Conveying irony through minimally-contextualized quotations and their textual environments

Elda Weizman

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Abstract

The paper analyzes the use of quotations to convey irony. It is argued that (a) the recontextualization of a direct-speech quotation in a minimally-contextualized small text provides cues for the assignment of ironic disalignment by virtue of its deviation from quoting norms; (b) the breach of norms embedded in the content and wording of the quotation as well as its textual environment may enhance the ironic interpretation. The theoretical conceptualization relies on the notions of recontextualization and the exploitation of cues and clues for the detection and interpretation of irony. The analysis draws on data collected from the online edition of the Israeli high-brow, liberal daily *Ha'aretz.*

Schlagwörter: recontextualization, quotations, direct speech, irony, clues and cues.

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1 Introduction

This paper sets up to show how ironic dissociation and disalignment are achieved through the recontextualization of quotations in direct speech and how the interpretation of irony is enhanced through their co-textual environments. The analysis draws on data collected from a column published in the online weekend edition of the Israeli high-brow, liberal daily Ha'aretz. This weekly column, called 'Off the record: the quotations that made this week' (*lo letsitut: hatsitutim sheasu et hasah-vua*), is unsigned and will therefore be considered as representing the editorial voice. It comprises 4-6 small Hebrew texts, each consisting of three segments: a quotation in the form of direct speech, a title, and a concluding line with minimal contextual information. The title and the quotation are placed in a centralized square marked in black gridlines with yellow margins on the right and another square marked in yellow (see Figure 1).

The contextual information is revealed if the reader touches the right angle, which says 'discover' (*galu*) on a yellow background. If it is "disco-vered," to use the editor's wording, this line (henceforth: the 'discover' line) includes the name of the quoted source and some partial informa-tion about the circumstances of use (e.g., 'social media,' 'the parliamen-tary plenum') without mentioning the date or any other specifications. This means that at first sight, the reader sees only the title and the quo-tation. In other words, a short text is transferred from another discourse event which is vaguely referred to, is reframed as direct speech in quo-tation marks, and constitutes the visually predominant segment in ano-ther small discourse unit that provides minimal context.

Figure 1: A screenshot of two squares from the column. See the 'discover' (galu) option on the bottom right.

The current discussion focuses on the main function of these small texts, with reference to the form and function of the above-mentioned three segments. It will be shown that the texts convey the editorial voice's ironic disalignment from the quoted source and dissociation from the content of the quotation, from its wording, or both. Specifically, I will argue that (a) the recontextualization of a direct-speech quotation and its integration in a minimally-contextualized small text provides a cue for the assignment of ironic attitude to the quoter, who represents the editorial stance of the paper; (b) the co-text, mostly the title and occasionally the "discover" line, provide textual support to the construction of the ironic meaning. The theoretical conceptualization relies on the notions of recontextualization and the exploitation of cues and clues for the detection and interpretation of irony.

The paper is structured as follows: the underlying approach to recontextualization, cues, and clues, and irony interpretation are briefly sketched (Section 2), the data is situated within the political context of Israel (Section 3), and the small texts in the column are analyzed

(Section 4). The interplay between the different theoretical notions will be highlighted in the discussion (Section 5).[1]

2 Theoretical Conceptualization

2.1 Recontextualization and quotations

Recontextualization is the shaping and molding of prior texts and situations and their integration into another discourse through the use of strategic discursive practices. Recontextualizations shape and reshape social structures, interactional and communicative situations, propositions and concepts, objects of talk, and more (Linell 1998; van Dijk 2008; van Leeuven 2008; Fetzer 2004; Gruber 2015, 2017; Gruber, Haugh & Xie 2023; Weizman 2023).

