

UNIVERSITY OF EDUCATION, WINNEBA

AN INTERTEXTUAL ANALYSIS OF YAW BOADU AYEBOAFOH'S

FEATURE ARTICLES IN THE *DAILY GRAPHIC NEWSPAPER*



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**AN INTERTEXTUAL ANALYSIS OF YAW BOADU AYEBOAFOH'S
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**DISSERTATION IN THE DEPARTMENT OF COMMUNICATION AND
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FULFILMENT OF REQUIREMENT FOR AWARD OF THE MASTER OF
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JULY, 2017

DECLARATION

STUDENT'S DECLARATION

I, Emmanuel Kodzo Ayem, declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted in part or whole, for another degree elsewhere.

SIGNATURE:

DATE:

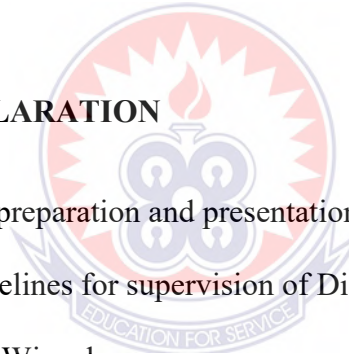
SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: DR. ANDY OFORI-BIRIKORANG

SIGNATURE:

DATE:



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I also express my thankfulness to the lecturers of the Department of Communication and Media Studies for sharing their expertise, unequal support and contribution towards my journey in the department.

Lastly, I would like to express my gratitude to my late father, Mr. Edward Nyavor Ayem, my mother and all my siblings for their support. God bless you all.



DEDICATION

I dedicate this dissertation to my wife, Monica, and my children, Eklenam and Ekplorm.



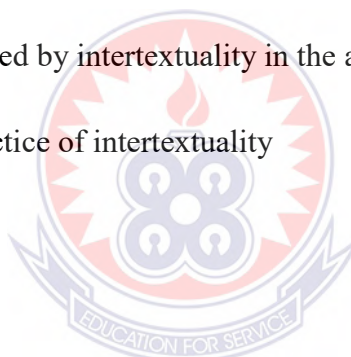
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ABSTRACT

Intertextuality is the influence and presence of previous texts in the construction of the new one. It is the relation of each text with the text surrounding it. Intertextuality has become common among mass media reporters and writers because they use it as a tool to serve their own purposes. This study investigated the intertextuality of Yaw Boadu Ayeboafoh's feature articles in the *Daily Graphic* Newspaper. The purpose of the study was to examine the types, function, and the effects of intertextuality in the articles. To this end, 27 articles were selected and examined. The results revealed that out of the types of intertextuality, making reference to a person, document or statement dominated. The study further showed that intertextuality fulfilled nine functions in the articles. It also concluded that the intertextualities were used for different purposes, for example, to name and shame people, to reinforce the argument he puts forward and to make the articles credible as well as expressive.



CHAPTER ONE

INTRODUCTION

This chapter provides an introduction to the study, background of the study, statement of the problem, objectives, significance of the study, scope of the study and organisation of the study.

1.0 Background to the study

Almost every word and phrase human beings use have been heard or seen before. Our originality and craft as writers come from how we manipulate those words in new ways to fit our specific situation, needs, and purposes but we always need to rely on the common stock of language we share with others. When we read or listen to others, we often do not wonder where their words come from. However, sometimes we start to sense the significance of them echoing words and thoughts from one place or another (Bazerman, 2004). According to Bazerman, analyzing those connections helps us to understand the deeper meaning of texts. Texts are created out of the plethora of former texts that are already in existence. Accordingly, Bell (1993) and Halliday (2003) consider intertextuality as the history of a text, the cycles of the chain of texts which are connected to and have influences on the present particular text. Intertextuality is a kind of relationship by which texts are interwoven with each other. That is, every new text that is created is an absorption and transformation of other texts. By intertextuality, texts are connected and repeated (Jingxia & Le, 2013). Intertextuality is concerned with how texts are produced in relation to prior texts and

how texts help to construct the existing conventions in producing new texts (Fairclough, 1992).

The study of intertextuality, according to Lemke, is –concerned with the recurrent discourse and activity patterns of the community and how they are constituted by, instanced in, and interconnected or disjointed through, particular texts” (Lemke, 1995, p. 86). That is, by exploring intertextuality, the relationship between a specific text and a genre could be revealed or the relationship between a text and its cultural context could be partially understood.

Fairclough (2003, p. 39), in analyzing discourse, provides this definition of intertextuality:

The intertextuality of a text is the presence within it of elements of other texts (and therefore potentially other voices than the author's own) which may be related to (dialogued with, assumed, rejected, etc.) in various ways The most common and pervasive form of intertextuality is reported speech (including reported writing and thought), though there are others (including irony). Reported speech may or may not be attributed to specific voices, and speech (writing, thought) can be reported in various forms, including direct (reproduction of actual words used) and indirect report (summary).

This definition by Fairclough captures the key ingredients to analyze texts from an intertextual perspective. According to Bazerman (2004), intertextuality can be, direct quotation, indirect quotation, mentioning of a person, document or statements, using recognizable phrasing, terminology associated with specific people or groups of people or particular documents, using language and forms that seem to echo certain

ways of communicating, discussions among other people, types of documents and comment or evaluation on a statement, text, or otherwise invoked voice.

1.1 The Origin of Intertextuality

Many writers on intertextuality point to Bakhtin as the starting point for the theory of intertextuality and acknowledged the term was coined by Kristeva in 1967 in her account of Bakhtin's works *Rebels and his World and Problems of Dostoevsky's Poetics*. In coining the term, Kristeva meant to address a concept radically different from the conventional idealistic notion of the literary work in which the text was autonomous and was attributed to just one identifiable author. Bakhtin (1986, p. 69), within the frame of his dialogical theory of language, argues that there are always preceding utterances with which a given utterance enters into one kind of relation or another (builds on them, polemicizes with them, or simply presumes that they are already known to the listener)". And any utterance is linked in a very complexly organized chain of other utterances (Lingxia & Thao, 2013).

1.2.1 Newspapers

Picard and Brody (1997) posit that a newspaper is a publication which is usually in a sheet form and intended for general circulation. It is published regularly at short intervals and contains current events and news of general interest. Ansu-Kyeremeh and Karikari (1998) also posit that newspapers have become a permeating feature of everyday life in urban Ghana. At newspaper stands and neighborhood markets and most major intersections, people sometimes gather every morning and afternoon to check out the lead stories of all the current newspapers. According to them, top stories

from the major newspapers are reported and analyzed on the morning shows of many television and radio stations as well.

Magid (2012) says that newspapers serve as informational documents. According to Magid, newspapers are credible and dependable sources of news stories. He, therefore, concludes that the newspaper serves as an easy avenue to get a complete news report. Additionally, newspapers categorize the content of newspapers to make easy access to the information they provide (Garrett, 2006). The newspapers classify their news and topics through the index page of the paper which serves as a directory that leads readers to where they can find the appropriate information. A newspaper consists of various sections or sub-genres. These include editorials, world news, classifieds, and feature articles, letters to the editor and sports section (Afful, 2014).

According to Shannon and Copeland (2003), newspapers perform four roles in modern societies. The first role that newspapers play, according to them, is they continue to set the agenda for society as well as adapt to readers needs and desires. The second and third role is that newspapers have been a potential tool for shaping people's thoughts as well as serving as a forum for public discussion and debate. The fourth role that newspapers perform in the society is the watchdog role where newspapers make available information on public holders by exposing the wrongdoings in the society.

1.2.2 The Daily Graphic

The Daily Graphic, a state owned newspaper, is the oldest, the most circulated and widely read newspaper in Ghana (Boafo, 1985; Media Foundation for West 2009 Africa report; Gadzekpo, Midtun, Coulter, Wang and Staurem, 2011). The *Daily*

Graphic which is a subsidiary of Graphic Communications Group Limited was formed in 1950 in the then Gold Coast by the Daily Mirror Group in the United Kingdom. It was originally called West African Graphic Ltd. The first edition of the *Daily Graphic* was published on October 2, 1957 which was later followed by the weekly *Sunday Mirror*, now called the *Mirror*. As the Gold Coast gained independence and changed its name to Ghana in 1957, the West Africa Graphic Company also changed its name to Ghana Graphic Company Ltd. In 1962 the government of Ghana acquired the company by an act of parliament and turned it into a statutory corporation in 1971 and the company became known as Graphic Corporation.

Graphic Corporation published two additional newspapers, *Graphic Sports* in 1985 and *Graphic Showbiz* in 1998. In 1999 the company took advantage of the statutory Act. Of 1993 Act 461 and changed from a sub vented corporation to an autonomous public limited liability company which eventually culminated in the renaming of the company as the Graphic Communications Group Limited. Being a state-owned newspaper, it regularly tries to project the state in a favorable light. However, Media Foundation for West Africa report (2011) indicates that from the year 2009 the paper started moving away from the conservative line of promoting and encouraging support for government policies. Currently the paper has well-structured agenda-setting pages and columns.

1.2.3 Feature Articles

Feature stories are journalistic, researched, descriptive, thoughtful and reflective writing about original ideas (Picard & Brody, 1997). That is to say that feature stories are human-interest articles that focus on particular people, places and events. A

feature article is an article that is about "softer" news (Aamidor, 1999). A feature article may be a profile of a person who does a lot of volunteer work in the community or a movie preview. Feature stories are also typically published in newspapers, magazines, newsletters, websites, blogs, television broadcasts and other mass media. In simple terms, feature articles are news stories about real people and events. They are written using clear, simple, accurate and concise language. Newspaper articles are usually set off with headlines. The headline is not a summarization of the article; instead, it serves the purpose of getting the reader's attention (Aamidor, 1999). A feature article contains a headline, a byline and a lead paragraph. The byline usually follows the headline. This states the author's full name. In some cases, the byline can occur at the end of the article. The headline of feature articles performs two important functions. An effective headline grabs the reader's attention and persuades them to read the article (Haggan, 2003).

Moreover, titles of feature articles highlight the main idea of the article. That is to say that the title or headline of a feature article should have a bearing on the main story. The introductory paragraph outlines the subject or theme of the article. It may also provoke the reader's interest by making an unusual statement, provide any necessary background information, invite the reader to take sides by making a controversial statement, establish the writer's tone or create a relationship between the writer and the reader.

According to Aamidor (1999), feature articles are classified into five main groups. These are the profile, news feature, the spot feature, the trend story and the live-in. A profile is an article about an individual. Profiles can be done on just about anyone who is interesting and newsworthy, whether it's on a local, national or international level. The idea of the profile is to give readers a behind-the-scenes look at what a

person is really like. Profile articles generally provide background on the profile subject - their age, where they grew up and were educated, where they live now, whether they are married, whether they have children, etc. Beyond such factual basics, profiles look at whom and what influenced the person's lifestyle, their ideas, and their choice of vocation or profession. In simple terms, the profile, as a type of feature article, aims at creating a true portrait of a very prominent figure.

The news feature is a feature article that focuses on a topic of interest in the news. News features often cover the same subjects as deadline hard-news stories, but do so in greater depth and detail. News features tend to focus on individuals more than deadline news stories, which often focus more on numbers and statistics. Trend stories take the pulse of the culture at the moment, looking at what's new, fresh and exciting in the world of art, fashion, film, music, high-technology and so on. The emphasis in trend stories is usually on light, quick, easy-to-read pieces that capture the spirit of whatever new trend is being discussed. The live-in is an in-depth, often magazine-length article that paints a picture of a particular place and the people who work or live there. The idea is to give readers a look at a place they probably wouldn't normally encounter. The live-in is really the ultimate example of the reporter getting immersed in the story.

Concerning the language used in feature stories, it is seen that a personal tone is usually created through the use of informal, colloquial and first person narrative. Also, relevant jargons are added to authenticate the information and opinions. Usually, rhetorical questions and emotive words are used to evoke a personal response in the reader. There is also an effective use of imagery and description to engage the reader's imagination. Again, unlike hard news coverage, feature stories cover topics in depth, by amplifying and explaining the most interesting and

important elements of a situation or occurrence. Thus, a feature article is not meant to report the latest breaking news, but rather, an in-depth look at a particular subject.

Ayebofoh is a regular and weekly columnist in *The Daily Graphic* under the column ‘Thinking Aloud’. His opinion articles focus on political, economic, social and religious issues. A peculiar feature of these articles is that they are always introduced by epigraphs. Some of the quotations are selected from books written by philosophers, psychologists, the Bible and the speeches of great orators. His articles are published on page seven of the *Daily Graphic*.

1.3 Statement of the Problem

There are many linguistic aspects which can be investigated in newspaper articles and one of them is intertextuality (Pulungan, 2010). Intertextuality is broadly defined as the influence and presence of previous texts in the creation of the new one (Ahmadian and Yazdani, 2013). According to Pulungan (2010), the meaning that is derived from the use of intertextuality in a text should be examined beyond the lexical meaning of words. Many studies have been conducted on intertextuality in Ghana and beyond. Some of these works focused on the intertextuality of some books in the Bible, speeches of presidents, novels, stories in some newspapers affiliated to some political parties, advertisement and newspaper stories focusing on education and security.

Moyise (2003) for instance, investigated the book of Revelation, whereas Nolte and Jordaan (2011) also examined the ideology and intertextual allusions in *Judith*. On the African novel, Nwagbara (2011), for instance, studied the centrality of intertextuality in the production and appreciation of Chinua Achebe’s *Anthills of the Savannah*. Concerning advertisement, Lui and Le (2013) conducted a study on the intertextual techniques in advertisements. Khali (2015) also looked at the intertextuality of news

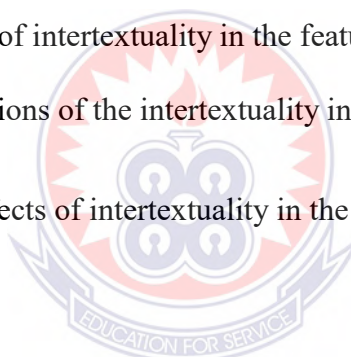
articles on the security situation in Iraq. Ofori (2016) also examined kinds of intertextuality used in the representation of insults in the pro- New Patriotic Party and pro- National Democratic Congress newspapers in Ghana.

Intertextuality is ever present in every piece of writing; it is however, a linguistic aspect which has received the least attention (Pulungan, 2010). This study therefore seeks to examine the intertextuality of Ayeboafoh's feature articles in the *Daily Graphic Newspaper*.

1.4 Research Objectives

The study is informed by the following objectives:

1. To identify the types of intertextuality in the feature articles.
2. To examine the functions of the intertextuality in the articles.
3. To investigate the effects of intertextuality in the articles.



1.5 Research Questions

The study is guided by the following research questions:

1. What are the types of intertextuality in the feature articles?
2. What are the functions of intertextuality in the articles?
3. What are the effects of the intertextuality in the articles?

