

Le « texte défilant » dans le discours télévisuel roumain. Structures syntaxiques, construction textuelle et traduction en français

“Scrolling text” in Romanian television discourse. Syntactic structures, textual construction and French translations

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Abstract: Drawing attention to the fact that the texts which scroll across the television screen during informative broadcasts often form structured textual assemblies, we assert the existence of a particular journalistic genre, specific to television discourse, that of “scrolling text”. We then analyse these texts from a syntactic and textual point of view. We intend to highlight, on one hand, the syntactical structures prevailing in this type of discursive situation, which define a particular minimalist and elliptic style, and, on the other hand, the dynamics of these textual constructions. We conclude with a study comparing and contrasting such constructions in Romanian and French.

Key words: Romanian television discourse, scrolling text, verbal sentence *vs* non-verbal sentence, disrupted *vs* bound structure, topic *vs* comment, elliptic style, textual construction, French equivalents.