

# Techniques of Intertextuality

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## ABSTRACT

Intertextuality is a mechanism whereby we write ourselves into the social text, and then by the social text writes us. The theory followed by Bazermann (2004) who describe techniques of intertextuality into six items namely direct, indirect technique, mentioning a person, document or statements technique, comment on or valuate a statement, text or otherwise invoked voice technique, using recognizable phrasing, terminology associated with specific people or group of people or particular documents. The data of the study were gathered by using the phrase of the headline in Warwick Daily News. The study conducted by qualitative research. The most dominant techniques of intertextuality were mentioning a person, document or statements, it was 38.09%. Then, they were followed by comment on or valuate a statement, text or otherwise invoked voice 28.58%, using recognizable phrasing, terminology associated with specific people or group of people or particular documents 19.04%, direct quotation 14.29%.

**Keywords:** *Intertextuality, Egg boy phenomenon*

## 1. INTRODUCTION

Language is not only socially constitutive but also socially shaped. The process of being socially shaped is a very complex one. On one hand very different types of discourses may coexist within the same institution, while on the other hand the relationship between the language use and the underlying conventions and norms is not always a simple linear one. There have some part from language that really nice to research especially intertextuality.

Therefore, Intertextuality is one of interesting linguistic devices to analyze. Intertextuality also related to the ways whereby new meanings are create from the old ones and deals with “how new writing incorporates previous texts by transforming them into new text [1]. Intertextuality is the most important to make the headline enrich of meaning such as phenomena of egg boy in Warwick Daily News.

Actually egg boy is a nickname refers to William Connolly that throwing an egg to the Senantor Fraser Anning on 16 march 2019 at Saturday News conference in Queensland, Australia. After the senator declared his statements about his belief related to the NZ (New Zealand) incident. He blamed immigrant moeslim as the

troublemaker in the New Zealand. Two mosques attacked on the Al Noor and Linwood mosques by the 28 years old man from Australia, Brenton Tarrant. This incident was killed 50 worshipers and wound 20 more people. A man shot the worshipers using a gun and shared to the public directly in his media social. After this incident happened, the image of egg boy as the hero spread out in universality.

The research of the study is to find out the techniques of intertextuality in the headline. The research is very unique, simple and suitable to analyze through the theory. It has a characteristic to identified intertextuality. Here, the researcher focused on the intertextuality of ‘egg boy’ stories in Warwick Daily News. However, the researcher limited the research by focusing on the phrase of headline which consisted of intertextuality in Warwick Daily News.

## 2. LITERATURE REVIEW

### 2.1. Definition of Intertextuality

Intertextuality was coined by Julia Kristeva on 1980 states that intertextuality is the transformation of a text or absorbing the text into another text. She pointed out that the construction of any text is regard, as a mosaic of

citation. In her point of view of intertextuality, there are two axes in the text which include the horizontal axis and the vertical axis. The first connects the author and reader of the same one text. The last establishes a connection between the text and other text. These two axes connected by the shared codes. The discourse is interrelated and interdependent forming an infinite and open network.

Intertextuality takes any culture into the language chain of authors, works, readers and society [2]. He claims intertextuality not only between texts into another text, it can be also from the phenomenon, incident, tragedies, historical event as a writer reference in his work.

So, the researcher decided to used the theory to find out the techniques of intertextuality in analyzing the phenomenon of 'egg boy'. He classified the techniques into six parts namely, a) direct quotation, b) indirect quotation, c) mentioning a person, document or statement, d) comment on or evaluate a statement, text or otherwise invoked voice e) using recognizable phrasing, terminology associated with specific people or group of people or particular documents f) using language and forms that seems to echo certain ways, discussions among other people and types of documents.

## ***2.2. The Techniques of Intertextuality***

1) Direct Quotation. This technique is identify by the use of quotation marks, block indentation, italics, or other typographic elements that set certain excerpt apart from the other words of the text. Although the second author should be committed to the exact words of the original author, he has control over exactly which words will be quoted, the points at which the quote will be cutout, and the context it will be used in.

2) Indirect Quotation. It depends on specifying a source and then attempting to reduce its meaning through the use of words that reflect the second author's understanding and interpretation of the original text. This technique filters meaning through the second author's words and attitude allowing the meanings to be more thoroughly infuse with the second author's purpose. When the text producer resorts to indirect quotation to retell what someone else has said, quotation marks disappear, tense and deictic change to suit the writer's style and readers can never be sure whether the words belong to the original speaker or not.

3) Mentioning a person, document or statements: It depends on the reader familiarities with the original text and what it says. Means the second author has the opportunity to imply what he/she wants about the original text or to rely on general beliefs about the original text without having to substantiate them since no details of meaning is specify.

4) Comment on or valuate a statement, text or otherwise invoked voice. When the author of a news article accepts a fact as truthful and definitive although it has been criticized. The author may also see the original concept undermined and pass judgments on some issues.

5) Using recognizable phrasing, terminology associated with specific people or group of people or particular documents. The journalist has relied on to inform the readers of the places in which the incident have taken place. Sometimes terminology represented by names of provinces, regions of parts of provinces. Sometimes the statements are beyond controversy according to the readers' awareness of them and according to their truthfulness.

Based on the theory above, the researcher analyzed the headlines in Warwick Daily news. Headline has a range of linguistic devices to attract readers they are: word and meaning, intertextuality, phonology and loaded words. The function of linguistic device is to avoid ambiguity meanings, reveal the truth, memorable and carry the emotional feeling to readers. Headlines also have a visual function. The photo is larger than the text of the main articles, front page of headlines, particularly in newspaper, can be by themselves occupy more space than the whole article they refer to headlines [3].

