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SECTION II. COMPARATIVE LINGUISTICS

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(The
Guardian, The Times, The Daily Mail, The Daily Telegraph, The Independent)
2010-2019 .

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(Brad Pitt, Leonardo DiCaprio, Johnny Depp,
Richard Gere, Steven Spielberg).
(Darth Vader, Joker, Terminator)
(Batman, Superman, Indiana Jones, Obi Wan Kenobi, Princess Leia)

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Cinema as a source domain of precedent names in the UK mass media (2009-2019)

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Abstract

The paper deals with precedent names derived from a source domain “Cinema” in the mass media of the UK. The data of research include 300 precedent names used in UK press (The Guardian, The Times, The Daily Mail, The Daily Telegraph, The Independent) in 2010-2019. The methods of research include: cognitive analysis of discourse, linguistic and cultural analysis. It is argued that the source domain “Cinema” is one of the most popular sources of precedent names in the UK media. The research provides evidence for the fact that British journalists are inclined to refer to onyms associated with American cinema widely known not only in the UK, but around the world. The considered onyms are divided into two groups: precedent names of real personalities (actors, directors) and precedent names of fictional characters (characters of films and cartoons). The precedent names of the first group serve as a pattern of success, beauty, fame and skill (Brad Pitt, Leonardo DiCaprio, Johnny Depp, Richard Gere, Steven Spielberg). The precedent names of the second group are divided into onyms that carry pejorative (Darth Vader, Joker, Terminator) or meliorative (Batman, Superman, Indiana Jones, Obi Wan Kenobi, Princess Leia) connotations depending on the characteristics of the film image. Another feature of precedent names from the source domain “Cinema” is the diffusion of the border between culturally specific and universal onyms. Since English-language cinema dominates in the world’s popular culture, the onyms most in demand in the British media are widely known not only in the UK, but throughout the world.

Keywords: precedent name; precedent phenomena; intertextuality; British mass media; cinema; cognitive analysis; metaphor; mass media discourse

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2013; , , 2014; ,
2011).
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« ,
() (, , 2015; (,
, , , 2019; , ()
2020; , 2016; , (, ,

1) «Cinema».

2) (2010-2019) (27 %)

1. (Brad Pitt, Carrie Bradshaw, George Clooney, Arnold Schwarzenegger, Marilyn Monroe, Steven Spielberg.)

(2009), «»

(2012), «» (Bridget Jones, Indiana Jones, Terminator, Harry Potter, Superman).

(2017), «» (Brad Pitt -

2020), «»

2016).

2. (2009).

New York. Two months ago she attended her first book launch. "I wandered into this room and there were people screaming. I felt like Brad Pitt." (The Time, 12 April 2015).

myself from wondering (The Time, 3 March 2015).

« How to find your Brad Pitt (The Times, 9 April 2011).

«Cinema»

George Clooney.

George Clooney

Bridget Jones (

“Would you like to find a remedy for global warming? Of course you would! What about unraveling the mystery of dark matter? Sure, why wouldn’t you? But let’s be honest. Hands up: is there anyone who wouldn’t like to be George Clooney?” (The Guardian, 2 November 2015).

), « Jones's Diary), » (Bridget

Donald Berwick doesn ’t look much like George Clooney. But to a White House with a healthcare system to manage, the good doctor must have seemed like a gift sent straight from the set of ER. He ticked every box: paediatrician, Harvard professor, devoted husband who had supported his own wife through illness (The Daily Mirror, 3 August 2015).

Carrie Bradshaw -

The reason Bridget is such a sexy little minx is because she looks like a real woman ... Bridget Jones is not merely a fat cow. She cares about her weight, but not too much. We are so accustomed to seeing women who do not look very real - women who are starved to perfection for the cover of Vogue or worn to a frazzle in the gym - that we have almost forgotten what a real woman looks like. A real woman looks like Bridget Jones (The Guardian, 26 Apr 2011).

«Sex and the City»

“I have decided to play the role in the style of Carrie Bradshaw. As such, I am wearing a seasonally inappropriate outfit, have positioned my laptop in front of the window, and will now proceed to strike pensive poses while trying desperately to help

Bridget Jones -

invaded Hoth, put a base on the f^est moon of Endor over the protests of the locals, and propped up a puppet baron, Lando Calrissian, to run the gas mines of Bespin. Trump approves of working with autocrats, at least, and would probably make fast friends with the galaxy's less reputable leaders - especially those who share his interests, eg crimelord Jabba the Hutt, who lives in an ostentatious palace, loves parties, demeans women and feeds a literal Rancor (The Guardian, 18.12.2015).

Dart Vader

Vader was a Jedi who slipped to the dark side. Trump was a liberal who morphed into a conservative (The Guardian, 18.12.2015).

A man dressed like Darth Vader who stabbed an assistant teacher and pupil to death at a school with a high proportion of immigrant students was a suspected neo-Nazi (The Times, 23 October 2015).

Suddenly, like Obi Wan Kenobi to Princess Leia, Everton look like Britain's only hope in the Europa League. Celtic have been knocked out by Inter, while Spurs have contrived to lose to Fiorentina (The Guardian, 26 Feb 2015).

Obi Wan

Kenobi

My next phase was shapeless clothes from Ghost. I was desperately insecure about my body. Why? Women are. I was so unhappy during my adolescence that I wanted to hide myself all the time. That hit its pitch at university. I was so covered up then I looked like Obi-Wan Kenobi (The Guardian, 10 June 2009).

Arnold Schwarzenegger

I'll be back.

Schwarzenegger

Jackie Chan

What is Leonardo DiCaprio like in real life? Really couldn't say for sure, but ratings is available. I think everyone of us want to have boy like Leonardo DiCaprio (The Guardian, 8 April 2015).

Johnny Depp,

And the journalists even called him the catchy nickname of "Jackie Chan" for the ability to work on the screen the hands, feet and other parts of the body. (The Time, 7 September 2015).

Excuse me, but as landlord of this establishment, I do believe it is your duty to let me know when you're hoarding Johnny Depp in geek form on your property (The Time, 3 October 2015).

Audrey Hepburn () -

Richard Gere

'Stop, stop! You've got caught in the Richard Gere! (The Independent, 30 November 2015).

Keira Knightley)

(Keira

30-

'Then I turned round and saw 'it'. It (a dress) was just hanging there, on the shelffull of staff to be taken back into the store. Obviously one of the Keira Knightley esquire teens had tried it one and nearly drowned in it but for me^' (The Time,1 February 2015).

Is Angelina Jolie the new Audrey Hepburn or Elizabeth Taylor? Like Hepburn, she is the estranged daughter of a rightwing nutcase, Audrey's Hitler-fancying pater having dived headlong into the British Union of Fascists in the 30s, while Jolie's dad Jon Voight has long since sailed off the rightward

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