1.5 Significance of the Study

The purpose of this study is to examine the intertextuality of Ayeboafoh's feature articles in the *Daily Graphic*. This study will contribute to the existing literature on

intertextuality. It will also serve as a guide for readers who patronize these articles as well as the authors of these articles. Finally, it will provide inspiration for further research into the intertextuality of other feature articles.

1.6 Scope and Limitation of the study

This study is limited to Ayebofo's feature articles in the *Daily Graphic* from July, 2015 to December, 2015. The year 2015 was selected because there were a number of pertinent issues that dominated the public discourse. Some of these news stories centered on internal political issues, the electoral commission, economic crisis and education, which were news worthy.

1.7 Organization of the Study

The body of the study is structured into five chapters. Chapter one serves as the introduction to the study. It comprised the background to the study, the objectives of the study, the research questions, significance of the study, scope and limitation of the study, and the organization of the study.

Chapter two is the discussion of related literature and the theoretical framework on which the study is hinged. Chapter three discusses the methods of obtaining and analyzing data. Over here, the research approach, research design, population, sample and sampling technique, data collection instrument, data collection procedure and method of data analysis were discussed.

Chapter four captured the discussions and findings of the study in relation to the research questions of the study, while chapter five summarized the findings emanating from the study, drew conclusion and made recommendations for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the theoretical framework of Intertextuality. It discussed what intertextuality entails, the originators, what other scholars have said about the term, as well as the criticisms against it. It also reviews various works done by other scholars using intertextuality, their analysis and findings on the subject matter as they relate to this study.

1.2.8 Review of Related Literature

Khalil (2015) asserts that every text contains snatches or elements of other texts. What this expression basically means is that every text interacts with other texts, although readers may not recognize these references anytime they occur. This linguistic phenomenon which refers to the relationship through which texts are interconnected with each other is called intertextuality. Various scholars have done many works on the intertextuality of newspaper articles focusing on education and security, the intertextuality of speeches of presidents, advertisements, some books in the Bible, stories in politically affiliated newspapers and novels and some other areas which may be relevant to this work. This section therefore reviews some of those works that have been done on intertextuality.

Pulungan (2010) conducted a study on the intertextuality of Indonesian opinion articles on education. Using discourse analysis as a method of data analysis, the study investigated the types, functions and the discursive practice of intertextuality in the articles. 60 articles were collected from 2004 – 2006 for analysis. He postulates that

writers employ intertextuality in their newspaper articles give them an academic touch. While Pulungan used discourse analysis as the design, this work used textual analysis to investigate the intertextuality of Ayeboafoh's feature articles.

Concerning security, Khalil (2015) looked at the intertextuality in the news articles on the security situation in Iraq, while Seghezzi (2007) also examined intertextuality in the news on the Spanish terrorist attack on March 11. The aim of Khalil's work was to find out how reporters employed intertextuality to inform the world about the security situation in Iraq in one of its critical periods. Using Bazerman's (2004) models of intertextuality, the study concluded that there was heavy use of intertextuality in the articles. The present study, however, adopted Bazerman (2004) and Pulungan's (2010) models of analysis to analyse the data collected.

Also, works have been done on the intertextuality of the speeches of some great personalities in the world. Malgorzata (2014) conducted a study on the intertextuality of Roland Reagan's speeches, and Hernandez-Guerra (2013) examined the intertextuality of Barack Obama's speeches. While Malgorzata investigated the intertextuality of the interrelation between political and religious discourse of selected fragments of Roland Reagans speech delivered in the Oval Office on January 11, 1983. He posited that there are two types of reference- these are intertex and hypotex. Hernandez-Guerra did a comprehensive intertextual and rhetorical analysis of Obama's speech he delivered at Strasbourg, France. While Hernandez-Guerra used textual, intertextual and rhetorical analysis, the present study used textual and intertextual analysis to arrive at its findings.

As regards advertisement, Jingxia and Le (2013) did a study on the intertextual techniques in advertisements, whereas Jingxia and Pingting (2014) looked at the

intertextual analysis of rhetorical devices in advertisement using a mimetic approach. Lui and Le posited that very often, advertisers stir readers' prior knowledge by source texts to interpret advertisements. They also mentioned that allusions, quotations and parody are the intertextual techniques that advertisers employ. Jingxia and Pingting (2014) also assert that citation, allusion and parody are the intertextual techniques which imitate or transmit the memes to new texts. Their study used case study while the present study employed textual analysis.

Furthermore, Moyise (2003), Venter (2007) and Nolte and Jordaan (2011) all examined the intertextuality of some books in the Bible. Moyise (2003) sought to investigate the intertextuality of the book of *Revelation*. The objective of the study was to uncover how the Old Testament was used in the book of Revelation; Venter (2007) studied the intertextuality in the book of *Jubilees* where he sought to find out how intertextual techniques were deployed in *Jubilee 23*; and Nolte and Jordaan (2011) also looked at the ideology and intertextual allusions in Judith. The purpose of the investigation was to illustrate how intertextual allusions in Judith 16 are used to describe the Lord as God of war, so as to maintain an already existing ideology of war. They said that meaning is not fixed but it can be produced and reproduced through interaction among authors, texts and readers. They are also of the view that the theories on texts and intertextuality are vital when reading *Judith*, an ancient text.

Additionally, works have been done on the intertextuality of African novels. Nwagbara (2011) for example, explored the centrality of intertextuality in the production and appreciation of Chinua Achebe's *Anthills of the Savannah*, while Kehinde (2003) examined the intertextuality of the contemporary African novel. The aim of Kehinde was to do a critical examination of the relevance of intertextuality to the evaluation of the contemporary African novel. Kehinde (2003) postulates that

intertextuality is relevant to the production and criticism of the contemporary African novel.

Ofori (2016) examined intertextuality and representation of insults in the pro- New Patriotic Party (NPP) and pro- National Democratic Congress (NDC) newspapers respectively. The rationale for the study was to examine the kinds of intertextuality used in the representation of insults in pro- NPP and NDC newspapers in Ghana. His work shows that the papers of the two political parties employed direct, strategic and indirect quotations to report insults and voices of the people they considered newsworthy. Ofori's work used critical discourse analysis, while the current study used textual analysis to examine the intertextuality of Ayebofo's feature articles in the *Daily Graphic*.

Warren (2009) also explored the phraseology of intertextuality in English for professional communication. Warren's intention was to investigate how intertextuality could be signaled collection of discourse flows, whether there is a kind of phraseology which signaled the intertextuality. Warren posits that in professional communications the speaker or writer's ability to discern the boundaries of intertextuality is very important.

Goldman (2004) presented a study where adolescent readers were asked to comment on historical texts created by fictitious authors. The aim of the study was to examine the combinations of the texts occurring in the interview data with the students, which were treated as forms of intertextual connections.

Hartman (1993; 1995) has also focused on how readers relate ideas across various texts. In Hartman (1995), readers were asked to read five passages from a range of sources including literary anthologies, textbooks, historical and literary periodicals

and comment on the connections they made with other texts. The results pointed to the identification of two types of linguistic textual environments to which readers made reference: the primary endogenous and secondary endogenous context. The primary endogenous refers to connections constructed within the texts, while the secondary endogenous talks about connections constructed between the texts.

Chi (2001; 2010) also conducted a number of studies looking at how Taiwanese college students employ intertextual talk and how this talk can support them to learn English as a foreign language. Based on the data, Chi suggests that students draw on various resources including among others printed material, electronic texts and life experiences in order to form intertextual links. The findings also point to the idea that participants gain confidence in their individual interpretation and become more open to the possibility of multiple interpretations.

Short (1992) also examined intertextuality in relation to the social relationships operating in classrooms and observed the ways first-graders responded to each other's intertextual ties. Short focused her attention on the notion of literature circles as a means of examining intertextuality, studying small discussion groups of four to five students and one teacher who share their reading of literary texts. A similar approach was adopted by Bloome and Egan-Robertson (1992), who presented a micro-analysis of a lesson focusing on three students using three levels of analysis very similar to Fairclough's approach (1992). A study with a similar rationale was conducted by Shuart-Faris (2004) but the use of intertextuality served as a tool for scrutinizing ideological constructs.

Similarly, Bunch and Willett (2013) investigated the intertextual nature of writing so as to understand how a group of ESL students engaged in voice and discourse adoption when working on a writing assignment in social studies.

The study drew upon the concept of intertextuality proposed by Bazerman (2004), and found that the students employed a variety of language re-use strategies in their writing: drawing on curriculum and content; referencing texts; invoking generally circulating beliefs; getting personal; and using stock phrases, idioms, similes, metaphors, and images.

Also, Tardy (2012) considered academic writing and identity construction beyond the text production, and included contextual factors (e.g., sex, age, race) in her study when examining the role of intertextuality in voice and identity construction and the influence of such contextual factors on reader's overall assessment of writing. Tardy used intertextual analysis in student writing, student videos, rubric scores, and interview comments in order to trace links among the readers' impressions, evaluations, and specific features of the student papers. Her article took up the interaction of voice, extra-textual identity (as aspects of identity), and assessment in the case of two L2 writers, stressing that we know less about the extent to which a reader's knowledge of aspects of a writer's identity beyond the text.

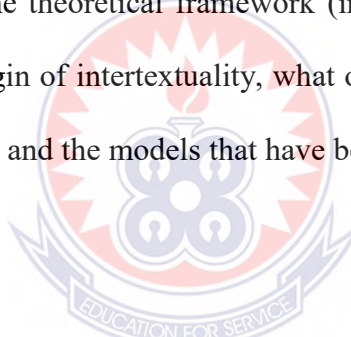
Forman (2008) focused on the use of intertextuality in teacher talk produced in the university-level EFL context of Thailand, and explored the ways in which teachers' use of both L1 and L2 creates a distinctive bilingual pedagogy. While the concept of intertextuality is prominent in literary/cultural studies, its application to language has for the most part been confined to written rather than spoken texts. Forman's study

brought together these two notions in an analysis of the pedagogic and linguistic dimensions of bilingual talk in EFL classrooms.

Similarly, Swales (2014) studied key aspect of academic writing, which is the variations in citation practice, in one discipline (biology) by final-year undergraduates and first-, second-, and third-year graduate students. Based on a corpus analysis, results showed a somewhat richer intertextuality in biology papers. The presence of citations was clear evidence of dialogism and intertextuality.

2.2 Theoretical Framework

This section discusses the theoretical framework (intertextuality) that underpins this study. It presents the origin of intertextuality, what other scholars have said about the term, criticisms against it and the models that have been adopted for the analysis.



2.2.1 How the Theory of Intertextuality Began

Intertextuality as a concept emerged from Julia Kristeva's writing in the 1960s and has since remained influential in the field of literary and cultural studies (Allen, 2000). The concept emerged from the tradition of post-structuralism, it was initially aimed at re-examining the traditional methods of interpreting texts. Kristeva (1980) in her essay "the Bounded Text" contends that authors do not create their texts from their own mind, but rather compile them from pre-existing texts. Thus, the text becomes "a permutation of texts, an intertextuality in a space of a given text, where several utterances, taken from other texts, intersect and neutralize one another" (1980, p.36). She argues that the text is not an isolated object but a product of the interaction

between various texts. Kristeva believed that texts cannot be separated from the larger cultural social textuality on the basis of which they are constructed. According to Kristeva, texts do not present clear and stable meanings of their own, rather; they are connected to the on-going cultural and social processes. A text's meaning, in Kristeva's opinion, is understood as a temporary re-arrangement of elements with socially pre-existent meaning. Consequently, Allen (2000), in supporting Kristeva's assertion, notes that texts are interdependent. And in order for them to be interpreted, a complex network of textual relations must be created and "meaning becomes something which exists between the text and all the other texts to which it refers, moving out from the independent text into a network of textual relations" (Allen, 2000, P. 1).

The notion of intertextuality can be traced as far back as Bakhtin's (1981, 1986) writings in the 1920s in his ideas of dialogism and heteroglossia. The Dialogism refers to the clash between the distinct characters' voices, or else distinct 'languages', mainly in novels or between the individual or personal and the social meaning of utterances or words. Heteroglossia, on the other hand, talks about the recognition of different 'languages' within the society itself: that is 'languages' of different social, professional groups and classes, which have been termed 'registers' in sociolinguistics (Halliday and Hasan, 1976). This social aspect of Bakhtin's theory is the strong link which connects his ideas and Kristeva's notion of intertextuality. Bakhtin also held the view that the text cannot be detached from socio-cultural textuality which is the backdrop in which a text is constructed. Kristeva was also influenced by writings from other scholars apart from Bakhtin. She was also equally influenced by Saussure's (1983) ideas of semiology that was starting to be called semiotics in France. As her attention was focused on semiotics, she coined the term

–intertextuality” in order to demonstrate how the text is an intersection of texts, signs and codes of the culture from which it derives. Also, Kristeva was influenced by Marx’s concept of ‘production’ and the Freudian ‘dream-work’. The dream work is “a process... of playful permutation, which provides the very model for production” (Kristeva, 1986, p. 83). Regarding intertextuality, a single text is regarded as a ‘productivity’ equivalent to the dream-world. More specifically, Kristeva defines the text as “a trans-linguistic apparatus that redistributes the order of language by relating communicative speech, to different kinds of anterior or synchronic utterances” (1980, p. 36). What follows is that its relationship to the language in which it is situated is redistributive, in the sense that it is both destructive and constructive, and that a text is a permutation of texts. Kristeva (1986) posits that through the intertextual procedure the text can be deemed as intertextuality within history and society.

2.2.2 Roland Barthes and Intertextuality

Roland Barthes is a leading figure in intertextual theory. He talked against the idea of stable meaning and remains one of the major writers on the concept of intertextuality (Allen, 2000). In his essay on the “Theory of the Text” (1981), Barthes posits that the interpretation of a text should lead to the meaning that author intended for it. And that it is the language that speaks, not the author. However, in “The Death of the Author” (1977), he argues that readers should not focus their attention on the author of the text during interpretation, but rather on the text. According to Barthes, the modern author merely engages in the collection of what already exists and rearranging them to form new ones. In other words, the literary work (the text) should no longer be deemed as a closed unit directing the reader to steady meaning. Instead, it should rather be regarded as closed unity leading the reader to a stable continuous process where

meaning can be discovered based on one's inclinations. He called this process "deconstruction-reconstruction". Barthes notes that one of the ways of this deconstruction and reconstruction is to change the arrangement of scraps of texts that exist or have existed to form the new text as any text is an intertext. He further posits that texts of surrounding or previous culture present in the intertexts are observable.

