

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Discourse refers to unit of language longer than a single sentence. It can be written, spoken or oral communication. Spoken discourse use more simple vocabulary and non-standard grammar. Spoken discourse realized in our daily life conversations. It is involve speaker and the hearer including their body language, gestures, intonation, pausing, rhythm repetition, etc. Meanwhile, written discourse is often planned, more complex, well-structured and transactional. It means written discourse is a written word that involved the writer and the reader to transfer the information systematically and grammatically (Paltridge, 2006).

There are several written discourses can be used as a reference to read. One of them is newspaper. It gives us information about what is happening outside our home or recent events. Mostly newspaper contains the information into various sections, politics, economy, sport and art. Some of the characteristic of newspaper is using the short sentences, easy to understand and mostly used active sentences (Rosihan Anwar, 1991).

One of layout feature of newspaper is headline. Headline is the first text to catch the reader's attention. Headline is unique type of text than the other feature in the newspaper. It has a range of functions that specifically dictate its shape, content and structure and it operates within a range of restriction that limits the freedom of the writer (Reah, 2001).

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 (Reah, 2001).

Intertextuality is one of interesting linguistic devices to analyze. Intertextuality is the most important to make the headline enrich of meaning. 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.

Jiao Shumin & Lu Puling (2009) state intertextuality takes any culture into the language chain of authors, works, readers and society. 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. Fairclough (1992) states that discursive practices is the coexistence between a text production and text consumption. Based on explanation above, Fairclough states that discourse practices are divided into two dimensions, text production and text

consumption. In this case, the researcher found that the texts were not only consumed and produced the text but also were practiced it with demonstrated in society. Based on the explanation above, the researcher found the preliminary data as the following:

Table 1.1 Intertextuality of Discursive Practice

Phrase	Discursive Practice
<i>Egg Boy not the first: PM Billy Hughes egged in 1917</i>	Text Practiced

The intertextuality above considered text practiced of discursive in Warwick Daily News. The phrase Egg boy not the first to prove that the throwing of an egg incident had occurred before. The word 'egged' means someone has been protested use an egg to the Prime Minister Billy Hughes. It can be proved the text was not only produced and consumed but for practiced it. After the incident happened, throwing an egg became a new tradition in political discourse.

Based on www.newscorpaustralia.com.au, Warwick is a historical city because some of the incident occurs in that city. One of the famous tragedy is 'throwing an egg' to the politician. The tragedy was described clearly in Warwick Daily News 1917. It is prove the text of 'throwing an egg' to someone was produced and consumed long time ago. Warwick Daily News is a local newspaper and one of the best newspapers that served the reader in Queensland, Australia. This newspaper contains the information of politic, economic and arts. This newspaper is very accurate and trusted in the society. 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 Muslims as the troublemaker in the New Zealand assault. Two mosques attacked on the Al Noor and Linwood mosques by the 28-year-old man from Australia, Brenton Tarrant. This incident was killed 50 worshippers and wounded 20 more people. A man shot the worshippers 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 universally.

There are some relevant studies conducted before this research, the first one is study about intertextuality in literature by Albay & Serbes (2017). This study found every literary work includes many other meanings and languages namely: a work is not only composed of what is seen but also composed of unseen themes and contents which can be called content or background. The other matter showed that intertextuality terms to covers similar formic elements. The elements can be examined under several subtitles. Then this concept appears in a literary work within different interactions. The element found in religious, trades, wars, social and economic, internet and technology have significant roles in this research because this interaction is provided through those factors in the society.

The second relevant study is about intertextuality appears on oral discourse by Hutagalung (2018). This research used the intertextuality's idea of Genette which has more limited dimensions. It stated that intertextuality is the relationship between two texts according to the co-presence. The main concern in this research is about the oral discourse. Oral interaction is part of a shared situation which includes both speaker and listener. The data used the transcription

which included all of the utterances said by some speakers in Sari Matua Batak Toba ceremony. The results of this study revealed that quotation and allusion occurred on oral discourse in Sari Matua Batak Toba ceremony. This result showed that intertextuality could appear on oral discourse since no text is self-born and every text of the present is an inter-text with something happening between in and a text of the past and also illustrates the communicative purpose in relation to the previous ones

The next relevant study is about intertextuality in literature by Marwan (2018). It is finding appeal of humor can be enjoyed more deeply when a relation of humor text and other intertextualized texts in the form of phrases, words, and idioms constructing a theme in the text can be signify. Therefore, intertextuality approach requires readers to think critically.

The last relevant study is about intertextuality realized in religious texts in the comments on Kompas.com by Muwafiq (2018). The users also import discourses including discourse on religion, discourse on Middle East conflict, discourse on terrorism and discourse on law. It is found intertextuality and interdiscursivity serve to build a stigma by which a certain religion is negatively presented; to give the sense of being natural to the act of terrorism; to belittle the victims of the act of terrorism and to build negative evaluation through the evocation of past events.

Those relevant studies have differences with the research of intertextuality of 'egg boy' in Warwick Daily News. In this research, the researcher analyzed intertextuality by categorizing them based on techniques of intertextuality that proposed by Bazerman (2004), analyzing the discursive practice and the

realization of intertextuality of egg boy based on Fairclough (2002). Thus, it can be concluded that the researcher wanted to find out the techniques of intertextuality, then the discursive practices of intertextuality and the last realization of intertextuality of egg boy in Warwick Daily News.

Based on the preliminary data and relevant studies above, the researcher has accomplished the research about intertextuality. Therefore, this study was focused to find out the techniques, discursive practice and the realization of intertextuality of 'egg boy' phenomenon in Warwick Daily News. The finding of this research were reference by previous study then elaborated from the theory of Genette, Fairclough and Bazerman.

1.2 Problems of the Study

In line with the background of the study, the problem are formulated as the following :

1. What techniques of intertextuality are used in 'egg boy' phenomenon of Warwick Daily News?
2. How are discursive practices realized in 'egg boy' phenomenon of Warwick Daily News?
3. Why are the intertextuality text realized in the ways they are?

1.3 Objectives of the Study

With reference to the problems, the objective of the study are :

1. To find out the techniques of intertextuality used 'egg boy' phenomenon of Warwick Daily News.

2. To analyze how the discursive practices are realized in ‘egg boy’ phenomenon of Warwick Daily News.
3. To explain why the intertextuality texts are realized in the ways they are.

1.4 Scope of the Study

This research focused on the intertextuality of ‘egg boy’ phenomenon 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.

1.5 Significance of the Study

The findings of the study are expected to be useful in theoretically and practically.

1. Theoretically, the findings are expected to be useful for the readers, especially for the students of English Department to understand intertextuality realization especially in media communication.
2. Practically, the findings are expected to be useful for the next researchers to conduct research on the basis of intertextuality, to investigate the other phenomena related to intertextuality and the elements, in which the finding can give significance input in linguistic feature as well as the contribution for the students of English Department to create a creative article as a form of literature works. Moreover, the ideas and the point of views of the findings can significantly be useful to be used for:

- a) For researchers as reference of literature in analyzing intertextuality and to clarify the elements of intertextuality which contained in the newspaper.
- b) For students as references in understanding intertextuality and assist in finding new ideas in conducting research in the newspaper.
- c) For Journalist, to gain the creativity to deliver the information in media especially newspaper.

