

Types of Intertextuality in Opposite Editorials Related to the Vice Presidential Candidates Debate Topics 2019

Elsi Revita Hasibuan
English Applied Linguistics
Universitas Negeri Medan
Medan, Indonesia
elsirevita@gmail.com

Anni Holila Pulungan
English Applied Linguistics
Universitas Negeri Medan
Medan, Indonesia

Sri Minda Murni
English Applied Linguistics
Universitas Negeri Medan
Medan, Indonesia

Abstract— A text can be only interpreted through a background information of other text, this is where intertextuality emerged. Intertextuality is the interrelation between texts, the way a text shape another text. To meet the purpose of the authors of writing articles in opposite editorials related to the topics debate of the vice presidential candidate 2019, which are education, health insurance, employment, social and culture, the investigation about types of intertextuality is needed. This research applies qualitative research design. The data are clauses which contain of intertextuality from opposite editorials of three newspapers, namely Analisa, Waspada, and Kompas started from March 1st until 31st 2019 and are collected by capturing the pictures of the articles, selecting them, and identifying the clauses. The data are analyzed by using content analysis technique proposed by Krippendorff. The findings show that there are six out of seven types of intertextuality based on Genette theory in which the most dominant one is implicit quotation. This means that intertextuality is used in writing to corroborate the author's opinion, in this case to explain the data, examples, and compare information.

Keywords—*Intertextuality, opposite editorials, debate topics, vice presidential candidate.*

I. INTRODUCTION

Intertextuality refers to all the ways in which a text shapes and relates to another [1]. It works when there is a necessary to use information from other text, where, the meaning is derived by sharing knowledge between the writers and the readers [2]. So, when a writer want to continue his writing, he borrows the information from other texts, and when that work is read under the light of the others, it gives it a new meaning and interpretation. It is because a text can be only interpreted through a background information of other text with certain settings [3]. Therefore, by understanding the prior text, the readers are able to understand with greater clarity what the writers are trying to accomplish.

Intertextuality always present in any piece of writing [4], includes in newspapers, and as one of channels of information, newspapers have a space which is specifically dedicated to articles discussing ongoing issues, called opposite editorials. Unlike news reporting, opposite editorials is more like scientific writing, where the ideas combine with matters of fact,

and small research related to happening subjects, written through persuasive arguments with new context and perspective from a diverse array of elite experts or the outside of well-known writers. The purposes of opposite editorials itself are to be a room for exchange ideas and pour their views in writing and share opinions as response of the argument that delivered by newspapers, and to encourage civic discourse and learning among the general public [5]. So, to write the article that potential to influence the public opinion, the author surely has a broad and critical insight specially in various linguistic aspects to support his writing, one of them is intertextuality.

Related to the issue, many researchers, especially context relevancy in opposite editorials, show some studies about the presence of intertextuality. Acim tried to investigate kinds of intertextual devices those used in New York Times, where indirect and direct quotations were used dominantly in opposite-editorials, the function of intertextuality itself was as a shelter for the authors to producing a sense of intimacy with their readers and attracted their full attention more easily [6], so they could control and guided the public opinion about matters related to muslims.

Thamer and Bedu examined kinds of intertextuality in three English speaking newspapers in Middle East showed that quotation, both direct and indirect, achieved intertextuality in the newspapers production [7].

Rahayu and Amelia which dealt with issues of industrial revolution, tried to discover types of intertextuality and revealed its social practice. The result showed that 79 sentences considered to be intertextuality with three types possibly emerged in Indonesian texts, those were citation, quotation (direct and indirect quotation), and allusion (implicit quotation, negation, framing) [8]. Implicit Quotation and Indirect Quotation were dominantly used in the articles. The discursive practice of intertextuality in the articles was showing an informal discussion, but still having an academic sense in news article to make it sounds such an authoritative discussion.

