

Contents

1	Introduction.....	1
1.1	Aims and Intended Contributions of the Study	10
1.2	Methodology: A Multi-dimensional Model of Analysis	12
1.3	Structure of the Study	16
2	Media Discourse and Intertextuality.....	17
2.1	Journalism in the Era of Hypertext	17
2.2	Intertextuality Online	20
2.3	Print versus Online Media: Similarities and Differences.....	24
2.4	Analysis of Dialogic Positioning of Hypertext and Mediating Roles.....	29
2.5	Overview of the Models for Analysis of Digital Genres.....	36
3	Interdisciplinary Theoretical Framework	42
3.1	Overview of the Applied Interdisciplinary Theoretical Framework	42
3.2	Intertextuality from the Perspective of Literary Criticism	46
3.3	Intertextuality from the Perspective of Linguistics	48
3.3.1	Text Linguistics and the Study of Intertextuality.....	49
3.3.2	Systemic Functional Linguistics (SFL) and the Study of Intertextuality.....	55
3.3.3	LSP Studies and the Study of Intertextuality.....	58
3.4	Cultural Studies and the Study of Intertextuality.....	63
3.5	Critical Discourse Analysis (CDA) and the Study of Intertextuality.....	67
3.6	Sociolinguistics, Social Semiotics and the Study of Intertextuality.....	72
4	Alternative Perspective on the Study of Intertextuality.....	76
4.1	Dual Intertextual Relations between Texts	76
4.2	Dialogism and Intertextuality.....	81

4.3	Intertextuality as a Linguistic Process of Social Interaction	84
4.4	Intra-textual Level of Intertextuality.....	86
4.5	Textual Level of Intertextuality	90
4.6	Inter-Genre Level of Intertextuality	94
5	Intra-textual Level of Intertextuality within Multiple Contexts of Research.....	97
5.1	The Intra-textual Level of Intertextuality within a Cultural Context.....	97
5.2	The Intra-textual Level of Intertextuality within a Socio-Economic Context	98
5.3	The Intra-textual Level of Intertextuality within a Situational Context.....	100
5.4	The Intra-textual Level of Intertextuality within a Communicative Context....	102
5.5	The Intra-textual Level of Intertextuality within a Stylistic Context.....	103
5.6	The Intra-textual Level of Intertextuality within a Content Context.....	104
5.7	The Intra-textual Level of Intertextuality within a Structural Context.....	105
5.8	The Intra-textual Level of Intertextuality within a Language Context	106
6	Textual Level of Intertextuality within Multiple Contexts of Research	111
6.1	The Textual Level of Intertextuality within a Cultural Context.....	111
6.2	The Textual Level of Intertextuality within a Socio-Economic Context	113
6.3	The Textual Level of Intertextuality within a Situational Context	117
6.3.1	Theoretical Approaches to the Study of a Context of Situation.....	118
6.3.1.1	Study of the Tenor of Discourse	120
6.3.1.2	Study of the Field of Discourse	123
6.3.1.3	Study of the Mode of Discourse.....	124
6.4	The Textual Level of Intertextuality within a Stylistic Context	125
6.5	The Textual Level of Intertextuality within a Communicative Context.....	128
6.6	The Textual Level of Intertextuality within a Content Context	129
6.7	The Textual Level of Intertextuality within a Structural Context.....	131

