

ONLAYN MEDIA TARAQQIYOTI TENDENSIYALARI: MUAMMO VA YECHIMLAR

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EXPLORING THE APPLICATION OF INTERTEXTUALITY IN MEDIA DISCOURSE

Akhmedova Malika Mukhammadovna,
*PhD in Philology, Head of the Department of
Information Services and Public Relations,
Uzbek State University of World Languages.
(axmedovamalika13@gmail.com)*

***Annotation.** Intertextuality gains particular significance in contemporary media practices. It represents a complex mechanism of textual interaction that contributes to the creation of new meanings and enrichment of media discourse content. This article provides an overview of the theoretical aspects of intertextuality, as well as its functions and strategies of application in the media space.*

***Key words:** intertextuality, media discourse, quasi-quotation, allusions, media texts, meaning and impact, images and audience identity, media sources, structure of media space, mechanisms of media communication.*

In their article on the characteristics of the journalistic style, N.I. Klushina notes that according to their opinion, the main features of modern journalistic language have become intertextuality, irony, and linguistic play. This indicates an increased expressiveness of this style, suggesting that contemporary publicist authors emphasize creativity over adhering to stereotypes [1;36].

Let's consider the concept of intertextuality and how journalists use this technique in practice to influence readers. The term "intertextuality" was introduced by Julia Kristeva. However, there are other terms for this concept, such as "text within a text," "reminiscence," "intertext," "allusion," and others. It seems reasonable to evaluate these terms not as competing but as complementing each other. As for the concept of intertextuality itself, its interpretation varies slightly among different researchers. Yuri Stepanov, examining intertextuality in terms of content, defines it as the ability of a text to create its own meaning by referring to other texts [2;6]. Yuri Lotman, studying intertextuality from the perspective of cultural studies, relates it to the concept of cultural tradition – the substantive memory of culture [3;4]. Natalia Fateeva approaches the problem of intertextual interaction from both the reader's and the author's perspectives. In this approach, the possibility of establishing intertextual relationships depends on the extent of the writer's and reader's shared cultural memory [4;62].

The term "intertextuality" is the most common and accurate in terms of meaning, in our view. In this article, we understand intertextuality as the "shared property of texts, allowing them to explicitly or implicitly refer to each other in various ways [5;131]."

By modifying a familiar phrase or expression and adding new semantic, stylistic,

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or expressive elements to it, the author creates associations between the familiar and the "updated" meaning, prompting the reader to engage in active cognitive activity. In doing so, the associative connections formed by the reader link the altered quotation to its source, resulting in a vivid and stylistically enriched effect

At the heart of intertextuality are precedent texts. The concept of a "precedent text" was introduced by Yu. N. Karaulov. These texts: 1) are significant for a particular individual in cognitive and emotional respects, 2) have a personal character, meaning they are well-known to a wide circle of acquaintances of that individual, including predecessors and contemporaries, and finally, 3) are repeatedly referenced in the discourse of that linguistic individual [6;216].

It is noticeable that quotations are particularly appealing to readers, especially when used in headlines. Our research indicates that direct quoting is rare; instead, quasi-quotation is typically employed, where quotations are reinterpreted, transformed, and inserted into a new context. As a result, the quotation ceases to be a foreign element of the original text and becomes an integral part of the current text.

The use of intertextuality is associated with journalistic skill and, to some extent, with a willingness to introduce expressiveness into journalistic texts, which reflects the author's evaluation of the described event. An analysis conducted revealed that intertextuality is rarely used in the news discourse of Uzbek internet publications, unlike Russian internet publications, where direct quotation of precedent texts in the headlines of "Rossiyskaya Gazeta" and "Izvestiya" is not common. There are isolated examples of its usage, with a reinterpretation of the quotation observed in a new context. For example: "Exit by demand" (regarding the prospects of ending self-isolation after the quarantine for coronavirus).