From related studies above, it revealed that most kind of intertextuality those appears regarding to opposite editorials are quotations (direct and indirect). In other words, if it was viewed from the intention of the authors, the quotations itself was used as a shield to produce words without being detected,

or use other's words to convey their purposes. It's quite interesting that all of those studies used quotations rather than other types to show intertextuality in opposite editorials. But the situation changed, when the field of research was related to vice presidential debate topics. The article from opposite editorial entitled 'Antisipasi Pilpres 2019' (Anticipating the 2019 Presidential Election) showed differences, that allusion became the dominant part of intertextuality, where one of examples can be seen in following;

e.g;

"Walau telah disiapkan tindakan antisipatif yang paling masuk akal, (1)

ternyata 'tidak' semua variabel yang perlu dipertimbangkan sudah masuk dalam kalkulasinya". (2)

(Even though the most reasonable anticipatory action has been prepared, it turns out that not all variables that need to be considered are included in the calculation).

From the analysis above, these texts were being intertextualized but represented implicitly. Intertextuality could be explained by the presence of negation which was marked with word 'tidak' (not) in the second clause. It could be seen that the two clauses were contradictory, the second clause rejected what the first sentence describes, because the functions of negation in intertextuality was to deny or refuse a linguistic text which had been produced. The negation in (2) indicated implicitly the difference about things those were considered and calculated.

From the preliminary data above, it showed that not all of articles from opposite editorials was dominated by quotation. In one article, the result is in reverse, where allusion become the most dominant type. So, in this research, both quotation and allusion were also could be appeared as a result beside other types and become the potential findings for this research.

Although many previous studies have addressed this issue of intertextuality both in terms of the similarity of problems or subjects, but there has not been any specific discussion of intertextuality in opposite editorial articles relating to the vice presidential debate topics such as education, health insurance, employment, and social culture, which were raised by writers in that forum. Besides, the way people insist on defending opinions and criticizing others to support candidates, is very interesting to study, and the articles that they have written are definitely intertextual to others, and it is interesting to investigate the way text rely on other text by knowing the types of intertextuality. So, these are the reasons for researcher to take the topic.

II. LITERATURE REVIEW

A. Intertextuality

Intertextuality refers the relationship between the text which was first initiated by Julia Kristeva in 1966. On her work, which is called 'The Bounded Text', any text is

constructed as a mosaic of quotations; any text is the absorption and transformation of another [9].

Other literary expert also has developed the theory of intertextuality itself by widened and called relation between a text with other texts or different from its own as 'transtextuality' or textual transcendence, it was Genette in 1977. He examines the relation between a text with other texts broader and more systemic than Kristeva. It is kind of a the theory of reading that investigates, rather than particular works, systems within which texts are constructed, with or without readers' or writers' awareness [10].

The concept about intertextuality of Genette refers to the relationship of co-presence between two texts or among several texts and the actual presence of one text within another. So, if part of a text (text 1) attends in the other text (text 2), the relationship between them is intertextual. In this classification, intertextuality is reduced to issues of quotation, plagiarism and allusion. What Genette desires is to place any particular element of textuality with a viable system that can easily be applied..

B. Types of Intertextuality

1) Quotation

Quotation is kind of spoken and written words those are a passage, a book or other forms of texts, which are usually known without any change [11]. It refers to a type of transtextuality which falls into direct quotation or indirect quotation. Direct and indirect quotation are identified based on orthographic marker 'quotation marks' and source's voice which links the source with his/her text [12].

a) Direct Quotation

A direct quotation is a report of the exact words of an author or speaker and is placed inside the quotation marks (" ") in a written work. Direct quotation is the most simple type of intertextuality that is recognized, because of the quotation mark (" ") which refer to the text as it can be seen in the example above, that the text quotes other statement.

e.g. Ketua Badan Pemenangan Prabowo-Sandi Kota Medan, Bobby O Zulkarnaen, mengatakan, "Kita juga harus menjaga kekondusivitasan Kota Medan jelang pilpres, meski beda pilihan kita tetap harus bersatu". (The Chairman of Winning Agency of Prabowo-Sandi for Medan, Bobby O Zulkarnaen, said, "We also have to maintain the conduciveness of Medan ahead of the presidential election, eventhough we have different choices, we must be united").

