

## CHAPTER I

### INTRODUCTION

To know the problems of this study, the researcher will explain some reasons in this chapter. This chapter describes research background, research problems, research objectives, research significances, scope and limitation of the research, and definition of key terms.

#### **A. Research Background**

Nowadays the access of information is very fast to be globally acquired. Mass media becomes an incredible instrument to extend ongoing information to the public. Dissemination of information is highly supported by sophisticated technology. People easily can get information from internet. That makes many online medias have to find great news to inform to people in the whole of world. One of the topics which is frequently noticed by the media is education, because it is one of important elements which determines the advancement of world. Therefore, in this study the researcher chose educational articles to be analyzed.

In writing any articles or essays, everyone must be influenced or inspired by previous writers. It would evoke the chain between one text and others. Jonathan Culler stated that an article must say something which one has not already explicitly thought or read but must be related in some positive way to what one has in the past thought or read. This is called intertextuality. He

said that intertextuality is a theoretical construct of the first importance, and it is not without direct practical consequences. It leads one to think of a text as a dialogue with other text<sup>1</sup>. For instance, some matters that the researcher did in this thesis are also called intertextuality. The researcher quoted, paraphrased, or concluded any statements and notions from the previous researchers and experts, and then related them with the researcher's ideas. It means in writing this thesis, the writer could not detach from applying intertextuality. Thus, intertextuality will always emerge in someone's writing. The text written now would be based on or has any relation with the previous writing or statement. It is impossible that the thing talked now, has no influence from thing in the previous time. Unfortunately, intertextuality still becomes a strange term to listen in Indonesia, whereas, this is a topic that needs to be paid attention. Therefore, in this thesis the researcher decided to investigate the intertextuality in the educational articles written by 'BBC News'.

The term 'intertextuality' was coined by Julia Kristeva in the late 1960s in the context of her influential accounts for western audiences of the work of Bakhtin.<sup>2</sup> Kristeva declared that 'every text is from the outset under the jurisdiction of other discourses which impose a universe on it' (Kristeva 1974, 388-9; translation by Culler 1981, 105).<sup>3</sup> According to Gee, intertextuality is, when we speak or write, our words often allude to or relate to, in some fashion, other "texts" or certain types of "texts" where by "texts" he means words other

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<sup>1</sup> Jonathan Culler, *Presupposition And Intertextuality*, MLN, Vol. 91, No.6, Page 1381, 1384.

<sup>2</sup> Norman Fairclough, *Discourse and Social Change*, (Cambridge: Polity Press, 2006), 101.

<sup>3</sup> Daniel Chandler, *The Basics Semiotics*, (New York: Routledge, 2005), 197.

people have said or written.<sup>4</sup> Meanwhile, Norman Fairclough stated that intertextuality is basically the property texts have of being full of snatches of other texts, which may be explicitly demarcated or merged in, and which text may assimilate, contradict, ironically echo, and so forth.<sup>5</sup> While Kristeva, Gee and Fairclough have their own definition about intertextuality, Gerard Genette preferred to use “transtextuality” as more inclusive term than intertextuality. He defined transtextuality as everything that brings text into relation (manifest or hidden) with other texts.<sup>6</sup> From all the definitions above the researcher concluded that they actually have the same point that intertextuality is the relation between one text and other texts. Even though Genette created the new term (transtextuality), however what he meant aligns with what Kristeva, Gee and Fairclough had asserted.

Intertextuality has some types. Gerard Genette proposed the term ‘transtextuality’ as a more inclusive term than ‘intertextuality’ (Genette, 1997). He listed five subtypes of intertextuality, they are, intertextuality, paratextuality, architextuality, metatextuality, and hypotextuality (Genette’s term was hypertextuality).<sup>7</sup> In this study the researcher would identify intertextuality (as the part of transtextuality), metatextuality, and paratextuality. The researcher would not identify architextuality and hypotextuality because they are not appropriate with this study which the research object is articles.