It is widely accepted that quoting a previous speaker's utterance is one of the most explicit forms of recontextualization in spoken and written discourse (another explicit form is verbatim repetition, cf. Weizman & Kohn 2022). Alongside its various functions, the use of direct speech in political discourse necessarily involves taking a stance. Gruber (2017) notes that by quoting an utterance, the quoters may convey their stances in four different ways:

> (a) dis/align with a stance expressed by the original speaker/ writer; (b) express a stance towards the quoted content; (c) express a stance towards the quoted speaker/writer; (d) select a quote which (through its content or style) evokes a stance towards the quoted speaker/ writer in the audience of the quoted utterance. (Gruber 2017:2)

As we will see, in the column under study the three first possibilities apply.

Studies within (socio) pragmatics and discourse studies conceptualize quotations as realizations of intertextuality, recontextualization and meta-representation. Quotations have been situated on a scale featuring

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direct speech, which marks a commitment to accuracy on the one hand, and partial quotes embedded in quotation marks, conveying the quoter's implicit dissociation from the quote, mostly ironic criticism, on the other (Fairclough 1988; Fetzer 2015; Fetzer & Weizman 2018; Gruber 1993, 2015a, 2015b; Weizman 1984, 2011, 2020). In relevance theory, utterances on this scale are considered as meta-representations, i.e., as representations of representations (Wilson 2012: 230). Meta-representations may be attributive or non-attributive. Typical cases of attributive meta-representations include direct and indirect quotations, whereby attribution is textually marked by combinations of quotatives, some information about the quoted source, and quotation marks. In non-attributive meta-representations, on the other hand, the connections between higher-order and lower-order representations are mostly unmarked (Wilson 2012).

Non-attributive meta-representations include echoic mentions, which convey the speakers' attitude (Wilson 2012: 249). A typical case of non-attributive meta-representation is that of ironic mentions, which echo a real or imagined prior saying, thought, belief or interpretation thereof, and necessarily convey criticism towards the first-order representation (Sperber & Wilson 1981; Wilson & Sperber 1992; Wilson 2012). As will be shown later (Section 4), this accounts for the irony conveyed by the titles in our data, but it does not explain the ironic attitude conveyed by the attributive direct-speech quotations.

In his work on quotations, Gruber (1993, 2015a, 2015b, 2017) elaborates on the evaluation function of various forms of quotations in journalistic and political discourse and sheds light on the ways positioning and evaluation are construed not only through the typically ironic uses of partial quotes but also through the use of direct and indirect speech. In the context of journalistic language, he argues that the responsibility for the evaluation shifts from author to reader depending on the directness of the utterance (Gruber 1993). In his investigation of spoken parliamentary discourse, he highlights the positioning effects of quotations, arguing that "policy-oriented arguers position themselves and their political opponents as fact-oriented rational politicians who may engage in a policy-oriented dialogue," whereas "ironic evaluators

position themselves as critics of the political (discourse) style of their opponents and hence position their opponents as objects of stylistic critique rather than as subjects of possible dialogue" (Gruber 2015b: 699).

In the current study I elaborate on the attitude implied through the recontextualization of direct speech. I argue that the very reproduction of direct speech in a minimal co-text may be interpreted as a cue for ironic interpretation. The editor and the reader share the responsibility for the reconstructed speaker's meanings and the editor self-positions as an actor in the political situation. The next section is devoted to some clarification of the roles of cues and clues in this interpretation process.

2.2 Interpreting irony

The view underlying the analysis is informed by a pragmatic model of text understanding (Dascal & Weizman 1987; Weizman & Dascal 1991) which presupposes a three-level distinction (Grice 1971; Dascal 1983) between sentence meaning, utterance-meaning and speaker's meaning: sentence meaning is the context-independent meaning of an utterance, utterance meaning (=Grice's [1968] "applied timeless meaning of an utterance type") is the conventional meaning of an utterance in a given situation, and speaker's meaning (= Grice's [1968] "utterer's meaning") is what the speaker means to convey by uttering a given utterance in a given situation. The search for a speaker's meaning presupposes that the interpreter has reasons to believe that the speaker intends to convey a meaning that diverges from the utterance meaning. In this view, the interpretation of irony is a case of indirectness, whereby contextual in-formation is exploited for two different purposes: as *cues*, when they in-dicate that the utterance meaning is not a plausible candidate for being the speaker's meaning, and as *clues,* when they are used to compute an alternative, ironic speaker's meaning (Weizman & Dascal 1991).