b) Indirect Quotation

In an indirect quotation, ideas are written that have been expressed by someone. The exact words expressing that idea are not written, so quotation marks are not used. Indirect quotations may have signal phrases leading into them, but the words are not what the person said or wrote word for word, just a paraphrase or a summary of what the words were.

e.g. Ketua KPU Kota Medan, Agusssyah Ramadani Damanik mengajak seluruh masyarakat untuk datang ke tempat

pemungutan suara (TPS) pada 17 April 2019. (The Head of General Election Commission for Medan (GEC), Agusssyah Ramadani Damanik, invited all the people to come to the polling station (PS) on April 17, 2019).

2) Plagiarism

Plagiarism is the act of using or closely imitating the language and thoughts of another author without authorization [13]. In other words, it is use of another text with or without permission or mention of reference [14]. Howard further separated into two practices [15].

a) Deliberate adoption of others' texts and ideas as one's own (copy and paste), with the intent to deceive.

b) Inadvertent or faulty referencing, which included 'patchwriting', a failed attempt at paraphrasing which means putting the ideas of another writer into one's own language but leaves it too similar to the original. In patchwriting, the writer may delete a few words, change the order, substitute synonyms and even change the grammatical structure, but the reliance on the original text is still visible when the two are compared.

e.g. plagiarism in opinion editorial in newspapers;

1. Opinion of Syafrani, published in Koran Sindo, Jakarta, April 7, 2016, entitled:
'Pilkada Serentak Tanpa Otonomi Daerah'

Reward and punishment terhadap kepala daerah juga dilakukan secara langsung oleh rakyat melalui pemilihan. Jika dianggap berhasil dan sukses, kepala daerah tersebut akan dipilih lagi untuk periode berikutnya. Sebaliknya, jika gagal, akan ditinggalkan dan akan dipilih lawannya yang dianggap lebih berpotensi memimpin dan membangun daerah.

('Simultaneous Regional Election without Regional Autonomy' Reward and punishment to regional heads is also carried out directly by the people through elections. If it is considered to be successful, the regional head will be re-elected for the next period. Conversely, if he fails, he will be left behind and they will chose his opponent who are considered more potential to lead and develop the region).

2. Opinion of Abustan, published in Harian Fajar, Makassar, April 16, 2016, entitled:

'Mencermati Sentralisme UU Pilkada'
Di samping itu, reward and punishment terhadap kepala daerah yang dilakukan secara langsung oleh rakyat melalui pemilihan. Jika dianggap berhasil dan sukses, mereka akan dipilih lagi untuk periode berikutnya. Tetapi, jika gagal, tentu ditinggalkan dan dipilih lawannya yang dianggap lebih berpotensi memimpin dan membangun daerah.

(Attention to the Law of Regional Election Centralism

In addition, reward and punishment against regional heads is carried out directly by the people through elections.

If they are considered successful, they will be selected again for the next period. But, if they fail, it is certainly abandoned and chosen by its opponents who are considered more potential to lead and develop the region).

From the articles (a) and (b), it is found that there is an indication of plagiarism act happened. The text (b) has similar idea and language with text (a), patchwriting. He changes and adds few words, but fails at paraphrasing, and leaves it too similar to the original. Besides that, based on the date of publishing, the article (a) was earlier than (b), so, it means that the author (b) take other's writing and idea without mentioning the reference then claim it as his own.

3) Allusions

Allusion is a brief reference, explicit or indirect to a person, place, event, or to another literary work or passage [15]. The function of allusion in writing is used to explain, illustrate, or reinforce the writer's point by picking the keywords or phrases without indicating the sources [16]. It is left to the reader or hearer to make connection. So, in conclusion, allusion is a type of intertextuality whose presence in the articles is implicit. It can be realized as implicit quotation, negation, or framing [17].

a) Implicit Quotation

Implicit quotation is a type of allusion whose source of its text is not presence [18].

e.g. RUU Pertanahan 'dinilai' tak menjamin hak rakyat atas tanah dan wilayah hidupnya.

(The Land Bill is 'considered' not to guarantee the people's rights to the land and territory of his life).