Allen (2000) supports the position held by Barthes and posits that if we look inside the head of the author, it would be impossible for us to discover an original thought or even a uniquely premeditated meaning. Barthes suggests that even retracing the intertextual elements, the inter-texts, that constitute a text, will only allow access to signifiers and not to the signified:

A text is made up of multiple writings, drawn from many cultures and entering into mutual relations of dialogue, parody, contestation, but there is one place where this multiplicity is focused and that place is the reader, not, as was hitherto said, the author. The reader is the space on which all the quotations that make up a writing are inscribed without any of them being lost; a text's unity lies not in its origin but in its destination. Yet this destination cannot any longer be personal: the reader is without history, biography, psychology; he is simply that someone who holds together in a single field all the traces by which the written text is constituted we know that to give writing its future, it is necessary to overthrow the myth: the birth of the reader must be at the cost of the death of the Author (1977, p. 148).

2.2.3 Genette's Approach to Intertextuality

Genette is another scholar who researched into intertextuality. He researched further into the concept of poetics and produced a coherent theory of 'transtextuality' and called it a counterpart of intertextuality. He opined that Kristeva's notion of intertextuality is inadequate, so he proposed transtextuality as an alternative. His prime objective was to stimulate a discussion on poetics into a higher level through studying the relationships between the text and the architextual network out of which its meaning is derived.

2.2.4 Riffaterre and Intertextuality

Riffaterre is also another scholar who researched into the theory of intertextuality. He looked at the semiotic approach to literature. He argued that literary texts are not referential but acquire their meanings through the connection of the semiotic structures which bring together, amongst others, individual words, phrases, sentences, themes and rhetorical devices. Riffaterre brings this anti-referential approach to his account of intertextuality and the same time claiming that texts refer to other texts and signs and not to the world. Riffaterre (1980) says that the text does not refer to objects outside of itself only, but also to an inter-text. That the words of the text do not just signify by referring to things but by assuming other texts.

In order for us to have a better understanding of his idea of intertextuality, let us see how Riffaterre sees the process of reading a literary work. He distinguishes two stages, namely a primary, naive one, where the reading is 'mimetic' (imitative), and a second 'retroactive' (retrospective) stage of reading, or else hermeneutic. In his opinion, words through their one-to-one relationship with nonverbal referents signify

during the first stage. The assumption here is that words relate directly to things, to external referents, and reading is a linear process. Readers have to surmount the “mimesis hurdle” (Riffaterre, 1978, p. 6), which is essential to the change of their minds. This change takes place when in the course of reading readers come across ‘ungrammaticalities’ (1978), namely aspects of the text that cannot be interpreted in a referential way (not grammatical mistakes in the linguistic sense of the term). This pushes them into the second, ‘retroactive’ stage. The readers move on to do a semiotic interpretation of the work that will allow them to unearth its significance. According to Riffaterre: “the poetic sign has two faces: textually ungrammatical, intertextually grammatical; displaced and distorted in the mimesis system, but in the semiotic grid appropriate and rightly placed” (1978, p. 165). Riffaterre provides a clear distinction between intertext and intertextuality, the former term firstly being employed by Barthes (1975). Barthes provides a poetic definition saying that the intertext which can be music of figures, metaphors, thought-words, can be a signifier as siren and presents Kristeva's work as one of his intertexts. Riffaterre on the other hand uses a more clear definition, saying, the reader must know one or more texts in order to understand a work of literature in terms of its overall significance. He opposes intertext to the understanding of the discrete meanings of its successive words, phrases, and sentences, bringing to mind his previous distinction between mimetic and hermeneutic reading. In another instance, intertext is also associated with the sociolect. And an intertext which can be a text-like segments of the sociolect, shares a lexicon and, to some extent, a syntax with the text that we are read. Intertextuality is the “the web of functions that constitutes and regulates the relationship between text and intertext” (Riffaterre, 1990, p. 57).

Riffaterre also distinguishes between two types of intertextuality, and calls them aleatory and determinate. Aleatory intertextuality is related to instances where many intertexts can be involved, and determinate (or obligatory) refers to the cases where there is an intertext clearly behind a text. Aleatory intertextuality is manifested in the ways myths and fables are read. These may be seen by readers as variants of a theme embedded in the traditions of a culture. While the determinate intertextuality seems to have no particular problems, the aleatory has been characterized as rather unclear and vague. Allen (2000), for example, states that it would be difficult to imagine how Riffaterre can deal with this notion, because it appears to point us back to a more emphasis on the reader's productive role in reading. De Man (1986), in discussing the distinction uses Saussure's (1983) work on anagrams and stresses the lack of clarity in determining whether the intertextual relations were 'random or determined' (De Man, 1986, p. 43). Riffaterre's distinction captures an essential feature of intertextuality, the variety of sources on which individuals rely while reading texts, and highlights the important role readers' knowledge plays in the generation of intertextual meanings.

Riffaterre, in responding to these criticisms introduces another concept in his theory which is hypertextuality and redefined intertextuality as "a structured network of text-generated constraints on the reader's perceptions" (1994, p. 781). A set of difficulties, of limitations in the reader's freedom of choice and exclusion is set and the readers have to discard all the incompatible associations in order to identify in the intertext their compatible counterparts. Hypertextuality on the other hand is viewed as a reader centered and enables readers to generate network of free associations. He further summarizes the differences between intertextuality and hypertextuality and says hypertextuality collects any possible data with the danger of exposing the reader to a wealth of irrelevant material, whereas intertextuality excludes all irrelevant sources.

Only the ones presupposed or implied in the text are made explicit and help sustain its main points. Moreover, intertextuality is triggered by the text's very textuality, while hypertextuality is derived from the text in an effort to approximate its social, historical, and cultural background as well as its sign-system, its sum of ideas and its thematic material. According to him, while intertextuality is a linguistic network and connects the existing text with the pre-existing or future texts, metalinguistic can be a tool for the analysis and interpretation of an existing text.

Also, intertextuality guides reading while hypertextuality only produces variations on the text. Another difference between them is that whereas intertextuality de-contextualizes the text and concentrates on its uniqueness and its literariness, hypertextuality contextualizes and analyses the text in the light of what may lead to the production of literature but is not literature by itself. These last observations point to the final difference, which is the fact that hypertextuality can be seen as open-ended and ever-developing and intertextuality as a closed-circuit exchange between text and intertext. What follows is that the former allows for creativity in reading but, cannot distinguish between the creation of literary utterances and non-literary ones according to him. On the contrary, intertextuality can account for a reader-response which is narrowly controlled by the signs present in the text.

For Riffaterre, the text remains the main agent of the intertextual or hypertextual relations. He, for instance, asserts that “the text itself makes clear what segmentation of its own verbal sequence is relevant to its literariness” (1994, p. 781). To him, while the discussion of the reader's role in the process remains somehow anonymous, authorial intention is replaced by a more abstract notion, the text.

2.2.5 Classification of Intertextuality

Other writers in contributing to the theory of intertextuality also came out with their classification of the concept. Culler (1981) for instance talked about two types of relations: macro-intertextuality and micro-intertextuality. To Culler, the whole world is a text. The relationship existing between a text and its signifying practice is mutually referential. On the other hand, intertextuality, in a narrower sense, refers to the relationship between a given text and other texts existing in a given text. French theorist Laurent Jenny (1982) also classified intertextuality into strong intertextuality and weak intertextuality. According to Jenny, strong intertextuality refers to the obvious shown reference relation between a given text and other texts such as quotations, plagiarism and piercing, while weak intertextuality shows that a given text implies something that generates semantic associations of other texts, such as similar opinions, topic ideas, genres, etc.

Fairclough (1992) is also another scholar who identified manifest intertextuality and constitutive intertextuality. According to him, in manifest intertextuality, other texts are clearly expressed in the text under scrutiny and they are expressly marked or indicated by features on the surface of the text, such as quotation marks. “The constitutive intertextuality refers to the complex relation of genres or discourse types” (Fairclough, 1992, p. 104).

In the present work, the analysis of intertextuality in Ayebofo’s feature articles in *The Daily Graphic Newspaper* has been done depending on Pulungan (2010) and Bazerman’s (2004) presentation of intertextual techniques since they are detailed, clear and comprehensive at the same time. Bazerman (2004) for instance has gathered all the techniques that the other linguists have talked about, in a way that it covers all the types of techniques presented by others.

Pulungan (2010) also identified three types of intertextuality which are transtextuality, metatextuality and pseudo-textuality. According to Pulungan, transtxtuality refers to the type of intertextuality whose text being intertextualised can be overtly realized or can be pointed out anytime they are present in a text. Examples are quotation, allusion and citation. Metatextuality, according to him, refers to the kind of intertextuality whose text being intertextualised manifest covertly in texts. And pseudo-intertextuality refers to the presence of other texts in a text. Pulungan also identified two broad functions of intertextuality-Topical Function and Inter-sentential Function. The Topical function of intertextuality performs five functions- to introduce an article's topic, to introduce an article's sub-topic, to conclude an article's discussion, to provide suggestion, and to conclude an article's sub-topic. The Inter-sentential function also comprises five functions which are to provide; contradictory statement, additional information, data, examples and to describe data.

Bazerman (2004) identifies six levels at which a text invokes another text or relies on another text as a resource. These levels of intertextuality that can be found in a text are as follows:

1. The text may refer to other texts as a source of meanings without considering any hidden or deeper meaning. It happens when a particular text draws statements from another source as authoritative and then repeats that authoritative information or statement in the new text.
2. The text sometimes refers to social dramas of prior texts. An example is when a newspaper report may tell the viewpoints of opponents in a political struggle which, in fact, reoccurs in the newspaper story and the opponents may be using the newspapers to get their view across as part of that struggle, and the newspaper brings the statements side by side in a direct confrontation.

3. A text may also explicitly use statements from other texts as background, support, and contrast. For example, in a particular paper, a researcher may use figures from any other relevant source such as encyclopedia, newspaper editorials, quotations from a work of literature etc. to support an analysis.

4. Implicitly, a text may rely on beliefs, issues, ideas, or statements generally circulated and may be familiar to the readers as common knowledge. An example will be when a newspaper article initiates a discussion on the causes of violent extremism in Africa. The discussion on this issue in the article may rely on what people already know about the common causes of violent to put forward the argument.

5. A text may implicitly use recognizable kinds of language, phrasing, and genres to evoke particular social worlds where such language and language forms are used as an attempt to identify that text as part of those worlds. The present paper, for example, tries to use language recognizably associated with the university research and textbooks.

6. A text may rely on the available resources of language without calling particular attention to the intertext through the use of language and language forms. For example, a news article, which discusses the energy crisis in Ghana, may rely on the familiarity with the word ‘Dumor’ which every Ghanaian can easily relate with despite our cultural differences.

Bazerman (2004) also recognizes certain techniques that represent the words and utterances of others. Thus, starting with the most explicit, the techniques of intertextuality are as follows:

1. **Direct Quotation:** This technique is identified by the use of quotation marks, block indentation, italics, or other typographic elements that set certain excerpt apart from the other words of the text. Although the second author should be committed to the exact words of the original author, he/she has control over exactly which words will be quoted, the points at which the quote will be cut out, and the context it will be used in.

1. **Indirect Quotation:** It depends on specifying a source and then attempting to reduce its meaning through the use of words that reflect the second author's understanding and interpretation of the original text. This technique filters the meaning through the second author's words and attitude allowing the meanings to be more thoroughly infused with the second author's purpose. When the text producer resorts to indirect quotation to retell what someone else has said, quotation marks disappear, tense and deictic change to suit the writer's style and readers can never be sure whether the words belong to the original speaker or not.

3. **Mentioning a person, document or statements:** it depends on the reader's familiarity with the original text and what it says. The second author has the opportunity to imply what he/she wants about the original text or to rely on general beliefs about the original text without having to substantiate them since no details of meaning are specified.

2.2.6 Some Criticisms Against Intertextuality

Some scholars have raised some issues with intertextuality. The first one concerns the ontology of intertextuality, that is, the implications behind its use. Most literary critics used intertextuality in order to talk about the ontology of texts and literary creation, to

describe what a text is. The text can be regarded as an autonomous entity responsible for the generation of meaning. Meaning construction, according to Kristeva and Barthes, is the property of the text itself and that the text is the primary carrier of meaning. They consider all texts as intertextual; the common cultural experience, which shapes the social texts, and the literary texts are roped together providing meanings through their interweaving.

As Kristeva (1980) notes, the multiple meanings that a text may generate depends on the text itself, not the various occasions it may have been read. Their main preoccupation, however, was to weaken the idea of the author as the voice of authority emerging from the text and having control over its interpretation. Barthes for this reason also talked about the death of the author saying that no one is able to create out of nothing, but all writers are what he calls scriptors who have been deprived of their genuine productive power. However, this emphasis on the text and the subsequent decentring of the authors has been criticised by theorists (e.g. Burke, 1992; Irwin, 2004; Simion, 1996), who supported the need for the return of the authors to the critical engagement with a work. Nevertheless, if we focus our attention only on the text, we disregard not only the authorial intention but also another 'entity' of crucial importance, namely readers and their role in the literary experience. Within literary criticism, Riffaterre's (1990) reader-response approach attempted to take into consideration their role but, as we saw above, he eventually maintained that the text remains the primary agent of intertextual connections.

As a result, a reader-focused approach to the concept has not emerged so far. One can therefore suggest that literary criticism's inability to assign satisfactory accounts of the role the reader plays in the generation of intertextual reading springs from the lack of necessary theoretical setup that would allow its practitioners to examine closely the

various ways employed by readers in order to approach literary texts. Another shortcoming of intertextuality was pointed out by Culler (1976). He said that the ways theorists like Kristeva and Barthes have dealt with intertextuality has generated two possible implications for how it has been used; a broad concept of intertextuality may lead us to a vast discursive space, very closely related to the Barthesian practice of 'infinite and anonymous citations' (Culler, 1976, p. 1386) or in our effort to narrow it down we may end up tracking and studying sources. In other words, we may seek specific texts as pre-texts, which may lead us to studying the poetic precursors rather than intertextuality itself or compiling a record of citations without studying their effects on the reading experience.

On the other hand, the former may also prove a never-ending quest with no implications for how texts are really read. If we closely examine the various perspectives offered by different theorist on intertextuality, it is evidently clear that intertextuality has been defined so differently that it has assumed many meanings as users (Irwin, 2004). This diversity and lack of agreed meaning exposes the need for a notion which will account for some key ideas that have been present in the field. There is no commonly agreed approach to the term.

As for Laurent Jenny (1982), intertextuality falls into strong intertextuality and weak intertextuality. The former refers to the obvious shown reference relation between a given text and other texts such as quotations, plagiarism and piercing, while the latter indicates that a given text implies something that generate semantic associations of other texts, such as similar opinions, topic ideas, genres, etc.