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<sup>4</sup> James Paul Gee, *An Introduction to Discourse Analysis*, (New York and London: Routledge, 2011), 29.

<sup>5</sup> Norman Fairclough, *Discourse and Social Change*, 2006, page 84.

<sup>6</sup> Gerard Genette, *The Architext (An Introduction)*, translated by Jane E. Lewin, (California: University of California Press, Ltd., 1992), 81.

<sup>7</sup> Daniel Chandler, *The Basics Semiotics*, (New York: Routledge, 2005), 206.

According to Judith Still and Michael Worton there are two reasons that can make intertextuality emerges in a text. The first, the writer is a reader of texts before she is a creator of texts, and therefore the work of art is inevitably shot through with references, quotations and influences of every kind. And the second, a text is available only through some process of reading, what is produced at the moment of reading is due to the cross-fertilisation of the packaged textual material by all the texts which the reader brings to it.<sup>8</sup> It means that in a writing or text the intertextuality always be exist, because the author of the texts must be the reader before, or in another word, he will need any sources and references for his/her writing. Thus, intertextuality is actually an important point that many people ignore, whereas, it is a very important element that must be involved in a text or a writing. That is the case why the researcher wants to analyze about the types, functions, and discursive practice of Intertextuality which happen in the educational articles of 'BBC News'.

Discursive practice has a big role on emerging intertextuality in a text. The term discursive practice was created by Michel Foucault. He stated about discursive formation that consists of 'rules of formation' for particular set of statements which belong to it, and more specifically rules for the formation of 'objects', rules for the formation of 'enunciative modalities' and 'subject positions', rules for the formation of 'concepts', and rules for the formation of 'strategies'(Foucault, 1972: 31-9)<sup>9</sup>. These rules of formation are constituted by combinations of prior discursive and non-discursive elements, and the process

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<sup>8</sup> Michael Worton and Judith Still, *Intertextuality, theories and practices*, (Manchester and New York: Manchester University Press, 1990), 1-2.

<sup>9</sup> Norman Fairclough, *Discourse and Social Change*, (Cambridge : Polity Pres , 2006), 40.

of articulating these elements makes discourse a social practice, and Foucault called it as discursive practice.<sup>10</sup> Discursive practice involves processes of text production, distribution, and consumption, and the nature of these processes varies between different types of discourse according to social factors.<sup>11</sup>

Intertextuality firstly was created for literary study, it is used to analyze about the relation between a poem and the previous poem. However, in this modern time the analysis of intertextuality is not only conducted for literary study but also linguistics. In this thesis the researcher would analyze intertextuality observed from linguistic point of view, following Fairclough theory that text in this thesis is in a sense which is quite familiar in linguistics but not elsewhere, to refer to any product whether written or spoken, so that the transcript of an interview or conversation, would be called a text.<sup>12</sup> In other words, this is a discourse analysis study. Discourse analysis involves the careful examination of talk and texts in order to trace the ways in which discourses bring into being the objects and subjects of which they speak.<sup>13</sup> While, according to Parker discourses may be defined as 'sets of statements that construct objects and an array of subject positions'.<sup>14</sup>

There are many researchers who conducted any researches about intertextuality, even though it comes from literary theory, but nowadays it is being an important issue to talk to in linguistics. In 2008, Bc. Pavel Holy

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<sup>10</sup> Ibid, 41.

<sup>11</sup> Norman Fairclough, *Discourse and Social Change*, 2006, page 78.

<sup>12</sup> Norman Fairclough, *Discourse and Social Change*, 2006, page 4.

<sup>13</sup> Carla Willig, *Discourses and Discourse Analysis*, in Uwe Flick, *The SAGE Handbook of Qualitative Data Analysis* (London: SAGE Publications Ltd, 2014), 341.