The example text above is called as a implicit quotation because it poses one of the features of Quotation, i.e. the presence of the intertextual voice 'dinilai'(considered). In fact, the source to which the text being intertextualized referred is not present. Therefore, it is not reckoned as Quotation though partly it resembles a quotation. The source from where the text was quoted has to be present if it is a quotation. That is why it is called Implicit Quotation.

b) Negation

Negation is a type of allusion which is identified on the basis of the presence of intertextual negation or the interpretation of the negative judgment. It is a common strategy in arg umentation. In arguing a point of view, it is often necessary to negate an opposing viewpoint, to refute an argument, and to remove misunderstanding through the use of negation [19].

e.g. Presiden adalah pemegang kekuasaan pemerintahan tertinggi sesuai konstitusi. ia mengalami sendiri bahwa dalil tersebut hanya menjadi jampi-jampi karena proses elektoral saja ternyata 'tidak' menjamin terwujudnya pemerintahan

efektif. (The president is the highest holder of government authority in accordance with the constitution. he experienced himself that the argument was only an incantation because the electoral process itself 'did not' guarantee the realization of effective governance).

The text being intertextualized in example text above is also not represented explicitly. That there is intertextuality can be explained by the presence of negation which functions to reject a linguistic text which has been produced. The negation in the text Fram implicitly. Here the presence of intertextuality is identified on the basis of the presence of intertextual negation, i.e. negation which functions to intertextualize other texts into a text.

c) Framing

Framing is an act to select some aspects of a perceived reality and make them more salient in a communicating context, to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described [20]. The concept of framing is related to the agenda-setting tradition where the basis of theory is to focus in giving attention on certain events and then places them within a field of meaning [21]. In other words, framing is the process of making messages more prominent, placing more information than others so that the audience is more focused on the message.

e.g. Pertemuan Joko Widodo dan Prabowo Subianto menggambarkan betapa 'berjiwa besarnya' Prabowo dan 'rendah hatinya' Jokowi dalam mensukseskan proses demokrasi. (The meeting of Joko Widodo and Prabowo Subianto illustrates how 'big-hearted' Prabowo is and 'humble' Jokowi in succeeding the democratic process).

The text above is being intertextualized, the presence of framing is identified by the words 'berjiwa besar and rendah hatinya' (big-hearted and humble). They are use to influence the perception of the readers about the two characters as good people. Framing, in this way it could be construed as a form of level agenda-setting, they not only tell the audience what to think about, but also how to think about that issue.

III. METHODOLOGY

This study employs a qualitative research design. Qualitative research is a process of naturalistic inquiry that seeks in depth understanding of social phenomena within their natural settings [22]. This study will focus on investigating types of intertextuality those emerge in opposite editorials related to the debate topic such as education, health insurance, employment, and social culture of vice presidential candidates 2019.

A. Data and Source of Data

The data of this study are clauses, which contains of intertextuality from opposite-editorials, while the source of

data are seven articles related to the debate topics such as education, health insurance, employment, and social culture of vice presidential candidates 2019 from three newspapers, two local namely; Waspada, Analisa, and one national which is Kompas, started from March 1st until 31st, 2019.

B. Technique of Data Collection

The data is collected through capturing opposite editorials articles relating to debate topics of vice presidential candidates in newspapers, namely; Kompas, Analisa, and Waspada. Then, the researcher reads the entire articles and identifies the development of each newspaper's discourse to examine the intertextuality and determine whether the article discusses education, health insurance, employment, and social cultures. After that, techniques of observation, documentation, and literature studies are also carried out to obtain data about the situation context around the creation of the articles.

In qualitative research, the instrument of data collection is the researcher herself, the human investigator [23]. Because qualitative research studies human experiences and situations, which needs an instrument that flexible enough to capture the complexity of the human experience, and capable of adapting and responding to the environment.

