's look at the followings:

- (a) Terrain **viabilisé** à Nkoabang ; prix exceptionnel (CRTV, 18/06/2013),
 (b) les inscriptions **ouvertes** du 01/07/2013 au 14/09/2013 (Canal 2, «3/07/2013),
 (c) 79 étudiants **arrivés** en fin de formation (Équinoxe, 3/07/2013),
 (d) AES sonel: Equipes techniques **renforcées** et intervention **accélérée** pour retour à la normale (STV, 20/06/2013),
 (e) CMR : brevet du technicien **prévu** du 16 mai au 24 juin 2016 (Vision 4, 31/05/2015),
 (f) MALI : au moins 4 soldats de la mission de l'ONU **tués** dans la région de mopti (Afrique Média, 30/05/2015).

The accomplished aspect that emerges from the participles in these sentences is likely to reassure the enunciator as to the effectiveness of the realisation of what is announced. Beyond this entire verbal organisation observed with crawl messages, we also noticed some constructions having no verb. This is the case with pieces of information such as:

- (a) Vendredi 21 Juin dès 19h30 Soirée de clôture du plein ciel (Hotel Beauséjour Mirabel) : Karaoké géant, Défilé de mode, Cadeaux et surprises (Canal 2 18/06/2013),
 (b) Spécial cours de vacances pour enfants du primaire et du secondaire au British Teaching Centre Yaoundé "Hippodrome, avenue des banques (CRTV, 28/06/2013),
 (c) vaccin gratuit pour les enfants de 0 à 5 ans (Équinoxe, 30/07/2013),

- (d) Concours pour la formation des officiers pont, officiers machines et des matelots le 24/08 à Yaoundé, Douala, Bafoussam, Ebolowa, Kribi – Niveau : BAC, BEPC, CEP ou équivalents (CRTV, 7/08/2013),
 (e) YEMEN : ENTREE EN VIGUEUR D'UN NOUVEAU CESSEZ-LE-FEU (Afrique Média, 10/04/2015),
 (f) Cameroun : Economie : Baisse du prix du poulet dans les marchés (Vision 4, 2/04/2015).

This could be explained by the need to emphasise on the message being conveyed, and would obey to the economy principle that prevails with crawl information. It emerges from the foregoing that there is deliberate organisation of the verbal domain which, through its modes, contributes to the meaning production process [5].

4.3. The Adverbs

Maingueneau defines adverbs as those signs that have content only by their relation to the precise moment of enunciation [10]. This means they can only be understood in reference to that very enunciation moment. They can change the meaning of:

- a verb:

- (a) Composez **gratuitement** (Canal 2, 21/07/2013),
 (b) venez déguster **gratuitement** notre bon café (LTM, 24/04/2015).

- an adjective:

- (a) Centre emplisseur de gaz **bientôt** opérationnel (CRTV, 17/07/2013),
 (b) Candidature **délibérément** présumée (Afrique Média, 1^{er}/04/2015).

- a sentence:

- (a) Philippe de Belgique **désormais** roi des belges (CRTV, 22/07/2013),
 (b) blocus sur les armes **bientôt** levé (Vision 4, 14/05/2015).

Moreover, adverbs show the way the speaker endorses his statements [8]. In other words, this refers to the transmitter's attitude in relation to his statement. From this perspective, the sender can specify the moment of enunciation, or betray its own vision of what he is talking about. Represented in crawl messages, temporal adverbs have the main feature of changing content if the utterance moment is not specified. Using temporal adverbs collected from crawl, I propose, in complements to Safarti's work [12] the following classification table including Le transitoire 'the transient':

Table 1: Temporal adverbs in french

Type of Temporal adverbs	L' antérieur	L'actuel	Le transitoire	Le postérieur
Illustrations	Hier Parfois Depuis	Maintenant Aujourd'hui Toujours	Provisoirement Momentanément Instantanément	Ultérieurement Bientôt Désormais

This table presents the division of the temporal markers, which division is relative to the moment of the enunciation serving as a reference. Thus, the anteriority adverbs, include those expressing the idea of a past, whether old or recent.

Adverbs of simultaneity (Table 1, Column 4), for their part, include those reflecting the present. Transient adverbs reflect the temporary character expressed by the verb or adjective to which it is linked. Finally, adverbs expressing the future, that

is posterity, reflect the futuristic character of the adverb. In either category, the enunciator seeks, through fundamentally informative crawl messages, to situate the moment of realisation of the facts. In addition to temporal adverbs, adverbs of manner and quantity have been noticed in crawl messages. The former determine the conditions of admissibility of the enunciative act [12]. Examples include "absolument, facilement, spécialement, particulièrement, délibérément, directement, sûrement, conformément, officiellement, injustement, gratuitement, pacifiquement, rapidement" (absolutely, easily, specially, especially, deliberately, directly, surely, accordingly, officially, unfairly, gratuitously, peacefully, quickly). In a sentence like: "Plus de 750 débits de boisson implantés **illégalement**," (Équinoxe, 14/05/2015), the adverb "illégalement" (illegally) influences the viewer's perception of drinking establishments, consequently leading him to adopt a certain attitude: indifference or contempt. Similarly, revolt, excitement or quietness respectively can be expressed by a viewer who reads crawl information such as:

- L'armée et des milices tuent **injustement** des peuls pris pour des jihadistes (Afrique Média, 24/04/2015),
- ...c'est **sûrement** votre tour... avec le PMUC jouons responsable à partir de 21 ans (LTM, 3/04/2015),
- la réforme de la constitution **officiellement** annoncée (Afrique Média, 8/04/2015).

