

RESEARCH ARTICLE



INTERTEXTUAL ANALYSIS OF RHETORICAL DEVICES IN ADVERTISING

---- A Memetic Approach

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ABSTRACT

Intertextuality refers to the relationship that texts are interwoven with each other. It is used to describe the range of ways in which texts make reference to other texts. Intertextual connection in advertising language is important to make an advertisement easy-accepted and understood by the consumers. Citation, parody and allusion, the three rhetorical devices in the traditional sense, are often used to connect advertising texts with other texts.

Memetic Theory has provided some enlightenment to work out the working mechanism of intertextuality. Meme is a unit of imitation and transmission. Intertextual connection between different texts is realized through memes' imitating and transmitting.

This paper makes a tentative study of intertextuality in advertising from the perspective of memetics. It explores the relationship between memes, intertextuality and advertising, and aims to find the mechanism of generation of intertextuality in advertising. It first proposes that intertextuality is caused by the imitation and transmission of linguistic memes, and then describes and analyzes how linguistic memes spread in three types of intertextuality in advertising, namely, citation, parody and allusion. By data analysis, the study finds that citation, parody and allusion are drawn from some popular, famous or well-accepted songs, idioms, proverbs, historical stories or events and literary works, etc. which are strong linguistic memes according to Memetic Theory. These linguistic memes create intertextual relation in advertising, and cause the association and resonance of the consumers. The study concludes that citation, parody and allusion are intertextual techniques which imitate or replicate and transmit the memes to present texts with or without changing. Imitating or replicating and transmitting linguistic memes contributes to intertextuality in advertising.

The present study is a case study and adopts qualitative approach. The data are collected from different channels, such as newspapers, magazines, books, TV and internet. The samples used for analysis are mostly from the advertisements for famous products. In data analysis, the author uses descriptive-analytical method and the analysis is on the basis of the theoretical framework of intertextuality and memetics.

Keywords: intertextuality, memetics, advertising, rhetorical devices

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INTRODUCTION

Advertising is a prominent genre in virtually all contemporary societies. It is closely connected with social economy, enterprise development, market exploitation, foreign trade and people's daily life. It is ubiquitous and widely disseminated through newspapers, magazines, journals, television, radios, posters, etc. We may be often annoyed by advertisements, however, sometimes we may find them exceedingly useful. Anyway, advertisements have played and are playing an important role in this commercial era.

To persuade the consumers to purchase the commodity, to make people remember its brand, or to persuade them to watch or do something, the advertisements must possess the selling power--- the desire of purchasing the commodity; and the advertisements need have the merit --- memory value, which refers to the effect of the advertisements that can impress the consumers a lot and make them remind of the good qualities and advantages of the promoted product. In other words, the successful advertisements must catch the consumers' eyes with the attention value and readability. Thus, the advertisers usually adopt various strategies to achieve this. The intertextual techniques are what a lot of advertisers prefer to use. The application of intertextuality in advertising can skillfully hint the quality of the promoted product, stimulate the readers to think about the things related to the product and shorten the distance between the product and the readers.

Intertextuality means a web of interdependence in which the interpretation of each text relies on other texts. Texts in advertising are viewed as lacking in any kind of independent meaning. So far, there are a lot of research to discuss the forms and functions of intertextuality in advertising, but little has paid attention to the mechanism in which the phenomenon of intertextuality generates.

Memetic Theory provides a theoretical foundation to study the principles of generation of intertextuality in advertising language. Memetics, based on Darwinian evolutionism, reveals the law of transmission and the core of it is "imitation". So, a meme is a unit of transmission, or a unit of imitation. Memes are ideas, habits, skills, stories, songs or any other kind of information that is copied

from person to person (Dawkins, 1976). The essence of an evolutionary process involves memetics that studies the replication, spread and evolution of meme.

The rhetorical devices, citation, parody, and allusion are commonly used in advertising language. They usually attract and impress the readers with their particular characteristics. They share one common feature, that is, they can make the readers associate the present text with the previous text. They are good resources to study the phenomenon of intertextuality in advertising. So, in this paper they are hypothesized as intertextual approaches by which previous memes are imitated and spread to present texts.

