

▼ MEDIA INTERTEXTUALITY

In this section we look at the concept of intertextuality and explore its role in media studies through:

- mimicry
- parody, pastiche and homage
- marketing of media texts
- the treatment of fictional soap opera stories in the tabloid press
- reviews of media texts in other media forms
- media performers working in more than one media form.

One of the pleasures that audiences experience in the consumption of media texts is the joy of recognition. One form of this pleasure comes in recognising the reference in one media text to other media texts. This process of referencing is called intertextuality.

KEY TERM

INTERTEXTUALITY The way in which texts refer to other media texts that producers assume audiences will recognise.

MIMICRY

This interdependent relationship between texts can take a number of different forms. It often transcends both genres and media forms so that a text created in one particular medium will be used in some way in another medium. Advertising and music videos are two genres that rely heavily on the use of intertextuality to achieve a particular effect. Often this borrowing of a text to link it to a second one is stylistic. This means that a text will mimic or otherwise copy certain stylistic features of another text. Usually this is done in order to create a particular impact, although there may be instances where this borrowing may seem simply a matter of convenience to give a music video, for example, a particular look. For the reader of the image, however, the connotative power of the original text is likely to be carried through into the new text.