

# UNIVERSITI MALAYA

## ORIGINAL LITERARY WORK DECLARATION

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Field of Study: Semiotics

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## Abstract

The purpose of this dissertation is to study the intertextual references drawn from cultures and practices in our world that are incorporated into the formation of the fictional world of the Nickelodeon animation *Avatar: The Last Airbender*. This animation that was created and produced by Michael Dante DiMartino and Bryan Konietzko for Nickelodeon has enjoyed and garnered much success worldwide. This qualitative research uses the conceptual framework of intertextuality to code the data gathered from the animation into a manner that best illustrates the animation's intertextual references that are drawn from the cultures in our world. The research design was specifically created by the researcher to analyze references of landscapes and architecture, clothing and lifestyles in the animation in terms of their visual and verbal references. The results show that these references were drawn from the Inuit, Native American, Chinese, Japanese, Tibetan and Bhutanese cultures. This study would reveal how these numerous references are realized and exhibited in the animation as well as increase the limited literature that has been conducted upon this genre.

Keywords: Intertextuality, Animation, *Avatar: The Last Airbender*

## Abstrak

Tujuan penyelidikan ini adalah untuk mengkaji rujukan intertextual yang dipetik daripada budaya dan amalan dari dunia kita yang diperbadankan dalam formasi dunia fiksyen animasi Nickelodeon *Avatar: The Last Airbender*. Animasi ini yang dicipta dan dihasilkan oleh Michael Dante DiMartino dan Bryan Konietzko untuk Nickelodeon telah mendapat kejayaan yang gemilang setakat ini. Penyelidikan ini menggunakan kerangka konsep intertextuality untuk mengekod data yang telah diambil daripada animasi ini dalam bentuk yang akan paling jelas menunjukkan rujukan intertextual yang telah dipetik oleh animasi ini dari budaya-budaya di dunia kita. Reka bentuk kajian penyelidikan ini dibina khusus oleh penyelidik ini untuk mengkaji rujukan intertextual landskap dan seni bina, pakaian dan cara hidup dalam animasi ini dari segi rujukan visual dan lisan. Keputusan penyelidikan ini menunjukkan bahawa rujukan animasi ini dipetik dari budaya Inuit, Amerika Asli, Cina, Jepun, Tibet dan Bhutan. Penyelidikan ini akan menunjukkan bagaimana pelbagai rujukan ini ditunjukkan dan direalisasikan dalam animasi ini dan juga meningkatkan kajian literatur yang terhad dalam genre ini.

Kata kunci: Intertextuality, animasi, *Avatar: The Last Airbender*

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