This research is a case study and adopts qualitative approach. In order to strengthen the reliability of qualitative analysis, data are collected from different channels, such as newspapers, magazines, books, TV and internet. The data are observed and filtered to find that whether intertextuality is used in them and some of them come from advertisements for famous products. In data analysis, the author uses descriptive-analytical method and the analysis is on the basis of the theoretical framework of intertextuality and memetics. Since the analysis will be focused on advertising language itself, no illustrations and pictures will be attached.

The present paper aims to find the mechanism of generation of intertextuality in advertising. It is hoped that this research can enhance our understanding of intertextuality, and provide some enlightenment to advertisement creation and appreciation.

II. Literature Overview**Intertextuality***The Origin of Intertextuality*

The notion of intertextuality has been borrowed and transformed many times since it was put forward by Julia Kristeva in 1966. According to William Irwin, " 'Intertextuality' has come to have almost as many meanings as users, from those faithful to Kristeva's original vision to those who simply use it as a stylish way of talking about allusion and influence " (2004: 228).

Most theorists accept the view that the origin of Intertextuality is Ferdinand de Saussure's

structuralism and Mikhail Bakhtin's dialogics. As far as Allen is concerned, "Intertextuality emerges from the complex history of modern literary theory. It's very meaning contains this history, and cannot be grasped unless we have some knowledge of that history. Therefore, we must return to its origins---the linguistic theories of Saussure's and the literary theories of Bakhtin's" (2000: 7).

The influence of Saussure's sign system on intertextuality can be seen from two points. One is that the linguistic signs are non-referential, e.g. a sign is not a word's reference to some object in the world but the combination of a signifier (sound image) and a signified (concept). The other is that they are also differential, e.g. the sentence "The tree is green" involves the selection of the word "tree" out of related sounds—"see" or "bee", and related words—"bush" or "trunk" (Saussure, 1915).

The dialogics of M. M. Bakhtin, a Russian linguist and literary theorist, is thought of as another origin of the theory of intertextuality. He pointed out that all discourses are dialogue and that dialogue is one of the fundamental structuring principles of all discourses, written and spoken alike (1984). Bakhtin (1984) believed that the words we select in any specific situation have a characteristic of "otherness" about them. They belong to specific speech genres, and they bear the traces of previous utterances. The dialogue quality of word and utterance must be the central focus of the study of language. Bakhtin's understanding about words and language presents to us a world which is literally dialogue. Bakhtin's theory of dialogics also led to intertextuality.

Kristeva highlighted this vision of language in a new term, intertextuality. She pointed out that the notion of intertextuality replaces the notion of intersubjectivity when readers realize that meaning is not transferred directly from writer to reader but instead is mediated through, or filtered by, "codes" imparted to the writer and the reader by other texts. The meaning of a text does not reside in the text, but in the readers (1969: 69).

The Types of Intertextuality

Theorists have different views about the types of intertextuality. For example, Kristeva (1980) distinguished intertextuality into horizontal intertextuality and vertical intertextuality. The

former refers to the dialogue intertextual relations between a length of utterances and a succession of other utterances. The latter indicates that the context constitutes a specific text directly or indirectly.

Jenny (1982) divided intertextuality into strong one and weak one. The former refers to the situation that a text contains the utterances that are evidently related to other texts, e.g. citation, parody, etc. The latter indicates that a given text implies something that induces semantic associations of other texts, such as similar opinions, topic ideas, genres, etc.

Fairclough (1992) differentiated manifest intertextuality and constitutive intertextuality. In manifest intertextuality, other texts are explicitly presented in the text under analysis; they are "manifestly" marked or cued by features on the surface of the text, such as quotation marks (p, 104). The constitutive intertextuality refers to the complex relation of genres or discourse types' convention. It is the configuration of discourse conventions when the text is produced (p.105).

Xin Bin (2000) put intertextuality into two categories: specific intertextuality and generic intertextuality. The former refers to the situation that a text contains others' utterances with individual writing subject (an individual person or an organization, known or anonymous), and a given text contains others' discourses with concrete sources identified. Specific intertextuality contains the above strong, manifest intertextuality and those unmarked but quoted intertextual relations. The latter is mainly concerned with the combination of different styles, registers or genres of discourse of a text, which is heteroglossia put forward by Bakhtin (1981).