2.3 Conclusion

This chapter starts by the reviewing related literature of studies on the intertextuality of texts, which, clearly shows the fact that quite a number of empirical studies have been conducted by researchers on the topic currently under investigation. That was followed by the theory of intertextuality which undergirded the current study. It basically looked at the originators cum the proponent of the theory, the perspectives of researchers on the theory of intertextuality, the criticisms against it and the models that have been adopted for the analysis of data in the current study.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter outlines in detail the various methods and procedures employed by the researcher in investigating the phenomenon being studied. The chapter thoroughly discusses the research approach, the research design, the population and sampling technique, the sample size, and method for data collection and analysis. The chapter also provides reasons for the choices made. Conducting research in any academic discipline requires the use of qualitative, quantitative or mixed methodology. The present study used the qualitative research approach in doing intertextual analysis of Ayebofo's feature articles in the *Daily Graphic* newspaper.

3.1 Research Approach

The qualitative research approach, which examines the intertextuality of Ayebofo's feature articles in the *Daily Graphic*, was employed. Qualitative research is described by Shank (2002) as a systematic, empirical inquiry into meanings. This means that the methods allow for description of an experience and is convenient for intangible factors such as behaviours, and norms, among others. Qualitative research is an approach for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Creswell, 2013).

In the second edition of their *Handbook of Qualitative Research*, Denzin and Lincoln offer the following definition:

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices ... turn the world into a series of representations including field notes, interviews, conversations, photographs, recordings and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. (2003, p. 3)

Qualitative method is therefore used to address research questions that require explanation or to gain understanding of nature and form of social phenomena, to explore meanings and patterns, to generate ideas, concepts and theories. They are particularly well-suited to exploring issues that hold some complexity and to studying processes that occur over time. The choice of qualitative method gave the researcher the leverage to explore the intertextuality of Ayebofo's feature articles in the *Daily Graphic* to examine issues that are relevant to the research objectives. It enabled the researcher to do a thick description of the issues identified in the articles and the best interpretations were provided to bring out the emerging issues in them.

3.2 Research Design

The research design refers to the overall strategy that you choose to incorporate the different components of the study in a coherent and logical way, thereby, ensuring

you effectively address the research problem. This study was conducted using textual and content analysis.

3.2.1 Textual Analysis

Textual analysis is a way for researchers to gather information about how other human beings make sense of the world. It is a methodology - a data-gathering process - for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live. Textual analysis is useful for researchers working in cultural studies, media studies, in mass communication, and perhaps even in sociology and philosophy. Fürsich (2009) explains –Textual analysis allows the researcher to discern latent meaning, but also implicit patterns, assumptions and omissions of a text” (p. 241).. It is one of the primary tools media researchers use to understand how meaning is made from media texts. As media theorist McKee (2003, p.1) puts it:

Textual analysis is a way for researchers to gather information about how other human beings make sense of the world. It is a methodology—a data-gathering process—for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live.

By employing textual analysis, the researcher analyst is able to decenter the text to deconstruct it, to uncover its social and historical process, and the metal language that guides its production (Hall, 1975). This therefore means that, in doing textual analysis, the text remains the pinnacle of analysis. Textual analysis allows readers or

researchers to examine a text or texts closely to see how the writer conveys or gets across a message to his audience.

Kellner (2003) also notes “there are limits to the openness or polysemic nature of any text, of course, and textual analysis can explicate the parameters of possible readings and delineate perspectives that aim at illuminating the text and its cultural and ideological effects” (p.15). Thus, textual analysis is a logical starting point; as it establishes one possible interpretation before moving on to investigate audience interpretations of the media product or the media’s social impact. This however, is not an audience analysis. Textual analysis works to illuminate the factors and put limits to what Kellner talks about. This research used textual analysis because it affords the researcher the opportunity to do a thorough examination of the text through multiple readings of each of the articles sampled to gain a general understanding of the content, taking notes at every stage. After this stage, there was a deeper reading of each text in a more detailed engagement to identify the discursive practice in them. This was to enable me discover the subtle meanings, implied or connotative meanings of the articles under study.

3.2.2 Content Analysis

Content analysis is one of the analytical tools used in this research work. Cole (1988) posits that content analysis is a method of analyzing written, verbal or visual communication messages. In media, it is used mostly to analyze news articles (paragraphs, leads headlines etc.). Stemler (2001) points out that content analysis is a systematic and replicable technique for compressing many words of a text into fewer content categories based on explicit rules of coding. Stemler further explains that

content analysis enables researchers to filter through large volumes of data with relative ease in a systemic fashion. Berelson (1971) and Johnson (2009) in describing content analysis posit that it is a research method which focuses on the real content and features within a media text. Content analysis helps in to determine the presence of certain words, concepts, theme, phrases, characters or words within a text or sets of text in order to quantify their presence objectively.

Kassarjian (1977) posits that it is any technique for making inferences by systematically and objectively identifying specified characteristics of messages. Kohlbacher (2006) asserts that content analysis is a technique for research study which can be used for the objective, systematic and quantitative description of manifest content of communication. Wimmer and Dominick (2003) in agreeing with Kerlinger (2000), postulate that content analysis for the purpose of measuring variables is a tool for studying and analyzing communication systematically, objectively and quantitatively. Kerlinger by this definition breaks the research design of content analysis into three stages- systematic, objective and quantitative. By reference to the systematic nature of the design he implies that the process of content selection should follow the rules and procedures, where the content has the same possibility of being included in the analysis. By objectivity, Kerlinger means that the researcher must deal directly with the content and must do away with any potential biases or personal influence. And by the quantitative nature of content analysis Kerlinger (2000) focuses on the accurate representation of the messages being analyzed, saying it may be valuable in helping the researchers in their attempt to achieve precision.

Krippendorff (1980) also defined content analysis as a research technique for making replicable and valid inferences from data to their context. Weber (1990) views content

analysis as a research methodology that utilizes a set of procedures to make valid inferences from text. These inferences are about sender(s) of message, the message itself, or the audience of message. According to Stone, Dunphy, Smith and Ogilvie (1966), content analysis is a reference to any procedure for assessing the extent to which specific references or themes permeate a given document passage.

To sum up, content analysis is a useful research technique for analyzing large bodies of text. It offers useful objective guidelines in text coding as well as drawing inferences from data under focus. It also helps in the coding of the text according to systematic and objective procedures and in drawing inferences from the data. It is therefore intuitive to suggest that a successful content analysis study is the outcome of a series of good decisions.

Content analysis certainly has its own limitations. What it does not tell us is about the subtle connections between variables under study. It is, for example, good at capturing the changing trends in the subject content of professional articles published in a journal (Loy, 1979). But it cannot answer why there were changes in the subject content. Further, though a popular research method both in the Social Sciences and Mass communications, it is still used as a technique to supplement the findings of mainstream research designs such as survey research. The purpose for this research is to investigate the types, functions and the social practice of intertextuality in Ayebofoh's feature articles in the *Daily Graphic Newspaper*. Through content analysis the researcher was able to identify the types of intertextuality and the number of times each of them occurred in the articles by grouping the types. This afforded the researcher the chance to determine which of them occurred most to score the highest percentage in the articles, as well as their impact of effect on the articles. The issues identified in the articles were also put under themes.

3.3 Sampling

It may be difficult to study the entire population of a research work. This may come with time and resource constraints and may be expensive. Again, studying an entire population will mean that the researcher will have to deal with a large number of subjects. According to Lindlof and Taylor (2002), no qualitative project can capture every event as it unfolds. According to them, even if this were possible, the amount of information that may be produced would be so vast that it would take a longer period to analyze and interpret it. The population for the study is all feature articles of Ayebofoh. Using all feature articles will imply that the researcher will have to deal with a large number of feature articles for data gathering. It is therefore essential that the appropriate population is used for the purposes of this study.

3.3.1 Sampling Technique-Convenience Sampling

In every research, it is impossible to use the whole population, because the population is almost finite. This is the rationale behind using sampling techniques like convenience sampling by most researchers (Explorable.com 2009). Samples need to be selected to ensure inclusion because they hold a characteristic that have salience to the subject matter under study. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of non-probability or nonrandom sampling where members of the target population that meet certain practical criteria, and area availability, accessibility at a given time, or are willing to participate are included for the purpose of the study (Dornyei, 2007).

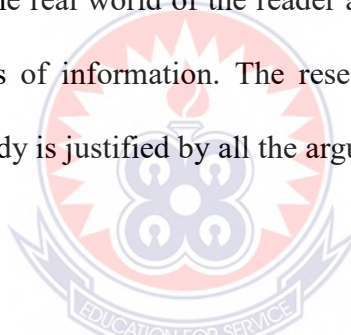
Convenience sampling is affordable, easy and the subjects are readily available. It is compulsory for the researcher to describe how the sample would differ from the one

that was randomly selected. It is also necessary to describe the subjects who might be excluded during the selection process or the subjects who are overrepresented in the sample. The main assumption associated with convenience sampling is that the members of the target population are homogeneous. That is, that there would be no difference in the research results obtained from a random sample, a nearby sample, a co-operative sample, or a sample gathered in some inaccessible part of the population (Ilker, Sulaiman and Rukayya, 2015). In fact, the researcher does not know how well a convenience sample will represent the population regarding the traits or mechanism under research. What makes convenience samples so unpredictable is their vulnerability to severe hidden biases (Leiner, 2014).

A preliminary review of Ayeboafoh's articles shows that he always has something intriguing and pertinent to write about and all his articles begin with a quotation. Even though there is very little to choose between his articles as any of the articles selected could produce similar results, July to December, 2015 were conveniently sampled because that was the period when some of the opposition political parties experienced some turbulent moments, the period when water and power (dumsor) crises were acute and most discussions were centered on these issues. A preliminary review of each issue of Ayeboafoh's feature articles published in the *Daily Graphic* 2015 shows that any of the articles merits selection. This is because the issues discussed in each article are unique and none of the stories can be said to be more important than the other. Convenience sampling was therefore used for this study because any of the articles selected would likely yield the same results. The researcher, therefore, conveniently sampled articles written from July, 2015 to December, 2015 for this study.

3.3.2 Justification for the choice of newspaper

Newspapers are informational documents (Magid, 2012). According to him newspapers do not only offer details in coverage of news stories but are also sources of credibility and dependability. Garrett (2006) in emphasizing the value of newspapers also notes that newspaper contents are categorized in such a way to make information they provide easily accessible to its readers. Newspapers for instance classify news and features by topics. This is done through the index pages of the papers where readers are directed to access the appropriate information they desire. This, as a result, makes it easy to locate news stories that are of interest to the reader and for that matter the researcher. Garrett contends further that newspaper contents give information about the real world of the reader as well as the fundamental source for many different kinds of information. The researcher's choice of newspaper as analytical tool for the study is justified by all the arguments that have been presented.



3.3.3 Rationalizing the Selection of Newspaper (*The Daily Graphic*)

The *Daily Graphic* has been used as the data source for the study. The choice of the *Daily Graphic* is informed by the fact that it is state-owned and is widely circulated in Ghana (Media Foundation for West Africa, 2009; Midtun, Coulter, Gadzekpo, Wang & Staurem, 2011). It has days on which columns are devoted for feature articles.

3.4 Period of Study

The year 2015 witnessed a number of topical issues which dominated public discourse. News stories concerning internal political wrangling, the electoral commission, economic crisis, and education are consistent with some elements of

news of value. Therefore, twenty-seven articles by Ayebofoh from July 2015 to December 2015 were sampled for the study.

3.5 Document Analysis

As already stated in this study, the main data for analysis in this research is document-feature articles in the *Daily Graphic* newspaper by Yaw Boadu Ayebofoh. Document analysis is a systematic procedure for reviewing or evaluating documents, both printed and electronic materials (Glenn, 2009). It requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge (Corbin and Straws, 2008). According to Glenn (2009), documents contain texts or words and images that have been recorded without the researcher's intervention. Atkinson and Coffey (1997) in contributing to the literature on document analysis call document –social facts” which are produced, distributed and used in socially organized ways. Documents may be newspapers, advertisements, agendas, application forms, attendance registers, and minutes of meetings, manuals, background papers, books and brochures, diaries and journals, event letters and memoranda, maps and charts, press releases, program proposals, summaries of radio and television program scripts, organizational and institutional reports, survey data and various public records. And document analysis yields data such as excerpts, quotations, or entire passages, which are organized into major themes and case examples through content analysis (Labuschagne, 2003).

According to Denzin (1970), document analysis can be combined with other qualitative research methods as a means of triangulation- the study of the same phenomenon using different methodologies. Additionally, document analysis as a

research method is peculiar to qualitative studies, where intensive studies produce rich and thorough description of a single phenomenon, event, and organisation or program (Stake, 1995; Yin, 1994). Document analysis can therefore be used as a stand-alone method or as complementary to other research methods.

Glenn (2009) in contributing to the literature on document analysis mentions the uses to which documents can be put. Glenn actually outlined five uses of documents. According to Glenn, documents first provide data on the content within which research participants operate, i.e. documents may serve as background information as well as historical insight of specific issues which researchers can rely on for their investigation. Secondly, they may contain some information that need to be subjected to question and situation that need to be observed as part of a research. Thirdly, documents may equally also be a supplementary research data. That is the information contained in documents can be invaluable additions to knowledge. For instance, document analysis may be used to supplement data from other sources such as semi-structured interviews and observation. Also, it is possible to track every change and development through documents may be readily available and where various drafts of a particular document are accessible, researchers are presented with the opportunity to compare them to identify the changes. And finally, documents can be analysed so as to verify findings or corroborate evidence from other sources, particularly Sociologist, who sometime use document analysis to verify findings. Atkinson and Coffey (1997, 2004) in contributing to the discussion on documents, enjoin researchers to consider carefully whether and how documents can serve particular research purposes. The main source of data for this study is documents and without documents, there would not have been any data for analysis for this project work. Also, the documents that were obtained for this work were readily available and accessible. This work therefore

depended heavily on documents. The data for this study was obtained from the *Daily Graphic Newspaper*, from the library of the Department of Communication and Media Studies, and the Osagyefo Library, all at University of Education, Winneba Campus.

3.6 Data Analysis -Intertextual Analysis

Intertextuality is the relation through which texts are interwoven with each other (Fairclough, 2003). Intertextual analysis examines the relation of a statement to others, how it uses those words, how it positions itself in respect to those other words. Learning to analyze intertextuality will help you pick through the ways writers draw other characters into their story and how they position themselves within these worlds of multiple texts. It will help you see what sources researchers and theorists build on and which they oppose. It will help you identify the ideas, research, and political positions behind policy documents.

According to Bazerman (2004), intertextual analysis helps to identify which realm of utterances an author relies on and how an author tries to ensure the readers see the subject through a set of texts, and how the author tries to position himself or herself in relation to others who have made statements.

According to Bazerman, once you are able to identify what you are looking for and why, the next step is to decide on the specific texts you want to study. Bazerman asserts that intertextual analysis can be intensive; hence, one should be mindful of the number of texts she or he wants to examine. After you identified your corpus the next step is to make a checklist of the kinds of other texts that you wish to investigate. This

present study for instance examines the intertextuality of Ayeboafoh's feature articles in the Daily Graphic.