Cues and clues may be *extra-linguistic*, having to do with the inter-preter's acquaintance with and beliefs about the world, and *meta-lingui-*

stic, having to do with his or her knowledge of and beliefs about language use (Dascal & Weizman 1987; Weizman & Dascal 1991). Since irony is necessarily critical, full reconstruction of an alternative, ironic meaning, which may be plausibly attributed to the speaker, involves making assumptions about the nature of the negative *judgment or criticism*, the identity of the *victim* (or target) of the ironic criticism, i.e., who is being criticized, the *locus* of irony, i.e., what is being criticized, and the identity of the *ironist*, i.e., the author of the ironic criticism (for an elaboration on these notions see Weizman 2001, 2008: 86-102).

In what follows, I will focus on the strategic use of direct-speech quotations to convey irony. I will argue that (a) the major cue for irony is the special format of direct speech embedded in a minimal context, thereby constituting a breach of meta-pragmatic norms of journalistic quotations; (b) irony is enhanced through additional cues and clues provided by the contextual environment of the quotation, i.e., the title and the 'discover' line.

3 Background

The texts under discussion have been published against the background of the ongoing Israel-Hamas war in Gaza. The war was launched following the October 7, 2023 Hamas assault on Israel from the Gaza Strip. Hamas, a fundamentalist organization controlling the Gaza Strip, had launched hundreds of rocket attacks into Israeli territory resulting in civilian casualties in previous years. On that day, over 1200 Israelis were killed, most of them civilians, more than 3300 were wounded, war crimes were committed and over 250 people were kidnapped and have been held hostages or killed by the Hamas[2] ever since. The war was

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2 To date is not yet a single official estimate of the number of victims, due to the complicated authentication process. and see: *https://www.haaretz.com/haaretz-explains/2023-11-23/ty-article-magazine/.premium/how-haaretz-is-counting-israels-dead-from-the-october-7-hamas-attack/0000018b-d42c-d423-affb-f7afe1a70000* (accessed: 17. September 2024)

initiated under wide consensus aiming to destroy Hamas and dismantle its infrastructure. Its continuation is currently debated in Israel and the world.

One of the reasons for the debate is the deep mistrust of liberals in the government, formed as a coalition of far-right and ultra-orthodox parties under PM Benjamin Netanyahu. Netanyahu and his government are held accountable for "one of the most significant domestic political and social crisis in decades, due to legislation […] aimed at dramatically weakening Israel's judiciary and potentially rescuing Netanyahu from the three corruption trials he faces […]" (*Ha'aretz*, English edition, daily report, May 26, 2024). The derogatory attitude conveyed in the column analyzed here is addressed mostly, though not exclusively, at ministers and members of parliament in the current Knesset (Israeli parliament).

4 Analysis

As mentioned above (Section 1), the small texts under study consist of three parts: quotation, title, and 'discover' line. Two different *authors* (Goffman 1981) are involved: the author of the quotation, i.e., the quoted source, and the author of the title and the 'discover' line, i.e., the editorial voice. In terms of Goffman's (1981) notion of *footing*, the editor is the *principal* of the ironic criticism, which he conveys not only through the unusual format of the column, but also by bringing all three parts together. As will be shown, each of the three parts contributes to the identification of irony and the construction of ironic speaker's meaning in various ways, and all three reciprocally enhance the ironic meaning.