6.7.1	Patterning of Structure as One of the Aspects of Intertextuality	131
6.7.2	Structural Intertextual Links within a Text.....	134
6.8	The Textual Level of Intertextuality within a Language Context.....	137
7	Inter-genre Level of Intertextuality within Multiple Contexts of Research.....	143
7.1	The Inter-genre Level of Intertextuality within a Cultural Context.....	143
7.2	The Inter-genre Level of Intertextuality within a Socio-Economic Context.....	144
7.3	The Inter-genre Level of Intertextuality within a Situational Context.....	147
7.4	The Inter-genre Level of Intertextuality within a Communicative Context	153
7.5	The Inter-genre Level of Intertextuality within a Content Context.....	155
7.6	The Inter-genre Level of Intertextuality within a Structural Context	157
7.7	The Inter-genre Level of Intertextuality within a Stylistic Context.....	159
7.8	The Inter-genre Level of Intertextuality within a Language Context	161
8	Empirical Analysis of Intertextuality on the Intra-textual Level	164
8.1	Analysis of Intertextuality within a Language Context.....	164
8.1.1	The Manner of Including Intertextual References	164
8.1.2	Analysis of Intertextual References in Terms of Markedness	167
8.2	Analysis of Intertextuality within a Content Context	169
8.3	Analysis of Intertextuality within a Communicative Context	170
8.4	Analysis of Intertextuality within a Situational Context.....	175
8.4.1	Analysis of Intertextuality on the Basis of the Aspect of Author's Role....	176
8.4.2	Analysis of Intertextuality on the Basis of the Reader's Aspect.....	186
8.4.3	Analysis of Intertextuality on the Basis of the Source Aspect.....	188
8.4.3.1	Criteria of Personalisation for Source Specification.....	190
8.4.3.2	Criteria of Identification for Source Specification.....	193
8.4.3.3	Criteria of Grouping for Source Specification	194

8.4.3.4	Criteria of Identification for Source Specification.....	195
8.4.3.5	Criteria of Status of Source Specification.....	196
8.5	Analysis of Intertextuality within a Socio-Economic Context.....	197
8.6	Analysis of Intertextuality within a Cultural Context	201
9	Empirical Analysis of Intertextuality on the Textual Level	207
9.1	Analysis of Intertextuality within a Language Context.....	207
9.1.1	Analysis of Words Expressing Authorial /Non-Authorial Affect.....	210
9.1.2	Analysis of Non-Core Words.....	218
9.1.3	Analysis of Authorial and Intertextual Judgement	219
9.1.4	Analysis of Heteroglossic Engagement.....	230
9.1.4.1	Monologism versus Dialogism.....	230
9.1.4.2	Dialogic Contraction versus Dialogic Expansion.....	233
9.1.4.3	Dialogic Contraction.....	235
9.1.4.4	Dialogic Expansion.....	239
9.1.5	Graduation	244
9.2	Analysis of Intertextuality within a Stylistic Context	254
9.2.1	The Category of Involvement.....	254
9.2.2	Determination of the Journalistic Voice	257
9.3	Analysis of Intertextuality within the Structural and Thematic Contexts	259
9.4	Analysis of Intertextuality within a Communicative Context	263
9.5	Analysis of Intertextuality within a Situational Context.....	268
9.6	Analysis of Intertextuality within a Socio-Economic Context.....	271
9.7	Analysis of Intertextuality within a Cultural Context	273
10	Empirical Analysis of Intertextuality on the Inter-genre Level	278
10.1	Traditional Media Genre Networks and Genre Parameters across Cultures	279
10.2	Genre Repertoires in the Analysed Print /Online Media	288

10.3 Intertextualisation in Russian and American /British Media Genre Network...	292
10.3.1 Intertextualisation within a Socio-Economic Level	294
10.3.2 Intertextualisation within a Situational Context.....	295
10.3.3 Intertextualisation within a Communicative Context.....	298
10.3.4 Intertextualisation within a Content Context.....	298
10.3.5 Intertextualisation within a Structural Context.....	299
10.3.6 Intertextualisation within a Stylistic Context.....	300
10.3.7 Intertextualisation within a Language Context	301
11 Concluding Remarks.....	304
11.1 The Notion of Intertextuality – Revisited	306
11.1.1 Dual Intertextual Relations.....	306
11.1.2 Intertextuality as a Language Tool Modifying Text Properties.....	308
11.1.3 Intertextuality as Dialogism between Text and Context	309
11.1.4 Intertextuality as a Genre Patterning	311
11.2 Cross-Media Perspective on Intertextuality & Outcomes of Research.....	312
11.2.1 Dialogism in Hypertext vs. Text.....	312
11.2.2 Peculiarities of Analysed E-Texts.....	313
11.2.3 Investigating Digital Genres.....	314
11.3 Cross-Cultural Perspective on Intertextuality & Outcomes of Research.....	316
11.3.1 The Use of Intertextual References across Cultures	316
11.3.2 Multi-voiced Nature of Media Texts across Media and Cultures	316
11.3.3 Network of Media Genres across Cultures	317