Bazerman says that a list of all instances of intertextuality should be created, depending on the model one is using after which you begin to interpret the intertextuality, making comments on how or for what purpose the intertextual element is being used in the new text.

The next step is to start making observations and interpretations by considering the reference in relation to the context of what the author is saying it. And with your research questions serving as your guide, you might begin to ask the necessary questions as to why the writer is bringing in the reference, whether the writer is expressing any evaluation or attitude toward the intertextual resource, how the original may have been excerpted or transformed to fit in with the author's current concerns, and whether the reference is linked to other statements in the text or other intertextual references.

Depending on the focus of the analysis, look for patterns from which you start developing conclusions, which again would depend on the purpose of your examination. If your aim is to examine how the author coordinates intertextual elements into a single coherent statement, your focus will be on the techniques the author uses to draw the voices of others into the central argument and relate them to each other through the overall perspective being developed. If your aim is to examine the degree of manipulation in the intertextual borrowing, you may wish to consult the original sources and compare the original presentation to the way the new author represents his or her sources.

The present study began by creating the list of all the intertextual elements in the articles, after which all the instances of intertextuality were grouped in a table to ascertain the frequently occurring type of intertextuality, i.e., the features of intertextuality were put into a configuration table to form a readable figure. That was followed by what the writer used the sources for (function fulfilled by the intertextuality in the article) and its discursive practice.

Following Bazerman (2004) procedures for intertextual analysis, the researcher first and foremost identified and listed all instances of intertextuality in the articles based on the models that have been adopted for this study. Secondly, the list of how the instances of the intertextuality were expressed was created. That is whether it is through a direct quotation, indirect quotation, paraphrase or description, and mentioning a person, document or statement. Thirdly, the functions fulfilled by the intertextuality in the articles were examined. Finally, the relationship between the intertextuality and each article was examined. That is comments were made on how or for what purpose the intertextual element has been employed in each text.

3.7 Summary

This chapter began by looking at what the qualitative research approach entails and the reasons why it was adopted for this study. It also discussed textual analysis and content analysis since the study requires text mining and some configuration. The chapter also captured the sampling strategy-convenience sampling- and explanations were offered why this technique was chosen. Furthermore, the significance of newspapers was also assessed since the data for analysis was drawn from the *Daily Graphic Newspaper*, and the justification for choosing the paper was equally given. Document analysis and intertextual analysis which are vital for this research were also adequately discussed.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.0 Introduction

The findings of the research are presented in this chapter. The purpose of this study is to investigate the intertextuality of Ayebofoh's feature articles in the *Daily Graphic Newspaper*. Ayebofoh writes on political, social, economic and religious issues that affect the lives of people. The study therefore seeks to find out the types, functions and the discursive/social practice of intertextuality in the articles.

The discussions in this chapter were done in providing answers to the following research questions which underpinned this study:

RQ: 1 What are the types of intertextuality in the feature articles?

RQ: 2 What are the functions fulfilled by intertextuality in the articles?

RQ: 3 What are the effects of the intertextuality in the articles?

Concerning the frequency of occurrence of intertextual instances, there are 208 instances of intertextuality in the 27 articles analyzed. The instances have been investigated and pointed out using Bazerman (2004) and Pulungan (2010) techniques of intertextuality. The table below shows the distribution of the 208 instances of intertextuality:

Table 1:***Intertextual Analysis in Numbers***

Months	Direct quotation (DQ)	Indirect quotation (IQ)	Mentioning a person, document or statements (PDS)	Total
July	18	2	20	40
August	6	4	6	16
September	10	4	20	34
October	14	7	28	49
November	6	6	17	29
December	9	4	27	40
Sub-Total	63	27	118	208
Percentage	30%	13%	57%	100%

4.1 The types of intertextuality in the articles

The first research question that underpinned this study is: What are the types of intertextuality in the feature articles? The data analysis revealed three types of intertextuality, i.e. (i) direct quotation, (ii) indirect quotation, and (iii) mentioning a person, document or statements. Direct quotation refers to the exact words of an author or speaker (Bazerman, 2004). It is usually placed inside quotation marks, or italics, block indentation or other typographic setting apart from the other words of

the text. Results from Table 1 show that direct quotation occurred 18 times in the month of July, 6 times in August, 10 times in the month of September, 14 times in the month of October, 6 times in November, and 9 times in December to form the sub-total of 63 constituting 30% of the total score. Among all the tallies of direct quotations, July has the highest number of 18 as can be seen from Table 1.

Indirect quotation, according to Bazerman (2004), is when the meaning but not the exact words of an author or speaker are referred to. The sources are most often specified and then attempts are made to reproduce the meaning of the original but in words that reflect the author's understanding and interpretation. Quotation marks are not used in indirect quotation. The analysis from Table 1 also reveals that indirect quotation has the occurring frequency of 27 to form 13%. Out of that July has the occurrence of 2, August 4, September 4, October 7, November 6, and December 4. The month of October, as we can see from Table one, has the highest number of 7.

The third type of intertextuality is mentioning of a person, document or statements. By making reference to a person, document or statements, authors rely on the reader's familiarity with the original source and what it says. No details of meaning are specified, so the second writer has even greater opportunity to imply what he or she wants about the original or to rely on general beliefs about the original without having to substantiate them. This type of intertextuality occurred 118 times in the articles that were examined to form 57%. Out of the 118 times of its occurrence, the month July has the total tally of 20, August 6, September 20, October 28, November 17 and December 27.

The results from the Table also show that the highest occurring type of intertextuality is mentioning a person, document or statements. It appeared 118 times in the articles.

This is followed by direct quotation which occurred 63 times and the least is indirect quotation and it occurred 27 times. The sub-total for each month for QD, ID and PDS from the Table shows that October witnessed the heaviest use of intertextuality with the frequency of 49, and that is followed by July and December with 40 scores apiece, September 34, November 29, and the least being August with 16.

4.2 The function fulfilled by intertextuality in the articles

The second research question that this study sought to answer is: What are the functions fulfilled by the intertextuality in the articles? From the data analyzed, it can be deduced that intertextuality performs a number functions in the articles. The analysis shows that there are nine functions fulfilled by intertextuality in the articles. These functions have been grouped according to Pulungan (2010) model of intertextuality. The functions have been grouped on the basis of whether they are related to the issue or topic under discussion in the articles as a whole and this is called Topical Function, and out of the nine functions fulfilled by intertextuality in the articles, the Topical Function has five functions. These are (i) to introduce the article's topic, (ii) to introduce the article's sub-topic, (iii) to conclude the article's discussion, (iv) to provide a suggestion, and (v) to conclude the article's sub-topic. These five functions are connected to what the entire article is about.

The second function refers to whether the intertextual elements are related to a certain idea or ideas posed by a sentence in the articles and this is called Inter-sentential Function. Out of the nine functions of intertextuality in the articles the data analysis revealed that four of them performed Inter-sentential Function. The four functions of Inter-sentential Function are (i) to provide contradictory statement, (ii) to provide

additional information, (iii) to provide data, and (iv) to provide examples. This can be seen in Table two below:

Table 2: Number and Percentage of Intertextuality of Topical Function

Function	Number	(%)
introduce the article's topic	44	68
introduce the article's sub-topic	4	6
conclude the article's discussion	10	15
provide suggestion	6	9
conclude the article's sub-topic	1	2
Total	65	100

From Table 2 it can be deduced that out of the five functions of Topical Function, the function –to introduce the article's topic" is the function mostly given to intertextuality as it has the highest score 44 to form 68%. It has the highest score because 100% of the articles are introduced by a direct quotation. Another reason is that some of the articles are introduced by double direct quotations from two different sources. The quotations here come immediately after the headings of the articles. For instance, in one of the articles published by Ayebofoh in the *Daily Graphic* on Thursday, August 13, 2015, under the heading –Destructive students' riots", an article he writes to condemn the violent riots that some students of some Senior High Schools engaged in that resulted in destruction of school properties, has the following quotation from Dr Martin Luther King:

If one is in search of a better job, it does not help to burn down the factory. If one needs more adequate education, shooting the principal will not help, or if housing is the goal, only building and construction will produce that end. To

destroy anything, person or property, can't bring us closer to the goal that we seek.

This is actually one of the longest quotations in the articles under review. Also, two of his articles are introduced by two quotations each from two different sources. The first article was published on Thursday, August 27, 2015 and titled “Credible register”. The quotations in this article are drawn from Mahatma Gandhi and Plato respectively.

(i) *“An error does not become truth by reason of multiplied propagation, nor does truth become error because nobody sees it.”*

ii. *“We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light”*

The second article was published on September 17, 2015 with the heading “The law as an ass”. The two quotations which introduced it were from Plato and Henry Thoreau respectively.

i. *“Good people do not need laws to tell them to act responsibly while bad people will find a way around the law.”*

ii. *“If we will be quiet and ready, we shall find compensation in every disappointment.”*

These quotations refer to the entire articles, not just a portion of it. This indicates that the issues under discussion or the central idea or ideas in each article are related to the quotation and readers are likely to resonate with the articles probably better if they understand the quotations. Additionally, the first paragraph of some of the articles also opens with quotations. They also function “to introduce the article’s topic” and are related to the topic discussed in the articles as a whole. This article titled “Credible

register” starts with a direct quotation from Dr Martin Luther King: “*Our lives begin to end the day we become silent about things that matter*” (Thursday, August 27, 2015)

The second highest score from Table 2 is the function “to conclude the article’s discussion.” It has the total tally of 10 to form 15%. This is followed by the function “to provide suggestion” with 6 to form 9%, the function “to introduce the article’s sub-topic” with the tally of 4 to form 6%, and lastly the function “to conclude the article’s sub-topic” with 1 score to form 2%. It is evident from Table 2 that the function “to introduce the article’s topic” in the Topical Function of intertextuality in the articles is dominant. In fact, the tallies for the function “to introduce the article’s sub-topic”, “to conclude the article’s discussion”, “to provide suggestion and to conclude the article’s sub-topic”, it is not even up to half of the tallies of the function “to introduce the article’s topic”. Various reasons account for this. One of the reasons is that the Function “to introduce the article’s topic” is already related to the central theme in each article and one’s acquaintance with them is enough for to appreciate the issues examined in the articles perhaps better. This does not necessarily suggest that the other functions in the Topical Function do not play key roles in the articles.

Table 3:*Number and Percentage of Intertextuality in Inter-sentential Function*

Function	Number	(%)
provide contradictory statement	1	2
provide additional information	15	37
provide data	3	7
provide examples	22	54
Total	41	100

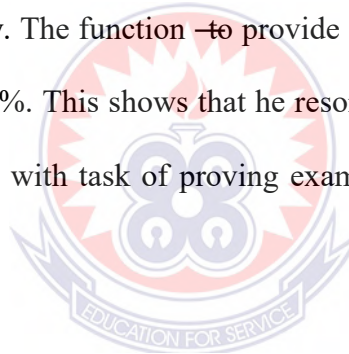
The results from Table 3 show that out of the four functions of Inter-sentential Function, the function “to provide examples” has the highest occurrence of 22 forming 54%. This clearly shows that the function “to provide examples” is the function which is mostly embedded to texts that have been intertextualized in the articles. What this obviously signals is that Ayebofoh brings additional voices or other texts into his articles sometimes when he wants to court or arouse people’s sympathy towards some sensitive and critical issues being discussed in his articles. In one of the articles titled “Senseless antagonism” which was about the feud in the opposition New Patriotic Party (NPP), which resulted in the unfortunate loss of lives, he provided examples for readers to see evidence in the consequences of violence

a “...feuds within the New Patriotic Party have claimed another life, another loyalist vote.

If indeed Sadie Abubakar, aka Ogundi, was murdered for a different...”

b. —just as those suspected to have conspired to murder Mahama Adams, the Upper East regional chairman of the NPP are facing criminal trial...”

Ayeboafoh’s motive for writing this article was to condemn political violence in Ghana. So, he mentioned the names of these people as examples in this article to lead readers towards a bias interpretation of the message in the article, so that they will see clearly the ramifications of violence. Also, the function “to provide additional information” is the function which has the second highest score in the Inter-sentential Function with the frequency of 15 to represent 37%. This is followed by the function “to provide data” with the tally of 3 to make 7%. This demonstrates that anytime Ayeboafoh is confronted with providing additional and some data in his articles he resorted to intertextuality. The function “to provide contradictory statement” occurred just once i.e. 1 to form 2%. This shows that he resorts to intertextuality in his articles when he was confronted with task of proving examples, additional information, and data presentation.



4.3 The discursive practice of intertextuality

The third research question which underpinned this study is: What are the effects of the intertextuality in the articles? This section of the research discusses the social practice of intertextuality in each of Ayeboafoh’s feature articles sampled for this study. His articles from July, 2015 to December, 2015 were used. Each article was examined separately and individually because the intertextuality in each article is unique to the issues discussed in them.

Through the related literature that was reviewed for the study and the theory that underpinned this work, the issues discussed were placed under various themes in this section, as follows:

4.3.1 Politics

In the first article titled “Youth in politics” published in the July 2, 2015 issue of the *Daily Graphic Newspaper*, Ayebofoh seeks to admonish Ghanaians to refrain from making demeaning and debilitating statements about the youth who are involved in politics on the grounds that they are immature and instead encourage them even if they falter along the way. This article begins with a direct quote from Winston Churchill:

“Success is not final, failure is not fatal; it is the courage to continue that counts.”

The writer’s purpose for using this external source is to first and foremost attract readers’ attention to the article. Secondly, this quotation has been employed as an additional voice by the writer to encourage the youth who indulge in politics not to be detracted by detractors. It is also meant to tell them that there is a very important personality who is encouraging them that the mistakes they may make in their political career should rather propel them to continue moving forward.

Another external source in this text is a scare quote. According to Seghezzi (2007), scare quotes are single words or expressions that are short and are put in quotation marks. The scare quote used to support his argument is picked from Shakespeare:

“unkindest cut of all”

Here the writer uses this source to complement his argument that those attacking the youth in politics or any young person who has won an election, especially the twenty-two-year-old Francisca Oteng Mensah who won the Kwabre East primaries, claiming she is inexperienced and immature, are just whining.

Also, the writer attempts to establish a kind of authoritative voice in the article by mentioning the name of someone:

–Thankfully, Sir Sam Jonah, one of our global icons, does not share in the uninformed criticisms”.

The writer carefully and intentionally mentioned this person’s name, who is considered an important person and whose opinion many people will likely respect and share, to give the article a sense of factuality and veracity. Bazerman (2004) posits that reporters make reference to authoritative people and documents to lead people towards a predetermined interpretation of the information they provide. Ayeboafoh used this strategy to lead readers towards a biased interpretation of his argument, which is canvassing support for the youth in politics, especially Francisca Oteng.