As indicated previously (Section 1), in all its occurrences in this column, the quotation is presented in a centralized indentation without being integrated into a larger text. Additionally, although it is assigned to the quoted source, only minimal information is provided about the circumstances of its use. This information is not seen at first sight unless

https://www.gov.il/en/pages/hostages-and-missing-persons-report (accessed: 17. September 2024).

the reader clicks on the word 'discover,' thus framing it as having secondary importance. A cue for the identification of the editor's *indirect meaning* may lie in these deviations from the journalistic script, which sets up the expectations that direct quotes should be integrated into a "hosting" text and provide more information to ensure reliability.[3] The editor's *ironic spekaer's meaning* is further identified and constructed based on its content, its form or both.

The first three examples[4] highlight the pivotal function of the direct-speech quotation in conveying the ironic speaker's meaning. In each of them, the utterance meaning of the quotation demonstrates a breach of widely accepted norms in terms of their content (ex. 1, 2) or their wording and content (ex. 3). Since these norms are most plausibly shared by the editor and the readers, they may be read as conveying the editor's ironic dissociation with their content, wording or both (which are the loci of irony), and disalignment with their authors (who are the victims of irony).

(1) Do you hear [me] over there?

"If the free world stops standing by Israel in this war it will simply stop being free, and it might also stop being a world"

[Discover]: Member of Parliament Dan Ilouz, social media.

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3 Another cue may also apply if the reader has reasons to believe that the speaker holds certain beliefs and assigns her a speaker's meaning which matches these beliefs without going through the textual procedures accounted for here. Accordingly, some of the texts in this specific column may be assigned ironic criticism addressed at the quoted sources from the outset, based on the specific knowledge that the editorial political agenda of Ha'aretz is antagonistic to that of the current right-wing government. This kind of a shortcut may lead to decontextualized interpretations, which will not be discussed here (for an example, see Dascal & Weizman 1987).

4 The examples have been translated verbatim from Hebrew. The quotations do not end with a period. Please consider that in the Hebrew source the texts are centralized, as can be seen in Figure 1. In the paper they have been justified to the left to accommodate the layout conventions of the journal.

(Ha'aretz weekend magazine; 27.3.2024,
https://www.haaretz.co.il/magazine/quote/2024-03-27/ty-
article-magazine/.highlight/0000018e-806e-dc24-a9be-
e17f74fd0000) (accessed: 25. April 2024).

The quoted statement made by Israeli MP Dan Ilouz is utterly non-sensical and absurd.[5] Therefore, even if the quotation stood on its own, without any knowledge of the specific circumstances, it would most plausibly be read as conveying a harsh ironic criticism on the part of the editorial voice, based on the understanding that a self-negating state-ment ("the world might also stop being a world") flouts Grice's (1975: 46) maxim of quality ("do not say what you believe to be false"), and on the acquaintance with the political script whereby nations do not support each other ("standing by") constantly.[6]

The quotation is minimally contextualized through the 'discover' line, which informs the reader only of its source, Dan Ilouz, MP for PM Netanyahu's party, the Likud, and specifies the date. The latter provides a hint to those readers who are acquainted with the relevant political developments in Israel, i.e., that the MP responds to the US decision not to veto the UN resolution for a ceasefire in the Gaza war. The American policy was interpreted by Israeli PM Netanyahu and his right-wing government as a breach of the traditional US-Israel alliance. Ilouz's statement thus refers to those countries that support the UN decision.

Whereas the 'discover' line is purely informative, the title ('Do you hear [me] over there?') adds another layer of irony to the editor's speaker's meaning. I have already mentioned (section 2.2) that one of the most prevalent cues for the detection of irony is the intuitive recogni-tion that an utterance is a non-attributive echoic mention of a prior saying, thoughts, belief having real or imagined source or its interpre-tation (Sperber & Wilson 1981; Wilson & Sperber 1992; Wilson 2012). Here, the title is most likely to be read as ironic if it is interpreted as

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5   See Figure 1, on the right side.
6   In the analysis, segments from the source-quotations are marked in double quotation marks. Other segments (e.g. the titles, the 'discover' line) are marked with single quotation marks.

echoing the MP's presumed intention to address his words to a collective, unidentified audience, most plausibly "the free world." In this interpretation, the quoted statement turns into a speech act of a defiant, presumptuous warning addressed at the free world, and the MP is thus the target of ridicule and contempt.