Different theorists approach, discuss and develop intertextuality from different perspectives, so it is hard to get a unanimous idea about intertextuality. However, it is not hard to find that each way of the above classifications of intertextuality emphasizes two kinds of intertextuality. One focuses on the obvious shown, surface or concrete intertextual relation with concrete sources identified; the other is concerned with semantic associations of ideas, topics, genres or registers, etc. which are implicit. The present

study mainly concerns the former, or explicit intertextuality.

Memetic Theory

Meme and Memetics

The term “meme” was proposed and first used by Richard Dawkins in his famous book *The Selfish Gene* in 1976. In his view, natural selection not in the interest of species or group, but in the interest of genes. Although selection exists at individual level, genes are replicators. It is the competition that drives biological evolution. Gene is a biological explication. By analogy, “meme” is a cultural replicator which drives cultural evolution. Dawkins described meme like this, “Examples of memes are tunes, ideas, catch-phrases, clothes fashions, and ways of making pots or of building arches. Just as genes propagate themselves in the gene pool by leading from body to body via sperm or eggs, so memes propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation” (p. 206).

Memetics is the scientific study of memes. Memetics becomes the subject of more than half a dozen books (e.g. Aunger, 2002; Blackmore, 1999; Brodie, 1996; Cullen, 2000). The essence of memetics parallels Dawkins’ conception of Darwinian natural selection with a central focus on replication. It is analogous to genetics, an evolutionary theory of cultural transmission, which explains how culture evolves from generation to generation vertically and from person to person horizontally by natural selection.

Strong Meme

As Dawkins (1976) pointed out, a meme is a counterpart to a gene. According to Darwinism, the evolution of all species is based on the principle of “survival of the fittest”. However, not all the memes can be passed on. Only those strong memes can survive, undergoing fierce selection and competition in conformity with the Darwin’s law of natural selection. Therefore, the strong memes are those memes that are the fittest ones. In other words, strong memes refer to those memes with a powerful transmission force which are more likely to be accepted and replicated by people. They are easily noticed and faithfully remembered by people, while those memes which fail to be copied are called weak memes. Dawkins (1976) identified three features for

a strong meme: copying-fidelity, fecundity, longevity. Dennett (1995) delimited strong memes as “the minimum units that replicate themselves with great credibility and powerful reproductive capacity”. Susan Blackmore (1999) also pointed out that strong memes are those that are imbedded in the human mind. Strong memes may thrive in spreading themselves mainly because they are unforgettable rather than because they are important or useful.

Meme and Language

Memetics provides a new approach to the evolution of language. Blackmore (1999) proposed that language is one of the important vehicles for spreading memes and the function of language is to disseminate meme. Language makes up for a large proportion of memetic interaction, such as conversation, publications and social interactions. The advantage language provides to the memes is that talking spreads memes.

He Ziran & He Xuelin (2003) pointed out that memes themselves spread and transmit via language; correspondingly, memes facilitate the development of language. In the process of language evolution, language has been under the pressure of memetic selection. New words and expressions compete to be adopted, or co-opted from other languages. The life force of language, the whole language as well as its individual parts, largely depend on the propagating capacity of memes that it encodes. When a meme is replicated and spread, its carrier (language) will be copied and transmitted at the same time. Thus, if an address (the carrier) is attractive, its elements, tone, style or contents, will be propagated.

Some linguists support the view that language is in the form of “linguistic memes”. Linguistic memes reveal the rules of speech spreading and language replication (He Ziran & He Xuelin, 2003). Language itself is a meme and words, phrases, sentences and texts, or rather, any forms of language can be regarded as memes as long as it is transmitted through imitation.

Thus, language is a key vehicle for spreading meme and meme is a booster for language evolution.

Meme and Intertextuality

The fundamental concept of intertextuality is that no text is original and unique but it is a reference to or a quotation from other texts. No matter how the relationship between texts is realized by intertextual methods, there must be something as words, idioms, phrases, sentences, ideas, and styles being imitated or replicated. Actually what is replicated or imitated, either ideas or styles in a broad sense is a meme (Xiong Xiaocan, 2006). Thus, from the perspective of memetics, intertextual connection between different texts is realized through a text assimilating, reorganizing or rearranging certain parts of another text. What is assimilated, reorganized or rearranged is actually a meme, and the assimilation, reorganization or rearrangement is the process of its replication, propagation and evolution to different degree. To put it another way, meme functions as a kind of “induced enzyme” in the process of catalyzing intertextuality (Xu Shenghuan, 2005).