Data will use purposive sampling technique. It is said so, because there needs to be careful consideration in selecting groups as a sample. This means, the technique is a deliberate choice made by researchers because of the quality of the informants possessed [24]. It is the researcher who decides what needs to be known and departs to gather information [25]. So, the sample in this study must meet some of the following criterias;

1. The articles relate to the vice preseintial debate topics which were published from March 1st until 31st, 2019.
2. The articles only discuss issues about education, health insurance, employment, and social cultures.
3. The authors of the opposite editorials articles are indeed a qualified person with expert in certain fields, such as observer, lecturer, journalist, researchers.

C. Technique of Data Analysis

This study uses content analysis for the technique. Content analysis is a scientific technique for interpreting text or content. It concludes the meaning of the text or through procedures that can be trusted (reliable), can be replicated or applied in different contexts (replicable), and valid [26]. Content analysis techniques are often used to analyze news in print media. Through this technique, researchers can study the content description, message characteristics, and the development of the content.

Krippendorff, provides an overview of six stages in this technique, namely: 1). Unitizing, 2). Sampling, 3). Recording / coding, 4). Reducing data or simplifying, 5). Abductively inferring (drawing conclusions); relies on construct analysis

based on the selected context, 6). Naratting (narration) for answering the question.

IV. FINDINGS AND DISCUSSION

This section shows the data analysis which covers the presentation of findings. Based on an analysis of seven articles in opposite editorials related to the vice presidential debate topics, the data analysis reveals that intertextuality exists in every newspaper, and six out of seven types of intertextuality are found, they are; direct and indirect quotations, plagiarism with inadvertent, and allusion types which are implicit, negation, and framing, and the most dominant one is implicit quotation. This means that intertextuality is used in writing to corroborate the author's opinion, in this case to explain the data, examples, and compare information. It is about 32% of implicit quotations realized in opposite editorials, it can be seen on following table;

TABLE I. TABLE OF TYPES OF INTERTEXTUALITY PERCENTAGE

Types of Intertextuality	Total	Percentages
Direct quotation	2	2%
Indirect quotation	20	24%
Plagiarism deliberate adoption	0	0%
Plagiarism Inadvertent	1	1%
Implicit quotation	25	32%
Negation	14	17%
Framing	20	24%

The data analysis results in three types of intertextuality based on Genette theory, they are; quotation, plagiarism, and allusion. In other words, the text being intertextualized can be pointed out in the articles.

Allusion is a type of transtextuality whose presence in the articles is implicit. It can be realized as implicit quotation, negation, or framing. Implicit Quotation is a type of allusion whose source of its text is not presence. Negation is a type of Allusion which is identified on the basis of the presence of intertextual negation. And, framing is a type of allusion which is related to the transfer of semantic domain. The examples are presented in education topic.

a. Implicit Quotation

‘Ujian nasional dinilai belum mampu mengatasi persoalan kualitas siswa’ (The national exam is considered not to be able to solve student quality problems).

(a) is called as a quotation because it poses one of the features of Quotation, i.e. the presence of the intertextual voice “dinilai” (considered). In fact, the source to which the text being intertextualized referred is not present. Therefore, it is not reckoned as Quotation though partly it resembles a quotation. The source from where the text was quoted has to be present if it is a quotation. That is why it is called Implicit Quotation.

b. Negation

‘Meskipun semua provinsi mengalami kenaikan tingkat pendidikan penduduk secara signifikan, namun kesenjangan pendidikan antar provinsi masih menjadi tantangan’ (Although all provinces have experienced a significant increase in the education level of the population, the education gap between provinces remains a challenge).

The text being intertextualized in (b) is also not represented explicitly. That there is intertextuality can be explained by the presence of negation which functions to reject a linguistic text which has been produced. The negation in (b) indicates implicitly that the significant increase in the education level have gap and cause pros-cons. Here the presence of intertextuality is identified on the basis of the presence of intertextual negation, i.e. negation which functions to intertextualize other texts into a text.

c. Framing

‘Kiai Ma’aruf tampak menjaga wibawanya sebagai ulama, begitu juga Sandi yang enggan menyerang Kiai Ma’aruf demi menjaga suara basis muslim dan demi terlihat sebagai sosok yang sopan dan menghormati ulama’ (Kiai Ma'aruf seems to maintain his authority as a scholar, as well as Sandi who is reluctant to attack Kiai Ma'aruf in order to protect the voice of a Muslim base and to be seen as a polite and respectful figure).