The quotation in example (2) could also be self-sufficient in terms of irony identification, providing the readers know that it has been said during a situation of war:

> (2) Air defense
>
> "We all understand how alert we must be – prayers [are required] to the Holy One, Blessed be He"
>
> [Discover:] Meir Porush, at the Knesset Plenum
>
> (Ha'aretz weekend magazine, 18.4.2024, *https://www.haaretz.co.il/magazine/quote/2024-04-18/ty-article-magazine/.highlight/0000018e-f1ee-d9d0-a58f-fbeee8fa0000*) (accessed: 3. June 2024).

The editor's ironic attitude can be identified based on the acquaintance with common political and military scripts, whereby national security in times of war (referred to by "how alert we should be") cannot be attended to by prayers only. However, contextual information leads the reader to a richer speaker's meaning. The quoted source is the Israeli Minister of Jerusalem Affairs and Heritage, MP for the ultra-Orthodox *Agudat Yisrael* faction of United Torah Judaism. In a heated debate in the Plenum of the Knesset, Porush is held accountable for his party's policy which objects to drafting ultra-orthodox youngsters to the Israeli Defense Forces, thus fostering inequality between religious and non-religious youth (since the latter are drafted by law). Therefore, when quoted as saying that in times of war Israel should defend itself through religious rituals, Porush is not only ridiculed, but is also critically portrayed as irresponsible and blind to the real needs of his country. This interpretation is enhanced by the title ('air defense'). Based on the metaphoric common features associated with 'air,' 'sky,' and 'prayers to

God,' the title may be read as echoically mentioning Minister Porush's dogmatic and irrealistic perception that prayers are as good a solution as military defense.

In the previous examples, ironic criticism is addressed at the content of the quotations and their political implications. In the next one, the criticism is addressed at the wording of the quotation, mostly its incomprehensibility, ungrammaticality and pretentiousness. Note that the English verbatim translation reflects the blurred and sometimes meaningless wording of the Hebrew quotation:

(3) Scanning the Horizon

"It is possible to do here many things in very important interfaces from a generalized perspective, [*efsahr la'asot kan harbe dvarim bemimshakim meod xashuvim bireiya metaxlelet*] that the range of knowledge is from an economic perspective, and it also has to be from a security perspective, and also from a political and also social one [*shemin'ad hayeda hu bireiya kalkalit vehu gam tsarix lihyot bireiya bitxonit vegam medinit vegam xevratit*], this whole complex should enter as a structured thing [*kol hamixlol haze tsarix lehikanes kedavar muvne*]. I have no doubt that this office can be the right address for many things that I really believe we can do."

[Discover:] Gila Gamaliel in a meeting with the board of the Ministry of Science and Technology, social networks.

(Ha'aretz weekend Magazine, 4.4.2024, *https://www.haaretz.co.il/magazine/quote/2024-04-04/ty-article-magazine/.highlight/0000018e-a93d-d9ca-afee-e9bd28c20002*) (accessed: 3. June 2024).

As specified in the 'discover' line, these are the words of MP Gila Gamliel of the Likud party on the occasion of her appointment to Minister of Innovation, Science and Technology. Gamliel's short credo is formulated in a mixed style, consisting of a pseudo-professional register and

buzz words (*mimshakim* ['interfaces'], *metaxlelet* ['generalaized'], *min'ad* ['range'], ungrammaticality (*shemin'ad hayeda* ['that the range of knowledge'], and colloquialisms (repetitions on *vegam* ['and also']).