Headlines serve three functions such as: a. provide a brief summary of the main news, b. they attract attention and, c. they often provide an initial indicator in their content [4]. Since their main function is to provide readers a concise, but informative summary of the news, they are place above the news story. A headline is the first indicator of the content and perspective of the story which follows [4]. However, headlines are sometimes disconnected from its text, meaning that the headline can appear on the front page, while the article is on a different page in the publication.

## **3. METHOD**

The research organized by using descriptive qualitative research designed. Qualitative research explored a topic to learn about the problem and to address the research to obtain that information [5]. It provided detailed understanding of a central phenomenon and the data will be describes and interpreted to get the larger meaning of the findings. This research brought another interpretation refers to the technique in Warwick daily News. Qualitative design was explored this research to get the result. Based on this designed, the researcher identified the techniques that realized in Warwick Daily News.

The data of this research were the phrases of the headlines used in the story of egg boy in Warwick Daily News, Australia. The newspaper has been served 156 years in Queensland area that means it is an old newspaper that trusted in the society. The researcher focused on egg boy phenomenon stories published on

1917 to 2019 in Warwick Daily News, Australia. The researcher took the sources of study from the internet and original website. There have 21 stories of egg boy in the Warwick Daily News as the main topic which supporting by all issues, culture and social event in Australia.

**4. RESULT AND DISCUSSION**

This chapter provides data analysis of research results obtained by researcher through data collection methods. Data collection methods used in this study has written text, documentary and photographs reporting the events. All the data collection method searched by internet from their original website. The researcher used technique to obtain data on intertextuality in the headline newspaper. It can be seen in the following data below:

**4.1 Direct Quotation**

*ANNING : ‘I couldn’t care less about my place in politics’*

It was direct quotation because it has single quotation marks which Anning directly stated that he couldn’t care less about his place in politics. Based on the theory it stated that direct quotation is about identifying by the use of quotation marks. From the theory the quotation marks are not only double but includes single quotation mark. Here, the journalist used single quotation mark to showed the statement above directly declare by the source (Anning). The used of colon also one of direct quote characteristic.

**4.2. Mentioning a Person, Document or Statements**

*Oliver’s brutal Fraser Anning sledge*

It was mentioning a person or adding a name of someone to present the news. Based on the theory, this technique used the journalist to imply what his want about the original text since no details of meaning specify. The data above used someone popular or public figure expressing his condemn to Fraser Anning. The data above want to describe the bad comments from someone.

**4.3. Comment on or valuate a statement, text or otherwise invoked voice**

*Anning attends gun show 2 days after Christchurch*

In data above, it referred to invoke the readers that Anning has usual activity without any problem meanwhile his statement brought a controversy in the world. It classified to this technique because the headline above tend to the provoked the reader actually, the headline above present the real activity of the Senator.

**4.4. Using recognizable phrasing, terminology associated with specific people or group of people**

*Egging is not ok*

It considered using the technique of recognizable phrasing, terminology associated with specific people or group of people or particular documents. The word egging described the action of throwing an egg to politician by teenager in Australia as known as Egg Boy. Based on the headline above throwing an egg not acceptable in the society but there is no regulation officially about this case. Meanwhile, throwing an egg almost happened in that country continuously. Here, the journalist present the news by using a recognizable phrasing to describe the something associated with specific people.

It’s found that there are four techniques of intertextuality used, they are direct quotation, mentioning a person, document or statements technique, comment on or valuate a statement, text or otherwise invoked voice technique, then, using recognizable phrasing, terminology associated with specific people or group of people or particular documents. Each of which is subdivided, which techniques will be elaborated in the following subsequence.

**Table 1.** The techniques of intertextuality in egg boy phenomenon of warwick daily news

Num.	Techniques of Intertextuality	Percentages
1	Direct Quotation	14.29
2	Indirect Quotation	0
3.	Mentioning a person, document or statements	38.09
4.	Comment on or valuate a statement	28.58
5.	Using recognizable phrasing, terminology	19.04
6	Using language and forms	0
	<b>Total</b>	<b>100</b>

Based on the Table above, it shown that there were four techniques found from the data in Warwick Daily News. Each technique has different characteristics to classify. It can be seen in the table above, almost all of techniques intertextuality used in the phrase of the Warwick Daily News headlines. They were direct quotation used single quote to present the exact word from the source. Mentioning the person, document or statements explicitly used to recall the reader familiarities with the original text. Comment on or valuate a statement, text or otherwise invoked voice added to express the idea or other statement to influence the

reader, then using recognizable phrasing, terminology associated with specific people or group of people or particular documents used to present another terminology that related with the culture in the society [6].

## 5. CONCLUSION

The research revealed an egg boy realized to remembering the historical conscription in the past, it can be proves by reenacted the incident by throwing an egg to the politician posters and celebrate the incident in the society. Another reason of egg boy realized to attractive the reader by produce the rhetorical effect such as: using egg boy and egg girl. It's attracted the reader attentions including the information and enjoyment of headline. After elaborate the findings from the research, it can be conclude the 'egg boy' phenomenon is a tradition.

The research suggested to create more positive content in social media especially content politic. Many people run out for status or like rather than the exact meaning. More like or viewers made the content viral in the society, after that the people consumed the viral text and realized in their daily life. So, reader interpretation is very important to study intertextuality. In addition, the more study about intertextuality, the more you see intertextuality everywhere.

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