The most common form of intertextuality in our material can be described as linguistic play with a precedent text, where a modification related to a similar sound (paronym) of one of the components is introduced into a well-known expression. Such intertextuality is most characteristic of the online version of "Izvestiya". Here are some examples from internet publications: "Hi-tech" becomes "Hi-jack" (referring to the increase in drug prices in Russia), "From a clean face" (about the anonymization of personal data), "Breachy business" (about the vulnerability of IT companies), "Day and night - code..." (about surveillance for compliance with self-isolation), "Your life card" (information about coronavirus), "Burden and space" (information from the Ministry of Finance), "Log question" (the forestry industry prepares a development strategy), "And a whole mayor is not enough" (in Krasnoturinsk, artists together with the mayor painted a knot of water intake facilities), "Strain headquarters" (IT

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companies will continue to work remotely due to pandemic threats), "Ordered to sew for a long time" (about poor-quality school blouses), "Long-term adventure" (about punishment for offenders).

Quasi-quotation is often used in internet publications with lexical replacement of one of the words. For example: "A tablet saves a ruble" (about mark-ups in pharmacies), "Businessmen of luck" (only half of the companies will work before the New Year), "Humanity test" (about volunteers during quarantine), "Not the time to eat" (about the opening of summer verandas in mid-July; in this example, a change from positive modality to negative is also observed), "Isolation or death" (about behavior during quarantine), "Masters on all legs" (about the work of couriers), "Who is the master in the world" (about new American sanctions against Russia), "I died under Harbin" (about the burial of Soviet soldiers in China), "Where the lesson begins" (about historical truth), "Where the lesson begins" (about mass vaccination against COVID).

A special technique of quasi-quotation is the so-called "immersed" quote, where the quote is included in a new context. Here are examples of included quotes from Uzbek internet publications: "Endless, eternal, wise... music" (an "immersed" quote - lines from a song); "Green light - priority projects"; "Our country - a treasury of talents" (the "immersed" quotes green light and treasury of talents are included in the sentence structure); in two headlines: "International tournament gains momentum" and "Super tournament in Tashkent gains momentum" (an "immersed" quote - the idiom gains momentum); "Friendship and unity prevailed" (quote included in context - friendship prevailed); "Until the next meeting under the blue domes of Registan" (an "immersed" quote - until the next meeting); "Keeping a finger on the pulse of the country" (quote included in sentence structure - to keep a finger on the pulse); "Tashkent and Beijing 'adjust clocks' for further expansion of cooperation" (an "immersed" quote in quotes); "'Bazar art' - a fairytale market" (quote included in a new context).

Often, "immersed" quotes show deliberate ambiguity, intended to create a humorous or ironic subtext, and this phenomenon is usually not related to the content, theme, or seriousness of the publication itself. Here are examples from Russian internet publications: "Leggings for Cinderella" (about poverty and culture in Russia); "Oops - my bunny is dying" (about the crisis in Belarus); "Catch, fish, for a thousand rubles" (about doping tests); "Glitter and poverty of the vegetable counter" (about markets in Nizhny Novgorod); "Military field romance with a tractor" (about the participation of military personnel in crop harvesting).

ONLAYN MEDIA TARAQQIYOTI TENDENSIYALARI: MUAMMO VA YECHIMLAR

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Next in frequency of use are truncated quasi-quotations: "From Moscow to the outskirts" (a special tax regime for self-employed individuals will be extended to the entire country), "In our garden" (similar to throwing a stone into someone else's garden; here - about selling seeds), "Written with a pen" (in regions, printed media are included in the list of necessary goods).

Thus, the use of intertextuality is an effective technique for expressive impact on the reader, which is often employed in headlines. Russian headlines more frequently contain examples of intertextuality compared to Uzbek ones. According to our observations, the most common cases involved the use of wordplay in precedent texts at the level of paronymy, with this technique being most actively utilized in the online version of "Izvestiya." Additionally, a large group of headlines consists of quasi-quotations with lexical replacement of one word and "immersed quotes."

Intertextuality plays a significant role in shaping meaning and perception of information in the media environment. Its use enriches content and influences the formation of cultural associations and public opinion. Further research in this area will allow for a better understanding of the mechanisms of intertextuality's impact on the audience and optimize its use in media discourse.

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