Based on the readers' acquaintance with journalistic commitment to ensure readability, it is most plausible to assume that a quotation that includes such blatant floutings of Grice's supermaxim of manner ("Be perspicuous") (1975: 46) provides a cue for the editor's intention to ridicule the quoted source. Additionally, by mirroring Gamliel's preference for professional wording when she speaks with prominent scientists, the editorial voice positions Minister Gamliel as ludicrously pretentious. In this reading, the title, 'scanning the horizon' (*srikat haofek*) echoes her presumed elitist aspirations and thus enhances the criticism conveyed by the quotation.

With example (4) we return to the ironic criticism of the content of the quotation.[7] This time, the ironic effect of the title is somewhat reduced compared to its function in the previous texts. Additionally, unlike example (3), the "discovered" information provides context, but has no effect on irony assignment: the citation is self-sufficient if read in its context.

(4) Semantics

"As elected officials, our role is to listen to the people's voices and their criticism of our activities. […] Therefore, we call for the change of the term "Knesset recess" [*pagrat hakenesset*] and its replacement with a term that may not be interpreted as implying a vacation or time-out"

[Discover:] Five members of the Knesset [Israeli parliament] to the Speaker of the Knesset Amir Ohana.

(Ha'aretz weekend magazine; 27.3.2024, *https://www.haaretz.co.il/magazine/quote/2024-04-04/ty-article-magazine/.highlight/0000018e-a93d-d9ca-afee-e9bd28c20002*) (accessed: 3. June 2024).

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7   See Figure 1, on the left side.

Here, the quoted segment of a letter sent by several parliament members to the Speaker of the Knesset represents a breach of political norms on their part regarding their accountability. In the background, the Israeli Parliament is about to take a break (*pagra*), as every year, starting a few days before the Pesach holiday. Harsh criticisms have been heard from the public, politicians and families of the Israeli abductees held hostages by Hamas, concerning the inappropriateness of holding on to this personally convenient routine in times of war. Indeed, in the quoted letter addressed to the Speaker, the signed MPs mention the criticism ("the people's voices and their criticism") and seem to acknowledge their accountability ("As elected officials, our role is to listen […]"); but then, instead of trying to accommodate the public's demands and cancel the recess, they address the speaker with the suggestion to replace the term commonly used to refer to it. This proposal constitutes a breach of the conventional political script, which consists of expectations related to the accountability of members of parliament in times of war. This violation of norms provides a cue for the editor's ironic antagonism vis-a-vis the MPs. The title ('Semantics') enhances the ironic interpretation by pointing to the trivial nature of the proposed solution.

In the examples examined so far, breaches of norms and floutings of Gricean maxims represented by the quotations provided cues for ironic interpretation and clues for its locus; the title enhanced the identification of irony, mostly in its quality as echoic mention, and the 'discover' line provided clues for the identification of the target (the quoted source). Despite the important contribution of the co-text, the quotation had a pivotal role in the identification of irony. In the following small text, it is the co-text which plays a crucial role in irony assignment:

(5) With friends like that

"We passed many tests here, but do you know what the most important one was? The test of friendship"

[Discover:] Gideon Sa'ar, at the conference of the New Hope [*Tikva Chadasha*] party, where he announced the

dissolution [*peruk*] of the National Unity alliance [with the Yesh Atid party]

(Ha'aretz weekend magazine, 21.3.24, *https://www.haaretz.co.il/magazine/quote/2024-03-21/ty-article-magazine/.highlight/0000018e-6243-d541-a78e-ffcba4eb0000*) (accessed: 3. June 2024).

In this text, the quotation provides a cue for indirectness, only by virtue of the violation of the journalistic script through its unusual format (Section 2.2). A cue for ironic meaning is provided when a mismatch is observed between the utterance meaning of the quotation and the circumstances of use, spelled out in more detail than usual: Gideon Sa'ar, chair of the New Hope party, praises the value of friendship on the occasion of his announcement that he breaks off the alliance with the Blue and White party ('the dissolution of the National Unity alliance'). The assignment of ironic speaker's meaning to the editor is further ensured by the title (with friends like that'), which alludes to the proverb "with friends like that who needs enemies?"