III. Intertextual Analysis of Rhetorical Devices in Advertising**Intertextual Property of Advertising**

Advertisements are usually interaction between products and readers, or advertisements set up intertextual relation between products and readers. As we know, the purpose of an advertisement is to persuade the audience into buying the product by means of reforming those unconcerned people, thus advertisements must have selling power which can arouse people’s interest in or desire for the product. To achieve this, advertisements should have attention value that impresses people and make them memorize the product. Advertisers often create intertextuality, which encourages readers to ponder and make association with their previous knowledge and arouse their feeling of familiarity facilitating memorization.

Advertisements are not islands unto themselves and they exist in various genres and media (Cook, 1992). Advertising language usually constructs its own meaning by interacting other types of discourse. It borrows elements from other discourses and use them for their own purposes. The source discourse or text provides context within

which the target discourse or text may be created and interpreted.

Memes and Rhetorical Devices

To create attractive advertising, advertisers usually imitate strong memes, e.g. idioms, proverbs, sayings, famous remarks, and literary works, etc. They copy the original remarks or make a slight alteration of source texts. In addition to this, advertisers definitely prefer to design memorable advertisements by virtue of different rhetorical devices. As a matter of fact, those different kinds of rhetoric are the reflections of strong memes in an advertisement.

Rhetoric and memes bear reciprocal relations. Rhetoric serves some functions in advertising, like arousing attention, creating a pleasant mood, or expressing the essence of a message in an effective way. The greatest advantage of rhetoric is its ability to make abstract features of products emotionally alive, since its superior features; advertisers are inclined to employ rhetorical devices to manufacture attractive advertisements. He Ziren (2008) claimed that the replication and spreading of memes result in rhetorical effectiveness. He further pointed out that the effectiveness of rhetoric depends on the longevity of the memes, their capabilities of being accepted and used. Therefore, those being replicated and transmitted to others are strong memes; they bring out effective rhetorical functions, make them visible and audible to people and are more likely to be imitated.

Rhetorical Devices as Intertextual Techniques

The frequently used intertextual techniques in advertisements includes: citations and quotation, citing from the previous or original texts; allusion, employing the prototypes from the Bible, historical stories, fairy tales, folklore, religion stories, classical works, etc.; parody, imitating purposely the existed language forms, e.g. adages, idioms, famous poems, famous songs, etc. (Yang Quanhong, 1997: 20). This section will discuss these three forms of intertextuality in advertising.

Citation

Citation refers to direct citing of words, phrases, sentences or paragraphs from the intertexts, which is frequently marked with quotation marks or special typing signs. It indicates “the relation of co-

presence of one text within two or more texts” (Genette, 1977: 1). Citation is an explicit reference in artistic works to a passage or element from another, usually well-known works without any change.

The use of citation is considered as a symbol of the well-educated and the ability of interpreting and understanding the meaning of citation. The advantage of citation rests with its popularity and public acceptance.

Example 1: A Place of Your Own (for Real Estate from 2000 Winning Ads for Real Estate)

This advertisement is a citation of the name of a popular book, *A Place of Your Own*, written by Elizabeth James and published in 1981. The name of this popular book has existed in people’s mind for a long time. By this strong meme, the advertiser sets up an intertextual link between source text (the name of the book) and target text (the advertisement). Thus, the advertisement attracts the buyer’s attention and get more potential buyers.

Example 2: The Pen is mightier than the sword and some pens are mightier than others. (for Parker Pen)

The first sentence is obviously cited from a famous proverb, a strong meme “The pen is mightier than the sword”. The proverb originally means that writing can be more powerful than violent action. However, this meme is transmitted not to appraise the writers but to evoke people’s awareness of the writing instrument, Parker Pen. The second sentence imitates the form of the original one and implies Parker Pen is superior to its counterparts.

