

**De la sémiologie de la production culturelle dans l'espace médiatique francophone africain**

(On the Semiology of Cultural Production in the French-Speaking African Media Space)

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**Abstract:** *Africa is currently experiencing one of the most visible periods of renewal since the end of the colonial era. The continent is undergoing multi-paradigmatic shifts, particularly in relation to the geopolitical realignment that the world is experiencing today. The era of trauma caused by colonization now seems to be merging with a continuously renewed promise, that of consolidating an endogenous vision in its quest to reclaim its cultural destiny. This cultural reappropriation is obvious in the field of audiovisual production through programs designed by Africans for Africans. They thus introduce new themes related to issues such as sovereignty, economic uniqueness, as well as immigration and the fight against poverty.*

*In this article, we will focus on examining the semiotic foundations of cultural production through Francophone media. Two television programs will be analyzed in order to understand the cultural intentions and social cognition that the African intelligentsia aims to bring to the debate on the cultural stage.*

**Keywords:** *semiotics; culture in Africa; media in Africa; African cultural renewal; media and culture;*