Example (6) is similar to (5) in terms of the division of roles between its segments:

(6) But enough talking about me

"I saw that you received the highest number of votes from the public, and this is the most important thing, not the judges but the public"

[Discover:] Binyamin Netanyahu with Eden Golan

(Ha'aretz weekend magazine, 15.5.2024, *https://www.haaretz.co.il/magazine/quote/2024-05-15/ty-article-magazine/.highlight/0000018f-7e00-d604-af8f-7f01ab730000*) (accessed 3. June 2024).

Eden Golan represented Israel in the Eurovision Song Contest 2024 held in Sweden. She finished fifth overall and came in second based on the public vote. The 'discover' line indicates that the quotation was imported from PM Netanyahu's conversation with the young singer

upon her return from the contest. As in example (5), here too the utterance meaning does not provide any reason to search for an ironic meaning, and the 'burden' of ironic assignment lies on the title. The latter may be read as an echoic mention of Netanyahu's thoughts ('talking about me'), based on the knowledge that for the last few years, he has faced three trials for bribery, fraud, and breach of trust, and that he trusts his faithful voters and followers much more than he trusts the judges. In a way, due to the use of the first-person singular in the title ('enough talking about me'), we witness here a two-stage recontextualization process: Netanyahu's words to the singer have been recontextualized as a direct-speech quotation in an ironic minimal context, and the echoic mention recontextualizes it as the (presumed) thoughts he entertains about himself. In this back-and-forth movement, the references to the "public" and "judges" acquire different meanings with the shift from the script of entertainment to that of the legal system.

5 Discussion and conclusion

The pragmatic analysis in this paper focused on three-segment small texts published weekly in the online version of the Israeli daily *Ha'aretz*. The format of the column is exceptional visually, structurally and context-wise: each small text presents a minimally-contextualized direct-speech quotation, indicating briefly only the identity of the quoted source and the source site, and is further accompanied by a title. Since the column is unsigned, I consider it as representing the editorial voice. I argued that the texts convey the editors' ironic disalignment from the quoted source and dissociation from the content of the quotation, its wording, or both. The editor thus seems to self-position as an actor in the political game.

The analysis provides some important insights into the nature of recontextualization, the functions of direct speech, the interpretation of irony, and the interplay between them. I argue that direct-speech quotations may be strategically used as cues for ironic meaning if they represent a deviation from quoting norms. In the texts under study, for

instance, they stand isolated, without being integrated into a 'hosting' text and without 'carrying' with them habitually expected pieces of relevant information such as the date of the quote and a precise reference to the source text. Some of the quotations in the corpus provide additional cues for irony, such as breaches of common sense and political scripts, but these cues are not specific characteristics of direct speech. We have also seen that cues for the detection of irony and clues for the construction of ironic meanings are always provided by the titles, mostly through their nature as non-attributive echoic mentions, and sometimes also by the minimally informative 'discover' lines. This picture of the mutual enhancement of irony by different components of the text supports previous analyses of redundancy and explicitation of irony in journalistic texts (Weizman 2011, 2020, 2022).

Finally, the minimal-context practice in our texts may contribute to our understanding of contextualization. Obviously, the quotation is imported from a previous text and is thus being recontextualized in a new discourse event. At the same time, in the 'hosting' text the quotation is 'stripped' of some important contextual features, and in this respect, it is decontextualized vis-à-vis its source text. The detection of echoic mention in the title adds another dimension to the recontextualization: whereas the direct-speech quotation is *explicitly* introduced into the current discourse event, the presumed echoed wording, thought, belief, etc. *implicitly* contribute to its reshaping. The integrated analysis of quotations and irony in terms of recontextualization has thus contributed to a deeper understanding of the interconnections between these apparently distinct paradigms.

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