Example 3: Jurassic Park

Do you have the courage to explore the hidden valley or enter the silent glen on this time-forgotten wooded site that might have been home to marauding dinosaurs? While only 60 minutes from the city. (for Real Estate from *Big Book of Real Estate Ads: 1001 Ads That Sell*)

“Jurassic Park”, the head of the advertisement, is quoted from the name of the film *Jurassic Park*, directed by the famous American director Steven Spielberg. *Jurassic Park* is a popular film and it is a story of regenerated dinosaurs. People, old or young, all love this film. From the perspective of memetics, *Jurassic Park* is spread by different people and is a strong meme. By the transmission of this

meme, an intertextual relation is established and a sense of familiar feeling is produced.

Example 4: Love me tender, love me true. (for Cosmetics Ludanlan)

The first sentence of this advertisement comes from a famous classic love song with the name “Love Me Tender”. The song’s name serves as the genotype meme transmitted from the source text (the song) to the advertisement, and touch the readers greatly. The readers may make a quick response to the advertisement, as there is a link between the words, the intended meaning of the advertisement and the readers.

Example 5: A friend in need is a friend indeed. (for Quick Heartache Reliever)

This is an advertisement for a medicine, *Quick Heartache Reliever*. The advertiser copies the proverb “A friend in need is a friend indeed”. This proverb is well-known to a lot of people, which is a strong meme. By adopting this proverb, the advertisement emphasizes the quality and efficiency of the medicine and also conveys the meaning that this medicine will come to your rescue the moment you are in danger. It is your trustworthy friend. The citation brings the readers kindness and credibility. The borrowed strong meme functions as a link and shortens the distance between the product and its readers.

Parody

The Oxford Dictionary defines parody as “a composition in which the characteristic turns of thought and phrase of an author are mimicked and made to appear ridiculous, especially by applying them to ludicrously inappropriate subjects”. In World English Dictionary, parody is the “musical, literary, or other composition that mimics the style of another composer, author, etc. in a humorous or satirical way”.

Parody is one of the most commonly used techniques in advertisements writing and it is widely used to refer to the linguistic phenomena of imitating other’s words for different aims, as it can result in vividness, humor, uniqueness and sarcasm.

Example 6: Quality breeds success. (for Ford Car)

This advertisement employs the adage “Familiarity breeds contempt”. The advertisement, with the help of this adage or the transmission of this meme, sets up the intertextual relation between

the intended meaning of the words and the readers, thus touching the potential consumers.

Example 7: Like son, like father. Like daughter, like mother. (for Baby's Toilet Powder)

The advertiser borrows the familiar idiom "Like father, like son", then inverts the sequence and produces another sentence "Like daughter, like mother". By this idiom, the advertiser implies that the product is suitable for the old, the young, the male and the female. The meme is the basis of intertextuality.

Example 8: Just Reduced it!

Owner's found another home, needs to sell quickly, charming colonial with white-pillared porch, 3 bedrooms, 2 baths, bricks veranda, totally upgraded kitchen and bath.(for Real Estate from 2000 Winning Ads for Real Estate)

This advertisement is an imitation of the famous slogan of Nike, "Just do it". Nike is well-know that its slogan is also popular. Thus, "Just do it" is a strong meme that is familiar to the public. The author changes the meme "Just do it" into "Just reduced it" by replacing "do" with "reduced" to show the low price of the housing. It attracts the readers' attention easily.

Example 9: Not all cars are created equal. (for Mitsubishi Motors)

This advertisement is to promote Japanese Mitsubishi to develop overseas market in America. It is a reversed version of the famous sentence in the *American Declaration of Independence* "All men are created equal". This sentence has been quoted in numerous situations and speeches in hundreds of years. It has deeply implanted the idea of "equal" in everyone's mind. It is a strong meme. It arouses the American people a kind of familiar and warm feeling. Furthermore, the previous affirmative sentence has been changed into a negative one, and "men" into "cars", giving prominence to the target of the advertisement, skillfully expressing the superiority of the promoted cars, and widening the market successfully of Mitsubishi cars in America.

Example 10: Rome wasn't built in a day. A GeoCities Site, however, can be built in half an hour. (for GeoCities Service Centre)

This is another example of parody. The first sentence "Rome wasn't built in a day" is a strong meme stored in the readers' mind. The second

sentence "...can be built in half an hour" imitates the structure of the strong meme and impress the readers.

Example 11: The American Heritage Dictionary, Third Edition

It's the most useful (and fun!)

Software program of the year.