<sup>14</sup> Ibid, page 342

analyzed intertextuality and allusion in *Dead Man Movie*.<sup>15</sup> Then, Anni Holila Pulungan, Edi D. Subroto, Sri Samiati Tarjana and Sumarlan in 2010 wrote a journal “*Intertextuality In Indonesian Newspaper Opinion Articles On Education: Its Types, Functions, And Discursive Practice*.” They analyzed the intertextuality happened in the opinion articles to find the discursive practice did by the authors. From the research they had conducted they got the result that the social practice found in the articles is that the intertextuality is functioned to create an image that the articles possess a level of academic text.<sup>16</sup> In the same year with Anni Holila Pulungan, ‘Anelise Scotti Scherer analyzed the explicit Intertextuality in Science Popularization News, in her journal ‘*Explicit Intertextuality in Science Popularization News*’.<sup>17</sup> In 2013 Yulia Volynets in her journal ‘*Intertextuality as a Tool for Expression Author’s Intention in a Text*’ found that the usage of intertextuality allows writers to gain readers’ confidence. She got the result by analyzing some articles of New York Times, the Financial Times, and the Economist.<sup>18</sup> In 2012, Jenni Kinnunen in her thesis “*‘I’m Indiana Jones!’: Intertextuality and humor in ‘How I met Your Mother’*” analyzed Intertextuality and humor in a movie.<sup>19</sup> Then, the newest research had been conducted by Barries Olson Harvey. In his dissertation

<sup>15</sup> Pavel Holy, *Intertextuality and Allusion in Dead Man*, (Brno: Masaryk University, 2008).

<sup>16</sup> Anni Holila Pulungan, Edi D. Subroto, Sri Samiati Tarjana, and Sumarlan. *Intertextuality In Indonesian Newspaper Opinion Articles On Education: Its Types, Functions, And Discursive Practice*. TEFLIN Journal. Volume 21. Number 2. August 2010.

<sup>17</sup> Anelise Scotti Scherer, *Explicit Intertextuality in a Science Popularization News*, Journal of Revista Ao Pe Da Letra, Volume 12, number 2, 2010, Available at [www.revistaaopeletra.net](http://www.revistaaopeletra.net), accessed 12<sup>th</sup> of March 2015.

<sup>18</sup> Yulia Volynets, *Intertextuality as a Tool for Expressing Author’s Intentions in a Text*, 2013, available at [www.inter-disciplinary.net](http://www.inter-disciplinary.net), accessed 12<sup>th</sup> of March 2015.

<sup>19</sup> Jenni Kinnunen, “*‘I’m Indiana Jones’: Intertextuality and humor in ‘How I Met Your Mother’*”, (Jyvaskyla: University of Jyvaskyla, 2012)

'*Yours, Mine, And, Ours: Confronting the Originality Burden*' he tried to confront originality burden by using intertextuality and remix.<sup>20</sup>

The researcher has some different and similar parts to analyze. Just like the previous researches above, the researcher would analyze the same topic, that is about Intertextuality. Nevertheless, the objects and the types we analyze are different. The research that the researcher conducts has some similarity with what Anni Holila Pulungan, Edi D. Subroto, Sri Samiati Tarjana and Sumarlan conducted. The researcher would also investigate intertextuality in educational article to know the discursive practice happened. However, while they picked sixty opinion articles from six newspapers in Indonesia, the researcher here would analyze thirty six educational articles from "BBC News online". On the other hand, the theory about Intertextuality we followed are different too, while they analyze transtextuality, metatextuality, and pseudo-textuality, the researcher here would analyze three of five types of Intertextuality (transtextuality) stated by Gerard Genette, they are intertextuality (as a type of transtextuality), metatextuality and paratextuality. Thus, the researcher would not analyze architextuality and hypotextuality. In this research, the writer would also analyze the types, functions, and discursive practice of intertextuality in thirty six educational articles of 'BBC News' which were written in 2014 and 2015. Firstly, the researcher identifies the articles and tries to find the intertextuality there. After finding the

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<sup>20</sup> Barrie Olson Harvey, *Yours, Mine, And, Ours: Confronting The Originality Burden Through Remix and Intertextuality*, (Louisville, Kentucky: University of Louisville, 2014)

intertextuality in the articles, the researcher determines the functions of it, and after that describes the discursive practice.