This article is titled “Unmeritorious feuds” (October 10, 2015). This article says appointment of people to serve in government should not be limited to the party in power.

“People are like dirt. They either nourish you and help you grow as a person or they can stunt your growth and make you wilt and die.” (Plato)

By using this intertextual reference the author is saying people who speak against appointment of members of other political parties to serve in government do not want

the country to develop. Where the issues are a bit more controversial and political as well, the writer seeks solace in another voice and in this case the constitution to push through this argument.

Article 17 (3)m...that for the purpose of this article, discriminate means to give different treatment to different persons attributable only or mainly to their respective description by race place of origin, political opinion, color, gender, occupation, religion or creed, whereby persons of one description are subjected to disabilities or restrictions to which persons of another description are not made subject or are granted privileges or advantages which are not granted to person of another description

By making reference to this document the writer is relying on readers' background knowledge and familiarity with the document he quoted to relate easily to the argument he is advancing. The writer also makes reference to persons and institutions.

—..the New Patriotic Party member who has purportedly crossed to join the National Democratic Congress to serve on the Kumasi Metropolitan Assembly...”

It is worth noting here that the writer attempts to confirm what people already know. That the two political parties mentioned hardly agree on anything and they are always suspicious of each other and they also rarely agree on anything.

The next article reviewed is titled –Senseless antagonism” (November 12, 2015): This article is an advice to political party members to accommodate divergent views, and allow the rule not violence to guide their actions.

“The key to everything is patience. You get the chicken by hatching the egg, not by smashing it” (Arnold Glasaw)

The writer is telling political party members who fight each other that their actions are rather destroying their party.

The writer reveals the group of people he is addressing,

... needless feuds within the New Patriotic Party (NPP) has claimed another life. If indeed Sadie Abubakar, aka Ogundu was murdered for a different position on the suspension of the national chairman of the NPP, Mr. Paul Afoko...

The writer mentions the name of the affected party and some of their top leaders because he wants them to know that he is talking directly to them. Additionally, the author also brings in the voice of elders through proverbs to advise them.

“As it has been said, one can force a horse to riverside, but one cannot force it to drink the water”

He considers it necessary to emphasize the need for party members to be tolerant of opposing views since that is what multi-party democracy is about. He is therefore educating them on what democracy entails.

“Ke kabi ma menka bi” (means when you have made your views known, give me the opportunity to equally express my position such that we will both appreciate how we feel about an issue.)

–Our politics must grow”: (November 19, 2015): This article is written to congratulate the NDC for expanding their electoral college to allow their grass-roots to participate in their internal elections. This article also starts with a quoted statement from Rick Warren,

“We are products of our own past but we do not have to be prisoners of it.”

The writer here is telling other political parties that if the NDC has had problems in the past and is now able to expand its electoral college then other political parties should take a cue from them and emulate them.

Another interesting thing is that instead of just concentrating on the NDC and just leaving it there, he is quick to remind them that another party also did something similar in the past. The reason for that is to tell the NDC that they should acknowledge that party and not make too much fuss about what they have achieved.

–While it is true that the New Patriotic Party (NPP) was the first to expand the base of the Electoral College, the NDC has moved it to greater heights.”

4.3.2 Election

Ayeboafah also employs intertextuality in this article captioned –We must grow” (July 9, 2015). This article discusses issues arising from the Talensi Constituency by-election. The article calls for the need for an extensive discussion of all issues emanating from that election. The article as usual begins with a quote from Dr. Martin Luther King:

“Our lives begin to end the day we become silent about things that matter”.

The writer has intentionally employed this quotation for some reasons. The first reason is that he wants to make readers and politicians believe that whatever he is doing is for the general good of the country. The second reason is that the writer anticipates the fact that he is likely going to attract criticism from people who may think this article is against them, so he used this additional voice as shield in front of

him to enable him speak his wishes. The third reason is that by employing this additional voice the writer seems to be telling readers that it is obligatory for them to speak against some of the things he has spoken about in the article. And if they remain silent whatever consequence that may come thereof may affect all of them.

Furthermore, the quotation opens the door for the writer to speak his mind. One of the issues the writer has raised in the write-up is the caliber of people who thronged the Talensi Constituency for the by-election.

—..public officials including government appointees who left their public responsibilities and travelled to campaign in the by-election, from the President, through the Vice-President, to ambassadors and ministers of state as well as other civil and public servants...”

The writer's reference to all the people in the article is to score the point that he is not after all wrong to lodge any complaints. The writer deliberately mentioned those names to create the impression that the entire government machinery moved to one location of the country just because of a by-election. Interestingly, the writer singles out one of the officials, Ambassador John Tia Akolongo in the article.

—Unless it coincided with the leave of Ambassador John Tia Akolongo...we must know how much the state expended to enable him come down to campaign...”

The mentioning of this name is intentional and intended to corroborate the impression that indeed almost everybody in government abandoned their duties just to go and campaign for a by-election in one's constituency. And the mentioning of all these people is done purposely to make readers feel that indeed the situation indeed is bad,

so they should not remain silent. This is to incite the public against those government officials.

There is also heavy use of intertextuality in the July 16, 2015 issue of the *Daily Graphic*. The title of the article is “Returning to Talensi.” This article talks about issues emanating from the Talensi by-election, especially a comment from the minister of interior which the writer has issues with. The first external source in the article was drawn from the Holy Bible (Proverbs 24:23-25)

To show partiality in judging is not good; whoever says to the guilty you are innocent, people will curse him and nations denounce him; but it will go well with those who convict the guilty and rich blessing will come upon them

This quotation is first and foremost linked to the content of the article. We can see that right from the outset the writer has invited people to see the evil in shielding wrongdoers. He also wants people to know that it is imperative for them to condemn people who attempt to cover wrong wrongdoers since the Holy Bible supports it. The truth is the writer uses this quotation as a decoy to invite people to denounce and reprimand the interior minister. Also, the first paragraph of this article begins with an external voice, that is, a quote from Martin Luther King: “*the true measure of a man is not how he behaves in moments of comfort and convenience, but how he stands in times of controversy and challenges.*”

Here the writer falls on the voice of Martin Luther King to support the arguments he intends to advance in the text. He introduces this quote at the beginning of the text to orientate readers to the argument that he wishes to make. What is the argument? The

writer wants people to believe that everything is wrong with the comment from the interior minister, Mark Woyongo that “*violence begets violence.*”

The writer wants to convince and persuade readers to join forces with him to condemn the interior minister. In addition, the writer in a bid to deepen his argument made reference to the statement “*all die be die.*” The reason for making reference to this comment is to tell readers that if you find something wrong with this statement and hence denounced it, why not apply the same measure to the one made by another person.

Again, reference to names of persons and institutions were made in the article and it reads,

–The NPP account narrated by Mr. Freddie Blay, First National Vice Chairman...”

–The NDC led by Mr. Koku Anyidoho, Deputy General Secretary...”

–There are a number of issues that the National Peace Council must interrogate in the interest of peace and justice.”

–Electoral Commission must equally take up some of the matters at the Inter-Party Advisory Committee meetings”

The mentioning of these two political parties and two of their executives is to suggest that indeed election in Ghana is about these two parties and they are prone to violence, and anytime there is political violence, the two of them should always be held accountable. Also, by mentioning the Electoral Commission, the writer wants readers to know that these are the two institutions that are mandated to identify and tackle issues that may lead to political violence. He wants readers to think that violence appears to continue because they have not done enough to address some

concerns that people might have raised. He is therefore subtly saying that the actions or inactions of these institutions are a contributive factor to political violence in the country.

The title of the next article is –“Credible register” (August 27, 2015). The writer in this article calls for the review of the voters register, devoid of politics, to make it credible. Two quotations begin this article. They are drawn from Mahatma Gandhi and Plato respectively:

“An error does not become truth by reason of multiplied propagation, nor does truth become error because nobody sees it.”

“We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light.”

The intention of the writer is to present arguments to support the call for the review of the voters register to make it credible. This is a kind of problem/ solution article. These two quotations at the beginning of the article are aimed at those who are opposed to the review of the voters register and an encouragement for people like the writer to propagate the need for the review. This is followed by another external voice from Dr. Martin Luther King in the first paragraph of the article.

“Our lives begin to end the day we become silent about things that matter.”

The writer realizes that he cannot proclaim the message alone hence his attempt to invite well-meaning Ghanaians to join in the debate. In fact, this quote is actually a warning to Ghanaians that they will be the most affected if they remain silent. The writer goes ahead to direct the reader to the group of people or the institution they should focus their attention on.

–At the heart of the diatribe between the New Patriotic Party’s demands for a new register and the national democratic Congress’ insistence that it will fight against...”

By mentioning these two institutions, the writer is telling readers that these are the real treat or areas that they should direct their efforts and attention. Furthermore, the writer wants readers to see him as a problem solver, and that whatever he does is not political. In other words he is neutral and just fighting for a common good. He, therefore, attempts to call on readers not to trust politicians so much with this external voice from Albert Einstein:

“... whoever is careless with the truth in small matters cannot be trusted with important matters.”

–Election matters” (November 26, 2015): The article suggests that political parties are responsible for their own problems. It also cautions people not to be quick to conclude that the voters register is skewed to favour one political party. This article also begins with a quotation from William Wilberforce-

“You may choose to look the other way, but you can never say again that you did not know.”

By incorporating these words into the text the writer seeks to tell his readers that those who remain silent over issues such as the one he is talking about in the article should know that they are not immune from their ramifications on them as well. They should be concerned as he the writer is doing.

–This is why the Electoral Commission must evaluate the reactions at the primaries of both the New Patriotic Party (NPP) and National Democratic Congress (NDC). The

concomitant electoral violence arose because the credibility of the register was impugned”

—I do not think the leadership of the NPP or NDC will deliberately...”

By making these references the writer attempts to work with these sources to show that these two parties are the main political parties in Ghana. It also seeks to suggest one should always expect issues when they gather to elect their leaders. In other words he tries to show that one should always expect issues of disagreement and violence among them. Additionally, it seeks to question the integrity of those who say the national voters register should not be reviewed, meanwhile they also complain about their own party register for not being accurate. He, therefore, attempts to project them as being hypocritical in the public’s eye.

Another instant of intertextuality in this article is the mentioning of a person’s name.

—...those who voted against the candidacy of President John Dramani Mahama were opposition elements who managed to get their names into the party’s register.”

Here, the reference to the President is to directly tell him that he should be the first person to support the call for the voters register to be reviewed by making the money available for it, so that whatever violent disagreement they have experienced as a result a similar problem will not occur in the general election.

Another intertextual reference in this article is the reference to the Electoral Commission and the National Commission for Civic Education (NCCE).

—It is imperative for the Electoral Commission and the National Commission for Civic Education to team up with the political parties...”

The reference to these two institutions is to show that they are part of the problem. In other words, they have not adequately performed their roles as expected of them hence they should also partly be blamed for the intra-party conflicts. It is also to tell readers to question them on the measures they have put in place towards the general election.

The next article is titled “Matters that irk” (December 17, 2017): The writer wants politicians to desist from sending development project to some constituencies because of by-elections. As usual the writer uses a quote from Miles Kington:

“Knowledge is knowing that a tomato is a fruit; Wisdom is not putting it in a fruit salad”.

This intertextual source is an additional voice to the writer’s position on the issues that have been raised in the article- that development projects are necessary but initiating them in an area because of by-election is wrong. He is mocking politicians that they do certain development projects in certain areas at certain times because they are ignorant. The writer also employs intertextuality to serve as an example to corroborate his claim:

–Under the New Patriotic Party (NPP), Nii Adiiri Blankson was on the verge of eliminating street hawking all in the name of the Ododiodio by-election.

The next article is titled “The right to demonstrate” (September 24, 2015). This article chides the Ghana Police Service for maltreating some demonstrators in relation to the voters register.

“We shall steer safely through every storm, so long as our heart is right, our intention fervent, our courage steadfast and our trust fixed on God” (St Francis de Sales)

The writer assumes the role of a motivator to the demonstrators through this quotation. This is a subtle way of encouraging the demonstrators not to give up and that they shall achieve their objectives with God on their side. This is followed by another direct quotation from Myles Munroe,

“The greatness of a man is measured by the way he treats the little man, compassion for the weak is a sign of greatness”

Here the writer employs an extra voice to make it clear to the police that their high handedness in dealing with the demonstrators is wrong. And they should not even think that they have achieved something commendable. The writer also makes reference to documents where necessary to support his arguments. The use of the document is to tell the police that the constitution of the country permits demonstration.

By making reference to the constitutions he is challenging the police to show areas of the constitution which support their action towards the demonstrators as he has done.

Article 15 (1) and (2) provides that the dignity of all persons shall be inviolable and that no person shall, whether or not he is arrested or detained be subject to torture or other crude, inhuman or degrading treatment or punishment and any other condition that detracts or is likely to detract from his dignity and worth as a human being.

The write also makes reference to two high profile personalities, who also commented on the incident,

–Nana Addo Dankwa Akufo Addo challenged the president to comment on the matter and President John Mahama has given his clear verdict.”

The writer is telling the police that if these two gentlemen unanimously condemned the incident then everything is wrong with their action.

4.3.3 Commendation

The title of the next article is –Commitment to duty” (July 23, 2015): This article is written to commend the police for their timely response to foil an armed robbery attack which the writer reported to them. The external source which starts the article comes from Brian Tracy and it reads,

“Learn to love your work and commit yourself to becoming outstanding in your field”

The use of this quotation here by the writer is to remind readers that people who are committed to their job and work diligently will be appreciated and that their good works will not go unnoticed just as he has done through the article. The writer also wants readers to know that expressing one’s gratitude for a service rendered is part of the culture of the people where he originates. And since it is part of their culture, it is exigent upon him and readers as well to keep up with their job. He employs an Akan proverb which says,

“Se onipa ye adeea, ose ayeyie”, which translates –if someone does something good, he/she deserves praise.”

Another external voice which the writer uses is from a tele-evangelist, Bishop David Oyedepo. The writer is saying that he always finds favour because he shows gratitude where it is necessary and that some people may not be getting the necessary support because they have neglected one important aspect of their lives- showing gratitude at all times. It can also perhaps be suggested here that the author of the article knows that acknowledging the police publically will mean receiving more favours from them when they are called upon.

“a man of gratitude will perpetually walk in favour.”

–Remembering Addo-Kufuor’s era” (September 10, 2015) is another article in which intertextuality has been employed. This article compares the rampant military brutalities as against the discipline within the armed forces when Dr. Addo Kufuor was the Minister of Defense.

“Habits are like a cable, we weave a strand of it every day and soon it cannot be broken” (Horace Mann).

The writer’s purpose for using this source is to make readers believe that the brutalities have been allowed to continue hence it may be difficult now to stop it.

–My thought went to the period that Dr. Kwame Addo Kufuor was Minister of Defence...”