The text (c) describes the two characters, Sandi and Kiai Ma’aruf as a figure in accordance with what the reader wants, which is to look good or bad, depends on what information is being presented. It shows that the text is being intertextualized based on the background information of the writer.

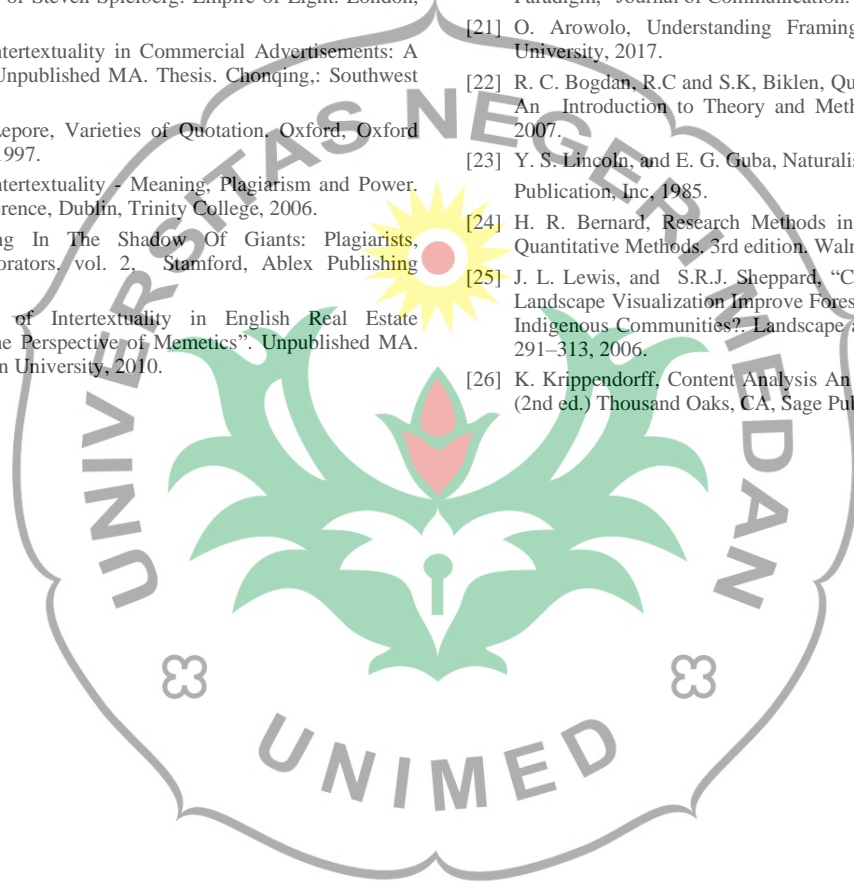
As part of allusion, implicit quotation is often used as paraphrasing. Related to its function in writing opposite editorias, it can be used as a straightforward device to enhance a text by providing further meaning, but it can also be used in a more complex sense to make an ironic comment

On one thing by comparing it to something that is dissimilar. Over time, as shared knowledge changes, it can also reveal the unspoken assumptions and biases of both authors and readers.

REFERENCES

- [1] C. Bazerman, *The Informed Writer: Using Sources in the Disciplines*. Fort Collins, CO. The WAC Clearinghouse, 2010.
- [2] G. Cook, *Discourse and Literature*. Shanghai, Shanghai Foreign Language Education Press, 2001.
- [3] J. L. Lemke, “Intertextuality and Educational Research”. *Linguistics and Education*, vol. 4, pp. 257–267, 1990.
- [4] D. Chandler, *Semiotics: The Basics*. London, Routledge, 2002.
- [5] A. Coppock, E. Ekins and D. Kirby. “The Long-lasting Effects of Newspaper Op-Eds on Public Opinion,” *Quarterly Journal of Political Science*, vol. 13, pp. 59-87, 2018.
- [6] R. Acim, “The Question of Intertextuality and the Perception of Muslims: The Case of the New York Times Op-Eds,”. *International Journal of Humanities and Cultural Studies (IJHCS)*, vol. 2, pp. 38-57, 2015.
- [7] A. A. Thamer, and A.A Bedu, “Intertextuality in Selected English Newspapers in the Middle East Countries: A Critical Discourse Analysis,” *International Journal of Language and Literature*, vol. 7, pp. 60-65, 2019.