The latter, namely adverbs of quantity (enormously, gravely, gratuitously), intensify the action expressed and act positively or negatively on the viewer. In the statement: Des chirurgiens opèrent **gratuitement** à Yaoundé jusqu'au 22 mai 2016 (Vision 4, 14/05/2015), viewers for the vast majority are positively influenced, paying attention to the expensive nature of such support. The viewer, as well as the institutions through the journalist, communication actors, are located, worth to be noted, in a specific place.

5. Deictics (space clutches)

Deictic is said of an element with variable reference according to the circumstances in which the utterance is spoken. It serves to designate with precision or insistence. Thus, it designates, shows or refers to an object in particular, located in the enunciators immediate context. However, Maingueneau specifies that the reference point of spatial deictics is the position occupied by the enunciator's body during his act of enunciation [11]. Deictics are therefore essentially extralinguistic in reference to the "here" of the enunciative process, they reveal a unique content for each use, hence their name 'empty signs' [10]. In crawl, deictics are present and distributed in demonstratives mostly besides adverbs of place.

5.1. Demonstrative determinants

They consist of two (02) sets: the pronouns like "ça, ceci, cela" (this), "celui-ci/là" (this one / that one) ; and the determinants: "ce, cet, cette" this, "ces" these. It is this last group, essentially present in crawl messages through the adjectives "ce, cet, cette" (this) is of interest here. Simple forms of the demonstrative adjectives, the determiners have the property, exactly as the possessive adjective, to combine with the name they precede. As a result, they draw the interlocutor's attention to what they are talking about, what they are showing. Although they are supposed to designate an object located in the place where the exchange is taking

place, the demonstrative adjective is rather used in crawl messages, to specify the moment of realisation: the space or the temporal moment during which the event had or will be taking place. To illustrate, let's quote with regard to:

- the space of time: the year, the week, the weekend. Examples include:

- Pour toi qui n'as pas pu réussir au BAC **cette** année, (Canal 2, 15/07/2013),
- Le meilleur des séries est sur Canal+ : **Cette** semaine, retrouvez la saison 2 inédite de Revenge sur Canal + Family (Équinoxe, 16/07/2013),
- ALGERIE : Les revenus pétroliers en chute de près de 40% au premier trimestre de **cette** année (Vision 4, 21/04/2015),
- CONGO : Les brazzavillois vont rendre un dernier hommage à Papa Wemba **ce** weekend et lundi prochain (Vision 4, 28/04/2015).

- the moment: the day, the period. Here are some illustrations:

- des nouveaux millionnaires tous les jours.....rendez-vous **ce** vendredi pour le banko de 30 millions (LTM, 8/04/2016),
- Tchad: affaire Hissene Habre : le verdict attendu **ce** jour (Vision 4, 31/05/2016),
- (...) une panoplie d'activités culturelles précèdera **cette** soirée en raison de la célébration de son 10^{ème} anniversaire (CRTV, 26/07/2013).

As observed, the demonstratives used in the crawl indicate the date, the moment of realisation of the event announced. This can be explained by the utmost concern for the enunciator to elicit an adhesive approach from the discursive partner, here the television viewer. The atypical use shown by the possessive adjective in this context answers one of the fundamental questions to which any journalistic information must answer. This is the "when", which ensures the viewer a possession of details, here temporal ones in relation to past, present and future events. The next articulation of the deictic, as mentioned above, presents the adverb of place. It indicates in crawl messages the posteriority in space. Let's look at this press release:

APRES BERTOUA DR DEWAH ET SON EQUIPE DE DOCTEURS VONT CONTINUER LEUR CAMPAGNE DE SENSIBILISATION, D'INFORMATION ET D'EDUCATION INTERNATIONALE POUR LA SANTE (Équinoxe, 18/06/2013), the adverb of place "après" (after) indicates that Bafoussam town is far compared to Bertoua town.

6. Conclusion

It emerges from this paper which focused on enunciative facts from crawl messages, that the transmitter uses multiple processes, designed to facilitate the receiver's approval of the broadcasted message. This paper has provided evidence that crawl, through journalistic or advertising information conveyed, is the place of expression of the speaker's aspirations and beliefs, who would like to transpose them to the discursive partner, here the television viewer. The enunciative data have shown a subjective duality with the receiver being oriented to express his feelings, paying

attention not only to contents, but also to phraseological structures.

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