By mentioning this name the writer attempts to indicate that the one during whose tenure the brutalities are occurring can no longer give excuses because here is somebody who did it well previously. It is also to say that the current Minister of Defense should do away with pride and approach Dr. Addo Kufuor for help.

–Life worth emulating”, (October 1, 2015). This article celebrates Dr. Kwame Addo Kufuor and his achievements.

“Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors and most patience teachers” (Charles W. Eliot).

The writer is telling readers that those who seek knowledge should be ready to read Addo Kufuor’s memoir titled, –Gold Coast Boy.” He wants readers to believe that scholars in Ghana acknowledge the contributions of Addo Kufuor in order to encourage them to read his book.

–Prof. Brobby says in this nomination letter.”

Addo Kufuor was the first private practitioner with a fellowship of the Royal College of Physicians who voluntarily agreed to give part time lecture to our chemical medical students. This was during a crucial time in the early development stages of the school when there were only two physician specialists in the Department of medicine.

The writer selects some extracts from the book for his readers. His reason for doing that is to whip up people’s interest in getting the book and reading it.

Most remarkable achievement for me was thawing the cold relations between the military and civilians, following the long years of military rule. The military was on the whole viewed with suspicion and resentment by the civilian population. The process of improving civil-military-relations was started with the introduction of Armed Forces Open Day.

4.3.4 Remuneration and agitation

In the next article titled –Poor services from Education, Health services”, published on July 30, 2015, the author condemns the hassle newly recruited staff in these services have to go through before they are enrolled unto the government payroll. Just like all the articles, this one also starts with a quote which comes just after the title from William Wilberforce. It states,

“You may choose to look away, but never say again that you did not know”

The writer uses this source to justify his decision to engage the directors of the two bodies mentioned in the article. The author of the text is actually surprised that newly recruited members of these two bodies (Education and Health) still have to go through frustrating moments before they start receiving their pays even though their own colleagues who might have passed through similar situations before are in charge. This can be seen at the beginning of the first paragraph where the writer employs proverbs in English and Akan:

–When you are in the midst of your own, you will not be cheated but treated fairly.”

–*se wo nsa simu a yenni nnyawo,*” to wit –if your hand is in the meal, you cannot be left out of the task of eating” or , “*Se wo nua ne Memua a kose nniba wo*” meaning –if your sister is Memuna who fries koose, you should not lack the delicacy”.

The writer has, thus, turned himself into an advisor to the directors of those two bodies and the mouthpiece of the people who are affected, putting forward their voice through these sources on the issue. Later, the writer clearly mentions the names of the institutions and the caliber of people who man them.

–The Ghana Education Service and the Ghana Health Service are the two public bodies managed by professional teachers and health workers. Almost all directors of the two institutions have practiced at the grass roots before...”

The reference to the directors of these two institutions is to suggest that they should be held accountable for the plight of their subordinates, not government. The writer wants readers to believe that they have the necessary expertise and all that it takes to assist their members, but they are just indifferent towards them. This is clearly an attempt to incite the workers against their directors. The writer seems to be telling them that the only way they can get their issues resolved quickly is through agitation and that they will not be held liable if they do so.

This can amply be seen through the quotes from Mahatma Gandhi and two from Dr. Martin Luther King respectively:

“We would be betraying our unworthiness and cowardice if we cannot state out all in the face of the conflagration which envelops us and sit watching it with folded hands.”

“There comes a time when people get tired of being pushed out of the glittering sunlight of life’s July and left standing in the piercing chill of Alpine November”

“If we are to speed the coming of the new age we must have moral courage to stand up and protest against injustice wherever we find it.”

Indeed the writer’s intention is clearly shown through the extract above. He is hiding behind these external voices to put forward his opinion on how the affected workers of these institutions can get the attention of their leaders to have their issues resolved. That sounds like proposals for solving the problem. The author concludes the article

by using the voice of Confucius to send warning and advice to leaders to be proactive, not reactive.

“Learning without thinking is useless, thinking without learning is perilous”

This article titled “Public sector remuneration” and published on August 6, 2015, is about health workers standoff with government. That was the time medical doctors were demanding improvement in the conditions of service. In this article also the writer uses intertextuality. The first instance of intertextuality occurs as usual just after the title of the article. The writer quotes a statement from Theodore Roosevelt which says:

“Far and away the best prize that life has to offer is the chance to work hard at work worth doing.”

With the introduction of this external voice, the writer appears to take a biased position in favour of the health workers. He seems to be suggesting to the government that they cannot be telling people to work harder if they cannot even give them what they deserve.

Also, the writer does not just want to be seen as somebody who is simply against the government of the day, so he adopts a reconciliatory and advisory voice by attempting to admonish both government and the health workers to not to make ordinary people suffer the consequence of their actions. This can be seen in the proverb:

“When two elephants fight, it is the grass which suffers.”

The next article is titled “Appeal to our doctors” (August 20, 2015). This article calls on both doctors and the government to resolve whatever outstanding issues that

necessitated the doctors' strike so that ordinary Ghanaians do not suffer the repercussions.

Here the writer regards himself as a mediator between government and the doctors but at the same time reserving soft spot for doctors. Therefore it is no surprise that although the writer is playing the role of a mediator, he rather seems to be supporting the doctors. This can be seen in the external source (the quotation) which introduces the article from John Paul Richter:

“People will not bear it when advice is violently given, even if it is well founded. Hearts are flowers; they remain open to the softly falling dew, but shut up to the violent down power of rain.”

The writer attempts to work with this source to put the government in a bad light. He wants people to believe at all cost that the government should be faulted if the doctors refuse to call off their strike. He also tries to rekindle the notion already existing in people's mind that most politicians and the affluence in Ghana seek medical attention abroad that is how come both the medical doctors and the government have refused to soften the stance. And that they the masses are the ones, who will suffer the consequence of their actions, as seen in the quote,

”the proverbial elephants fighting and grass suffering.”

The writer is therefore instigating the masses, through his source text, to act quickly by putting pressure on the doctors and government before the situation overwhelms them and gets out of hand. It states,

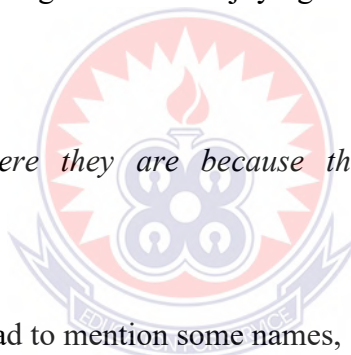
As our elders poignantly advise, when you are attacked by ants, you do not stand in their midst to remove those which have climbed your body,

since that exposes you to further and more ferocious attack. You move a little distance away and then remove the fighter ants one after the other and crush them.

The next article is captioned “Needless confrontation” (October 8, 2015). This article is about some workers especially those in Ghana Education Service who refuse to go on retirement when their time is due.

The quotation which introduces the article is speculative. Its purpose is to influence people to read the article to ascertain which people are in their comfort zone. It is also to tell readers that those workers who have refused to vacate their post after reaching the compulsory retirement age of 60 are enjoying something there that is why they do not want to leave.

“Most people stay where they are because they are stuck in their comfort zone.”(Brian Tracy)



The writer then goes ahead to mention some names,

—..the Jachie Pramso SHS in the Ashanti Region...when the Ashanti Regional Director of Education employed the services of the police personnel to remove the headmaster of the police from office. The headmaster Mr. Paul Agyei Boakye, was supposed...”

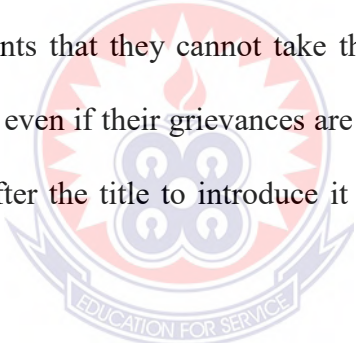
—Recently, there was a problem about the headmaster of the Opoku Ware Senior High School”.

—Many Ghanaians may recollect an acrimonious development about the age of former Deputy Inspector General of Police.”

The names of these persons and institutions have been mentioned for particular purposes. The writer wants readers to find out why heads of Senior High Schools in the GES are refusing to go on retirement even though their time is due. He also wants them to be curious why heads of high schools in the Ashanti Region are the most culprits. And by making reference to the police service he seems to suggest that there could be other public services that may also have similar challenges but nobody hears about them.

4.3.5 Education and Violence

In this article published on August 13, 2015 titled “Destructive students’ riots” the writer seeks to tell students that they cannot take the law into their own hands and destroy school properties even if their grievances are genuine. The article as usual has a (long) quotation just after the title to introduce it from Martin Luther King and it says:



If one is in search of a better job, it does not help to burn down the factory. If one needs more adequate education, shooting the principal will not help, or if housing is the goal only, building and construction will produce that end. To destroy anything, can't bring us closer to the goal that we seek.

Here the writer employs an additional voice as a partner to support him to give the students wise counsel that destroying school properties because of disagreement is not the way to go. And that the destruction of school properties will not provide solution to their petitions. Also, the writer wants them to think about where they will sit to learn in order to achieve their childhood dreams.

Again, the writer uses another voice as a mirror to project to students what their destructive riots can cause. It appears the writer considers students to be easily prone to the tendency of destructions of schools properties at the slightest disagreement and must therefore exhaustively be counselled. This is evident in this quoted statement from Martin Luther King which is similar to the one above:

“Destruction is never the solution to a pursuit of progress and improvement in our conditions of life.”

Furthermore, the writer mentions the names of schools that have engaged in violence demonstrations. He specifically makes reference to some schools.

–That within a few weeks students of the Salaga T.I Ahmadiyya Seviour High School, Karanga Senior High School and Nalerigu Senior High School, all in the Northern Region...”

By mentioning the names of these schools the writer is engaging in naming and shaming. This has been done purposely to create impression that students in these schools are most likely prone to violence hence they must be under close scrutiny. That people should be on the alert because violence can break out in these schools anytime. This is also to warn parents who desire to have their wards enrolled in those schools to carefully reexamine their decisions. In addition, a very careful reading of the text shows that the writer is topic sensitive, and this is evident in his mentioning of the schools above. The writer, in fact, by using these schools from the Northern part of Ghana as examples seeks to implicitly imply that the tendency for students in that part of Ghana to be violent and destructive could be linked to the frequent violence disturbances those areas have been experiencing. By this, the writer is subtly

attempting to suggest that the violence nature of the area is accountable for whatever is happening in those schools.

The next article titled “Leave out KNUST”, published in the September 03, 2015 edition of the *Daily Graphic* admonishes Ghanaians and journalists to desist from associating Islamic State (IS) with KNUST just because a student from that university joined the IS.

“To see what is right and not do it is a lack of courage.” (Confucius)

The writer appears to be unhappy with people who are linking KNUST to IS. He uses his source as a medium to attack people who are doing that. He wants people to direct their attention at the individual who opted to join IS. He, therefore, goes further to provide the name of the gentleman and the relationship he has had with KNUST.

...that Nazir Nortei Alema’s name is mentioned ...a student of the Kwame Nkrumah University of Science and Technology.”

It is not every Ghanaian Muslim or student who believes in the ideals of the IS.”

By providing the name of the student and his relationship with the university, the writer wants people to see the fact that the gentleman was a student just like any other student who might have passed through the university. He expects people to refer to it the way he has done.

It also appears that sometimes when the writer is confronted with critical issues, some of which bother on professionalism, he resorts to external sources to make his claim. This can be seen in his advice to journalist where he is demanding from them to be circumspect and show professionalism in reporting on sensitive matters from the quotes of Adam Michnik and Adam Bernard Mickiewicz respectively:

“Not every truth must be uttered immediately, every day, regardless of the pretext.”

(Adam Michnik)

“There are truths which a sage tells all men, there are some truths which he whispers to his nation, there are those which he entrusts to his friends; and there are those which he cannot disclose to anyone.” (Adam Bernard Mickiewicz)

All these intertextual elements give additional voice to the writer in calling on Ghanaians especially journalists to exhibit maturity in their reportage on sensitive issues. Additionally, the write also wants people to know that the university authorities are distressed over the issue.

–The Vice Chancellor of KNUST, Prof William Otoo-Ellis has already complained about...”

Later, the writer attempts to work with his source to make journalists see what their actions or inactions can lead to.

... *“awareness of the impact of words and images on society.”*

–Disturbing statistics” (October 29, 2015): The author proposes that sale of admission forms for public universities should be given to a joint Admission and Matriculation Board so that records of students who apply to the various public universities can be tracked.

The write wants to make proposal as to how university forms should be sold. He wants people who are in charge of the universities to see the essence of his proposal hence he employs an additional voice to help him project his agenda. He wants people to accept the fact that rejecting his proposal is rejecting a worthy course.

“Behind every move, there is a mover. Behind every event in history, there is a human face. Nothing happens until you make it happen.”

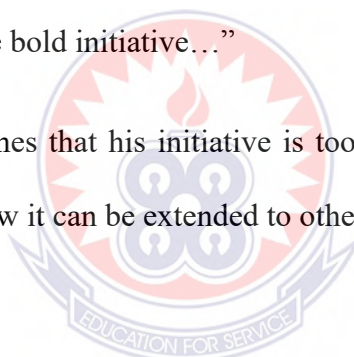
The writer insists on the importance of keeping statistic or data, first to the Committee of Vice Chancellors and Principals of public universities as well as the general public.

“Statistics are like bikinis, what they conceal are far more important than what they reveal.”

–It should be possible to extend the process to our public polytechnics, teacher training colleges and nursing training colleges.”

–This is where the Committee of Vice Chancellors and Principals of our public universities must take the bold initiative...”

The writer already assumes that his initiative is too good to be rejected so he starts giving proposals as to how it can be extended to other institutions.



4.3.6 Advice

–The law as an ass” (September 17, 2015) is the next article that has been examined. This article calls on Ghanaians to desist from attacking judges who have chosen the path of law to clear their names after they have been implicated by Anas Aremeyaw Anas,‘s investigation on corruption in the judiciary. *“Good people do not need laws to tell them to act responsibly while bad people will find a way around the law”* (Plato).

Here the writer is telling readers that people who try to outwit the law or who try to use crooked means to absolve themselves of any wrong after they are caught should

be treated with contempt. The writer here agrees that indeed the judges are culpable and those of them who are employing various means to clear themselves should be seen in a bad light.

Then the writer in his conviction that the judges are certainly wrong entreats them to accept the fact that they are wrong and expend their energy to reflect on their lives rather than defend themselves.

“If we will be quiet and ready, we shall find compensation in every disappointment.”

Since this issue is a sensitive one, the writer employs an external voice to indirectly tell the judges that no amount of talking or explanation can save them. It will be for their own good if they remain silent. The writer then goes further to make reference to some by mentioning their names.

— .Anas commended was Justice Anthony Oppong, the judge that a former and now First Deputy Speaker of Parliament, Mr Ebo Barton Odro accused of having compromised his integrity...”