The American Heritage Dictionary, Third Edition

does what no ordinary dictionary can.

Helps you track down elusive words,

brainstorm for ideas,

even solve crossword puzzles.

If you order within 30 days, you'll pay only 29.95...

and get a FREE GIFT.

Dear Friend:

I couldn't remember the word, and it was driving me nuts.

We had just returned from a dinner party at a friend's house. After the meal, our hostess had boiled water for tea in a beautiful antique brass container.

"What was that thing called?" I asked my wife.

"**What** thing?"

"You know, that brass what chama call it Carol used to make tea."

"Why don't you call and ask her inn the morning?" my wife said, stifling a yawn.

But I knew I wouldn't be able to sleep until I had the word. So I sat down at my computer and opened up the **Wordhunter** feature of **The American Heritage Dictionary, Third Edition**. I type tea AND boil... and in less time than it takes to say "thinggamajig," the word samovar popped on the screen.

"**Word Hunter** found it!" I shouted.

"That's nice, dear, but it's getting late," my wife replied. "Are you coming to bed?"

"In a minute, I just want to finish up some work.." I was lying, of course. What I really wanted was to do more exploring with **The American Heritage Dictionary III**—the most fascinating, thought-ticking, idea-stimulating software package I'd ever had the pleasure of using. (Cited in Li Yangwei, 2008)

This advertisement is for *The American Heritage Dictionary, Third Edition*.---a software which is used as a versatile reference tool. It adopts the type of a letter, and skillfully gives all the

important information of the dictionary. This is a genre imitation.

In the first part (before the letter), all the important information is shown in a clear way, including the name, the function, the price and the advantages of the product. In the letter, the advertisement writes as if chatting with an old friend, telling the recent experience and talking about daily life. Actually, it serves as a vivid exhibition of the function of the dictionary and the way of how to use the dictionary. The intertextuality here is caused by discourse types' convention. By using the type of letter, which is a very common genre or a strong meme to the readers, this advertisement attracts the readers' attention and transmits the information successfully.

Allusion

Allusion is defined in Oxford Concise Dictionary of Literary Term as "an indirect or passing reference to some event, person, place, or artistic works", and also, "the technique of allusion is an economical means of calling upon the history of the literary tradition that author and reader are assumed to share". In other words, allusion is a brief reference to a person, event, or place, real or fictitious, or to a work of art, or casual reference to a famous historical or literary figure or event. An allusion may be drawn from history, geography, literature or religion, etc. This leads to the fact that the meaning of allusion relies upon the reader's familiarity with what is mentioned by the author. Only when the reader figure out the meaning can the allusion make sense.

Example 12: Venus (the name of wedding photo shop)

It borrows the image of the goddess of love and beauty in Roman mythology, which is a familiar meme to the public. This is a wonderful name to be used for a wedding photo shop. As a lot of people respect Venus, the goddess, the shop has the advantage to attract the customers' attention.

Example 13: Avon (the cosmetics brand)

The name of this brand stems from Shakespeare's works, *The Dream of A Mid-summer Night*. It means a river where the water is so clear that you can see the bottom of the river. The advertiser adopts "avon" as the name of the

cosmetics to skillfully describe the characteristics of the product and vividly sketches the image of graceful and elegant women. If the reader is familiar with the meme "avon", he/she will surely get a deep impression.

Example 14: Charles Dickens would feel right at home in this proper English manner house in prestigious Southaven. Of course he would be amazed at the dazzling array of modern amenities this 3 bedrooms and 2 bath residence has to offer. (for Real Estate from *Big Book of Real Estate Ads: 1001 Ads That Sell*)

Charles Dickens is one of the most popular English novelist of the Victorian era. The readers will think of Charles Dickens when reading the advertisement. From the perspective of memetics, "Charles Dickens" is a strong meme which is familiar to the public. By the transmission of the strong meme, the advertisement is to show Charles Dickens would feel right at home in this proper English manner house. Surely ordinary people would be satisfied with this house, too. The adoption of "Charles Dickens" creates the most attractive selling point for house buyers.