### **B. Research Problems**

In this research, the researcher will focus on the problems, as follows:

1. What types of intertextuality appeared in educational articles of “BBC News”?
2. What functions of intertextuality emerged from the educational articles in ‘BBC News’?
3. How is the discursive practice of intertextuality functions in the educational articles in ‘BBC News’?

### **C. Research Objectives**

Related to the research problems above the research objectives are, as follows:

1. To identify the types of Intertextuality appeared in educational articles of ‘BBC News’.
2. To determine the functions of Intertextuality emerged from the educational articles of ‘BBC News’.
3. To describe the discursive practice of Intertextuality Functions in the educational articles of ‘BBC News’.



## **D. Research Significances**

### **1. To The next researchers**

Analyzing about intertextuality will help much to the next researchers in writing any papers, because intertextuality discusses about any relation between one text to the other text, included quotation, allusion, and etc. Therefore, they will have a big attention to how they have to quote any word, and they will also know the reason why they have to base their study on the previous research.

### **2. To the students**

To the students, this research can be used for a guidance to write any paper or essay, in order they can understand which kind of intertextuality they can use in the writing, and which cannot and they would also know why the intertextuality always emerges in a text.

## **E. The Scope and Limitation of the Research**

This research discusses about intertextuality in the educational articles of BBC News with focus on the types, functions, and discursive practice. The researcher picks thirty six educational articles from 'BBC News' that the researcher gets online from [bbc.co.uk](http://bbc.co.uk). The researcher takes the articles which were written from 2014 to 2015. The length of the articles are various, it is about four hundreds to a thousand words. The types of intertextuality (Genette called as transtextuality) analyzed here are intertextuality, paratextuality, and metatextuality. Specifically for intertextuality, the researcher would not

investigate one of three parts of it, plagiarism, because it is really hard to determine whether a sentence is included in plagiarism or not. As Giles J. stated that determining what constitutes plagiarism may be tricky, and there is no international consensus as to the fraction of material that can be legitimately reused between papers.<sup>21</sup>

The limitations of this research are: firstly, the way the researcher sees the discursive practice is based on types and functions of intertextuality found; then, secondly, the researcher only analyzes three types of intertextuality, they are intertextuality, paratextuality, and metatextuality; thirdly, the educational articles taken are commonly written by the authors of United Kingdom and the topics discussed are all about education problems in United Kingdom.

## **F. The Definition of The Key Terms**

### **1. Intertextuality**

Generally, Intertextuality is defined as the relation between one text and other texts. This definition aligns with Genette's term "transtextuality". Therefore, there are two kinds of intertextualities in this study. They are intertextuality as general definition (Gerard called as "transtextuality") and intertextuality as one of five types of intertextuality (transtextuality).

### **2. 'BBC News'**

BBC News or BBC News online is the name of the website. It is the division of the BBC (British Broadcasting Corporation).

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<sup>21</sup> Giles J, *Taking on the cheats*, Nature, 2005. In Gunnar Lose, *Plagiarism*, (the international Urogynecological Association, 2011)

### **3. Types of Intertextuality**

Types of intertextuality mean sorts of intertextuality that are being parts of intertextuality.

### **4. Functions of Intertextuality**

Functions of intertextuality means usefulness or benefits of intertextuality. It comprises Topical Functions (a function is related to the topic being discussed in the articles as a whole), and Inter-sentential Functions (a function is related to a certain idea posed by a sentence in the articles).

### **5. Discursive Practice**

Discursive practice is how the texts are interpreted and received and what social effects they have.

### **6. Educational article**

Educational articles are the articles which discuss about any information related with education.