- [8] A. R. Rahayu, and R.M Amalia, " Intertextuality in Online News Opinion Article on Industrial Revolution 4.0: Its Type and Discursive Practice," *Jurnal Polban*, vol. 5, pp. 1-8, 2019.
- [9] J. Kristeva, *Word, Dialogue and Novel*. In L. S. Roudiez (Ed.), *Desire in Language: A Semiotic Approach to Literature and Art*. New York: Colombia University Press, 1980, pp. 64-91.
- [10] G. Genette, *Palimpsests: Literature in the Second Degree*. Channa Newman and Claude Doubinsky (trans.). Lincoln, NB, University of Nebraska Press, 1977.
- [11] N. Morris, *The Cinema of Steven Spielberg: Empire of Light*. London, Wallflower Press, 2007.
- [12] X. Xiong, *Exploring Intertextuality in Commercial Advertisements: A Memetics Approach*. Unpublished MA. Thesis. Chongqing.: Southwest University, 2007.
- [13] H. Cappelen, and E. Lepore, *Varieties of Quotation*. Oxford, Oxford University Press, 1997.
- [14] P. Share, *Managing Intertextuality - Meaning, Plagiarism and Power*. AISHE Inaugural Conference, Dublin, Trinity College, 2006.
- [15] R. M. Howard, *Standing In The Shadow Of Giants: Plagiarists, Authors And Collaborators*, vol. 2, Stamford, Ablex Publishing Corporation, 1999.
- [16] X. Yaoji, "A Study of Intertextuality in English Real Estate Advertisements from the Perspective of Memetics". Unpublished MA. Thesis. Jinan, Jinan University, 2010.
- [17] P. Lennon, "Ludic Language: The Case of the Punning Echoic Allusion," *Brno Studies in English*. vol. 37, pp. 81-95, 2011.
- [18] A. H. Pulungan, E.D. Subroto, S.S Tarjana, and Sumarlam, ". Intertextuality in Indonesian Newspaper Opinion Articles on Education: Its Types, Functions, and Discursive Practice," *TEFLIN Journal*, vol. 21, pp. 137-152, 2010.
- [19] D. Apotheloz, P-Y. Brandt, and G. Quiroz, "The function of negation in argumentation," *Journal of Pragmatics*. vol. 19, pp. 23-28, 1993.
- [20] R. M. Entman, "Framing: Toward Clarification of a Fractured Paradigm," *Journal of Communication*. vol. 43, pp. 51-58, 1993.
- [21] O. Arowolo, *Understanding Framing Theory*. Lagos, Lagos State University, 2017.
- [22] R. C. Bogdan, R.C and S.K, Biklen, *Qualitative Research for Education: An Introduction to Theory and Methods*. Boston, Allyn and Bacon, 2007.
- [23] Y. S. Lincoln, and E. G. Guba, *Naturalistic Inquiry*. California, Sage Publication, Inc, 1985.
- [24] H. R. Bernard, *Research Methods in Anthropology: Qualitative and Quantitative Methods*, 3rd edition, Walnut Creek, AltaMira Press, 2002.
- [25] J. L. Lewis, and S.R.J. Sheppard, "Culture and Communication: Can Landscape Visualization Improve Forest Management Consultation with Indigenous Communities?". *Landscape and Urban Planning*, vol. 77, pp. 291-313, 2006.
- [26] K. Krippendorff, *Content Analysis An Introduction to Its Methodology* (2nd ed.) Thousand Oaks, CA, Sage Publications, 2004.



THE
Character Building
UNIVERSITY