Example 15: Kangaroo Island—you can escape from the rush of life and become a modern day of Crusoe. (for Kangaroo Island)

The meme, "Crusoe" is the intertextual link which influences the interpretation of this advertisement. Crusoe is the character of Daniel Defoe's book *Robinson Crusoe*. Crusoe was left alone on an isolated island and he managed to survive on the island for thirty years. The use of "Crusoe" here helps readers associate living on an island with a beautiful scene: on Kangaroo Island, like Crusoe, you can escape from the madding crowd and trifles of modern life, enjoy the wonderful beauty of the nature and have a free life.

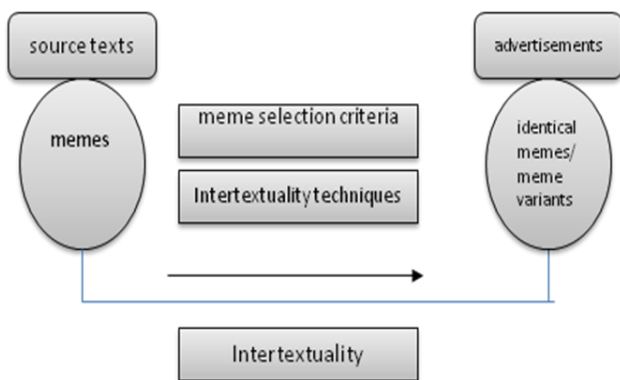
The above is examples' analysis on citation, parody and allusion in advertising. Advertisers like to use them to advertise their goods. And the fact is that they are quite successful. Citation, parody and allusion need us to read more and know more to achieve full comprehension and appreciation of them. However, the source texts of these three techniques are usually the strong memes. Most of them are explicit citations or references. Common

people are very familiar with, e.g. songs, idioms, proverbs, the Bible and historical stories or events and literary works. All these strong memes can set up intertextual relation between advertisements, products and readers.

DISCUSSION

Citation, parody and allusion are intertextual techniques which replicate and transmit memes to present texts with or without changing, and the process of replicating and transmitting are represented in advertising language. Advertising language can be recognized as the memes intertextually related to the readers’ prior knowledge or existed facts. The memes transmitted to advertising language are usually songs, films, idioms, proverbs, historical stories or events and literary works, etc. which are well-known to the public. All these memes are examples of linguistic memes. They are imitated, stored and transmitted among people.

Replicating and transmitting linguistic memes creates intertextual links or contributes to intertextuality in advertising. In order to better understand the relationship between memes and intertextuality in advertising, a diagram is made to show the mechanism of generation of intertextuality from the perspective of memetics.



As the diagram shows to us, memes in source texts go into advertisements with or without changes and become identical memes or meme variants of the original memes under the restriction of meme selection criteria to better fit in with the present contexts. This process is actually a process

of meme replicating and transmitting through different intertextual techniques and intertextuality generates during such process, in other words, intertextuality generates between source texts and advertisements by the replication and transmission of memes.

CONCLUSION

The intertextuality reminds us of the fact that we live in real life where we are mutually dependent. It is not difficult to find that the production of the advertising texts is in progress under the circumstances of the presence of other texts. In reality, any adverting text, which is the rewriting of the pre-existed texts, is a station of mutual dependence on other texts. This kind of mutual dependence includes open, overt quotation or reference, the assimilation or imitation of pre-existed texts, and identification and observance of the established practice.

This paper describes and analyzes citation, parody and allusion, the three intertextual techniques in advertising. By data analysis, it finds that the use of these three intertextual techniques can stimulate the familiar texts in the stored memory of the people, e.g. idioms, proverbs, songs, films, historical stories or events and literary works, etc. which can become a fountain to cause the association and resonance of the consumers. At the same time, the deviation from the original texts to the changed texts can strengthen the rhetoric effect of abundant attention value and memory value.

From the perspective of memetics, the pre-existed or familiar texts are linguistic memes. Fundamentally, the intertextuality in advertising is realized through the replication and transmission of the strong linguistic memes, like some famous, popular or well-accepted proverbs, songs, films, historical events and literary works, etc. They play an important role in their function performing, that is, they serve as a bridge connecting the concepts people are familiar with and the products the admen want to advertise.

To sum up, meme is the basis of intertextuality. The strong linguistic memes generate intertextuality in advertising language. With the strong linguistic memes, citation, parody and allusion create a sense of intimacy and may soften up the consumers’

defense and achieve a marvelous effect of sales promotion.

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