—What Justice Dery has done gives meaning to the position espoused by Mrs. Georgina Wood”

By mentioning names of these persons in his article the writer is saying that if the same investigation commends some judges for being exemplary then everything that has been uncovered is the whole truth. Secondly, his inclusion of the Chief Justice is to say that if she supports the action of Justice Dery, then it is almost sacrilegious for anybody to criticize that decision.

“Unenviable feats” (October 22, 2017): The purpose of this article is to advise journalists to show that they are knowledgeable in all their endeavors by critically scrutinizing every issue.

“Lighthouses do not ring bells and fire canons to call attention to their shining. They just shine” (Christ E. Kwakpovwe).

The author’s intention here is to tell his colleagues that if they are not on top of their job, people will tell them what they should do. Secondly, he expects them to go out there and prove that they know what is expected of them. The writer then uses his intertextual references to show them how it is done.

“...the replay of the interview granted the German Broadcasting Company, Deutsche Welle, by President John Dramani Mahamma, admire the skill and display of knowledge by the interviewer...”

“... a loan of about a billion dollars at a high cost and the Minister of Finance thinks that we have achieved an enviable feat...”

“... some African countries are attracting sovereign loan at three percent less...”

The reference to Deutsche Welle in Germany is to demonstrate to the Ghanaian journalists that they have not been doing enough research on issues that is how come they cannot interrogate issues properly. It is also to suggest that journalists outside Africa are on top of their job. Furthermore, the reference to the Minister of Finance and some countries in Africa attracting lower interest rates on loans from the World Bank is a ploy to tell journalist in Ghana that it is shameful they could not challenge the Minister’s claim.

The next article is titled “Berating the media” (December 3, 2015): The article calls on the Minister of Power to stop castigating journalists, claiming they have created a misguided impression that the arrival of the power barges was going to end “dumsor” (the erratic power situation) and blame himself. As a regular feature of each article this one also begins with a quotation from George Brantley-

“When we choose to be men of integrity, even the ungodly will show us favour”

This source text serves as a background support for the argument that the writer is making. That is the Minister of Power himself is the problem, not the journalist. That if he thinks journalists are being unfair to him then he should probably reexamine the manner he relates to them in his everyday activities. The writer actually wants to demonstrate the dose of what the Power Minister should be expecting by mentioning his name to tell him that he is a failure so far as the power supply is concerned

—...especially the Minister of Power, Dr. Kwabena Donkor made Ghanaians to believe that the process of fixing the “dumsor” permanently...”

Another an intertextual element in this text is a reference to an institution.

—More importantly, for as long as we do not provide the means to the Volta River Authority (VRA) to provide power in large measure but resort to independent power producers...”

The writer by this reference has attempted to assume a spokesperson’s voice. He regards himself as a representative of the workers of VRA and plays the role of a spokesperson rather than a public commentator and puts forward a personal opinion on how giving the job to VRA to handle could have solved the problem.

4.3.7 Appeal

–Looming danger at Nkwakaw” (November 5, 2015): This article is a call on the police to check the indiscriminate parking of drivers at Nkwakaw Junction to prevent any accident.

“In a battle all you need to make you fight is a little hot blood in the knowledge that it is more dangerous to lose than to win” (George Bernard Shaw)

This extract is directed at some people he mentions in the article.

–There is therefore the need for the National Road Safety Committee (NRSC) at the Ghana Private Road Transport Union (GPRT) to put their heads together to always act proactively not reactively”.

The writer appears to be forewarning them that should something disastrous happen they will be the ones who will suffer the consequences. The author also calls on an eyewitness who is also concerned to confirm the claim he is making.

Yaw, do we want to see the blood of innocent people being shed before we begin to act, all we need to do is to educate the drivers to observe road traffic rules by not parking on the road but off it, and they spread out along it rather than concentrate ...What are we waiting for?

The writer wants to tell authorities or those who are mandated to ensure sanity prevails over there that if other citizens have seen the problem and are complaining about it then how can they not have noticed it. Another obvious reason may be that the writer wants them to see that he has an eye witness. He concluded the article with some proverbs without identifying their sources. He capitalizes on the reader’s

familiarity with these wise saying to make his subjective argument. He actually paraphrases this intertextual reference to support his position on the matter:

–A stitch in time they say saves nine, and what is more important is that prevention is better than cure. Had I known, again is always at last but it is better late than never.”

The next article is captioned –Back to Nkawkaw Junction parking” (December 10, 2015): The article calls on the appropriate authorities to ensure that sanity prevails at Nkawkaw junction to avert any catastrophe. This article also begins with a quote from Prof Wole Soyinka:

“The dog that is fated to lose its way in the bush will remain deaf to the hunter’s whistle.”

The writer wants his readers and more importantly the appropriate authorities to see the exigency of the situation he is talking about. He, therefore, employs an additional voice to make authorities see the precarious nature of the situation. He paints a gloomy picture of the situation that accidents will certainly happen there because there appears to be no solution in sight.

Furthermore, the author urges the appropriate authorities to act swiftly without further delay as though the disaster is just about to happen by using proverbs which are familiar with the people he is addressing.

“A stitch in time saves mine. Prevention is equally better than cure.”

“If the smith hammers a certain portion consistently hard, it only means that he wants to create a unique design.”

“Post-mortem is for quacks and chroniclers who fail at divination” (Prof. Wole Soyinka).

By this intertextual representation, the writer is trying to persuade readers to interpret his arguments subjectively that indeed something terrible is imminent at that portion of the road. Seghezzi (2007) postulates that reporters employ intertextuality in their texts to make their text more persuasive in order to lead readers towards a subjective reading of the texts. This is suggestive that he has seen it all and he knows what he is talking about, so people should not think he is whining. The use of the proverbs also makes the story more lively and expressive. Additionally, it appears the writer is ready to do everything possible to gain the attention he has been working hard to obtain. So, he resorts to speaking directly to them by mentioning the names of institutions and people.

—..the Natural Road Safety Commission and Ghana Private Road Transport Union (GPRTU)”

—..personnel of the Motor traffic and Transport Department of the Ghana Police Service can take the initiative...”

By mentioning these institutions the writer seeks to incite the public against them. The writer also tells the institutions he mentions that he has a witness, a driver, who is willing to corroborate his claim. That is, he is not just making an unsubstantiated claim.

—If the authorities need evidence to act, the testimony of one of the drivers of Graphic, Gabriel Afoakwa is instructive.”

The next article titled “Returning to Nkawkaw” (December 24, 2015) talks about the lawlessness of drivers at Nkawkaw Junction. The intertextual reference which begins the article is a quote from Dr. Martin Luther King:

“We must accept finite disappointment, but we must never lose finite hope.”

The writer wants to remind people who are mandated to ensure that sanity prevails at that stretch of the road that he will not relent until the people wake up from their slumber. As a result, he engages in name calling or name and shame strategy. He mentions the names of institutions and individuals whose responsibility is it to act.

“Currently running on some radio stations is the voice of President John Dramani Mahama, on behalf of the National Road Safety Commission...”

“...National Road Safe Commission and the Motor Traffic and Transport Department of the Ghana Police Service...”

“...the District Command at Nkawkaw”

“I want to assure Mrs Obiri Yeboa and her commission that I will not leave this matter...”

Making reference to all these names and institutions is to expose them to public scrutiny. The writer is telling everybody that the indiscipline at that portion of the road is still happening because they have failed to act. Secondly, he is also telling them that they are responsible for any disaster over there.

The writer therefore attempts to justify why he has engaged in the name calling as can be seen in this scare quote:

“Had I Known”

He seems to suggest that he foresees them saying something like that and this has been confirmed by the proverb which he paraphrases:

—“but our elders tell us that advice does not change human beings until they are tempted and experience agony”

He appears to be saying the culture of acting impulsively after something sinister has happened has hypnotized them and it is no wonder they are not moved after all the incessant complaints. But he wants them to change that mentality.

4.3.7 Expectation

The final article which has been analysed is under the caption “Expectations from tomorrow” (December 31, 2015): This article highlights the shortcomings of 2015 and hopes that 2016 will be different. At the beginning of this text just after the heading, the writer says what he expects to happen in the following year. This is evident in this intertextual reference:

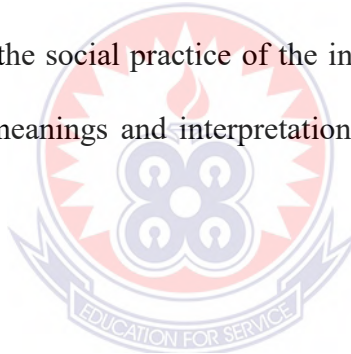
“Resolve to tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and wrong. Sometimes in life you will have all these” (Lloyd Shearer).

The writer appears to send a warning signal to those who are given any responsibility to discharge especially those who are governing the country that they should expect the worst someday from the people they superintend over if they do not treat them well. And finally, he gives readers and people he is addressing encouragement and the guidelines on how they should go about it.

“We shall steer safely through every storm, so long as our heart is right, our intention fervent, our courage steadfast and our trust fixed in God” (St Francis de Sales).

4.4 Chapter Summary

This chapter examines first, the types of intertextuality in Ayeboafah’s feature articles in the *Daily Graphic Newspaper* and came out with three types of intertextuality based on the analytical models that were adapted for the study. A table was provided to show their distribution. Secondly, it also assessed the functions of the types of the intertextuality in the articles where it was discovered that nine functions were fulfilled by the intertextuality. Tables were also provided to show their distribution as well. And finally it discussed the social practice of the intertextuality in the articles where the different shades of meanings and interpretations the intertextuality added to the text were discussed.



CHAPTER FIVE

CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary and conclusions derived from study. The purpose of the research was to investigate the types of intertextuality in articles authored by Yaw Boadu Ayebofoh in the *Daily Graphic Newspaper*, the functions that the intertextuality fulfills in the articles and the effects of the intertextuality in the articles. An analytical model adopted from Bazerman (2004) and Pulungan (2010) was used to carry out detailed analysis on twenty-seven sample texts. Ayebofoh's feature articles in the *Daily Graphic Newspaper* were sampled for the analysis. This final section of the study presents a summary of the key findings, limitations of the study as well as recommendations for further research.



5.1 Summary of major findings

The study revealed three types of intertextuality. These are direct quotation, indirect quotation and references to persons, documents and statements. This is a clear indication of the fact that Ayebofoh in his articles tries to create intertextual relation between articles and his readers as he attempts to convince them to believe the truthfulness of the content of his articles.

The articles must have a believing power to arouse people's interest and to make them accept the news articles as truthful. So for the writer to be able to achieve this aim, these articles should have attention value to make readers accept the news items as truthful. Therefore, Ayebofoh tries to establish that feeling of familiarity between his

articles and readers in a bid to ensure truthfulness by employing intertextual techniques.

The research outcomes also revealed that among the three types of intertextuality (direct quotation, indirect quotation, references to persons, documents and statements), references to persons, documents and statements have the highest frequency of occurrence of 188 to form 57%. This shows that this type of intertextuality is dominant in the articles. And he does that if the issue he wants to put before the public is quite sensitive. The writer's motive is to name and shame. He always wants readers to know the people who have failed to act or who have acted wrongly in some circumstances. Additionally, the writer also makes reference to names of people in the articles because he wants to make his stories more credible to readers. Furthermore, this type of intertextuality dominates because the writer intentionally attempts to mention people's name so that readers can join him to condemn or compel them to act in the particular way he considers more appropriate.

The second dominant type of intertextuality is direct quotation. The frequency of occurrence of this technique is 69 times constituting 30%. It has the second highest frequency because each article has a direct quotation introducing it and some of the articles also have two direct quotations introducing them in addition to those that have been incorporated into the body of the articles. Most of these quotes are connected to the issues discussed in the articles. Ayebofoh uses these quotes firstly to attract readers' attention because they are more lively and expressive. The second reason he employs the quotes is to gain readers' confidence and make his articles more objective. The third reason is that he uses these quotes from experts to validate and strengthen his argument. The last type of the intertextual technique is indirect quotation which has been used 27 times in the articles to form 13%. This is the least

type of intertextuality that the study has identified. This shows that the writer believes that the other types of intertextuality could help him achieve the aim of the articles more conveniently and that he does not want his voice to be heard so much on issues which are political.

On the functions fulfilled by the intertextuality in the articles, it was discovered that the intertextuality in the articles fulfills nine functions. The analysis reveals that out of the nine functions, introducing the article's topic, concluding the article's discussion, providing suggestions and concluding the article's sub-topic fall under the topical function. Under the topical function, the function to introduce the article's topic has the highest number. This is due to the fact that each article starts with a quotation which comes just after the title of the article and in some of the articles the first paragraph also begins with a quotation. In addition, the function to conclude the article's discussion has the second highest score. This also leads to the conclusion that the author employs intertextuality to sum up his articles just to emphasise the issues raised in the articles.

Furthermore, the last four functions fulfilled by the intertextuality in the articles falls under the inter-sentential function. This fact leads to the conclusion that anytime the writer wants to provide a contradictory statement, additional information, data and examples he resorts to intertextuality (authoritative voice). He believes that by bringing authoritative voices into the articles, whatever he writes about may be deemed credible and factual. It also gives the article some academic touch.

On the social practice of intertextuality in the articles, the following conclusions were arrived at. The writer exploits intertextual sources in various ways to support his position. Firstly, he makes reference to people where he deems it necessary to achieve

a purpose- to name and shame people; to show readers the people they should direct their anger at and to court public anger against them. Secondly, the writer uses the intertextual sources either to reinforce the arguments he puts forward or to manipulate the content of people's words and the sources he employs at his own will to skew interpretations of his articles to well-thought-of direction, that is, to put forward his own standpoint on the specific discussions he initiated in his articles in order to lead readers towards a biased interpretation of the facts. Finally, by employing intertextuality in his articles through direct quotations, indirect quotation and making reference to people, documents or statements, Ayebofoh attempts to persuade his readers, shape their perception of the information contained in his articles, and make his articles more objective as well as attractive and expressive.

5.2 Limitations of the study

The types and the discursive practice of intertextuality constitute only a portion of the intertextuality study in the articles due to time constraint. The research should have been wide enough to cover other types of intertextuality, where the texts being intertextualized are outside the articles (external) as well as the intertextual connections between previous paragraphs and the ones that follow them. This would have enabled the researcher to come out with much wider findings of the intertextual techniques. Further, it could have been good also if all the articles within the year under review had been examined.

5.3 Recommendations

Future studies could look at other types of intertextuality using different research approaches and designs. The study recommends that the author of the articles should consider using more of our local proverbs and quotes from Ghanaians, because most of the quotes used are selected from people who are not Ghanaians. It is, therefore, the considered opinion of the researcher that if the indigenous proverbs are used, Ghanaians may be able to appreciate issues raised in the articles better. People may also get the opportunity to know more of the proverbs.



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