

All this is
in effect a
recovery of
oral and
literary tradition

Intertextuality as retrieval of orality

The commonplace tradition and the doctrine of imitation ruled verbal expression from primary orality through ~~romanticism~~ the age of ~~romanticism~~ residual orality terminated by romanticism. In the commonplace tradition, the echoing of earlier utterance was encouraged and taught.

Intertextuality has attacked the fixity of the text, which had made the text in the first place the primary focus of interpretation. Reader-oriented criticism has also attacked the fixity of the text. Derrida's Glas the ultimate: everything fits and misfits everything else, echoes everything. (Culler.)

✓ The discovery that echoing and reechoing is so pervasive in Text, Writing, Écriture is really a retrieval of orality, a hint of the oral base of text.

The whole economy of orality is repetition, echoing, imitation. Discourse (oral--and written, too, if there is such a thing) is essentially echoing (cf. catechesis), repetition, imitation. A response to a question echoes the question.

All this shows how deeply language is basically a call, a cry, rather than mere transfer of information.

Analogy between (1) oral person's paraphrasing a statement when asked to repeat it (question sets up new context) and (2) different readers' readings of a text (always put into a new situation).