

Linguistic, functional and cultural features of catchphrases and quotations

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Introduction

Popular quotes from the movies can oftentimes be found in other bodies of fiction or non-fiction. Moreover, one can make a claim that there is a strong connection between the meaning that the quote takes in the original context compared to the new context it undertakes. Therefore, by examining the variety of catchphrases that can be found in the Corpora, one may see which nuances the new context gives them; it provides the rich ground for linguacultural research.

The research greatly concerns MOVIE TEXTS - a special type of text. A. Ramakrishna, V. Martinez claim that the movies can be powerful enough to change the values of an individual or even the society. That's what makes the films so culturally significant (Ramakrishna, Martinez 3). That is why the movie quotations is such an interesting field for research.

Objectives

- to identify some of the most commonly used catchphrases originating from the movies
- to study the semantic and structural modifications of catchphrases
- to analyze the factors which make quotations qualify as a catchphrase
- to offer a reasonable classification of catchphrases based on the reason for their popularity
- to determine the way in which the meaning of the quotes may change depending on context.

quotation vs catchphrase

Fateeva thinks that a quote is a form of recreating of some elements of the original text, explicitly or implicitly (Fateeva, 122).

I. Arnold notes that one of the notable qualities of quotations is their ability to transform; they may become longer, shorter, some elements may disappear, some may change (Arnold 72).

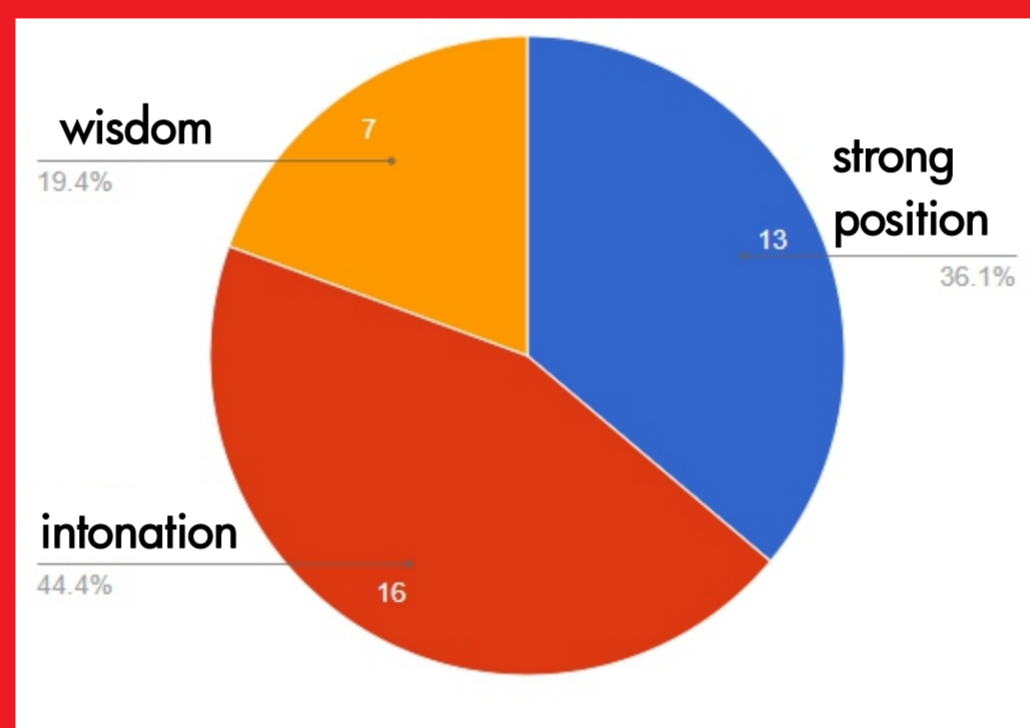
C. M. Xia believes that the catchphrases «travel» through the information field. They STRONGLY rely on the recipient of the phrase understanding the reference. While a QUOTE is a linguistic phenomenon, a CATCHPHRASE is a linguacultural one (Xiz 1-3).

Examples

50 different catchphrases have been chosen for the research.

Since the POPULARITY remains one of the key factors of a quotation being classified as a CATCHPHRASE, various Internet resources, such as top-N most iconic quotes have been used to collect data.

This option makes the most sense due to the cultural element of the research.



Three main types of catchphrases were chosen:

1. the catchphrases that became popular due to the unique intonations or acting in a scene (non-linguistic element of a multimodal text)
2. those which became popular due to the **general wisdom** they can be understood out of context
3. those which are so memorable due to being said in a **strong, emotional moments** of the movie

Even when we take a look at the analysis of one catchphrase, the variety in its possible use becomes apparent. In example 1, the politician alludes to the phrase to insult the White House. It is notable that the use of the phrase gains additional meaning since the movie from which the quote comes from, Forrest Gump, has strong patriotic undertones. It shows the importance of the **context** of the original text.

Examples 2 and 3 play on the philosophy of the quote, taking the same metaphor and **prescribing it new meaning**. The quote number 4 plays with the **emotional coloring** of the original quote, which turns from a hopeful one to a cynical one, while the ex. 5 shows that the quote can be used for **humorous effect** by defying expectations.

ex. of category 1. LIFE IS A BOX OF CHOCOLATES

1
"I, Hillary Gump, sat with a box of candy on my lap. My mama always told me the White House is like a box of chocolates," I said in my best Tom Hanks imitation. "It's pretty on the outside, but inside there's lots of nuts."

- Clinton, Hilary

2
Now I just have to polish these off, and everything'll be OK. Life is a box of chocolates. I suppose you could call it a philosophy. Just remember, life is a box of chocolates. I shook my head a few times and looked at her.

- Norwegian Wood. Murakami, Haruhi

3
Life is like a box of chocolates. A cheap, thoughtless, perfunctory gift that nobody ever asks for. Unreturnable because all you get back is another box of chocolates.

- The X-Files' Musings of a Cigarette Smoking Man

4
Stupid movie. " Life is just like a box of chocolates." Life is just like a box of shit. Ah, but what do I care?

- Plump Fiction Koherr, Bob

5
You know, Mother, life is like a box of chocolates. You never know what you're going to get. Your life, however, is more like a box of active grenades!

-'Family Guy' Death Has a Shadow

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Xia, Chris M. «On Meaning Construction and Usage of Catchphrase in Communication.» Academia.Edu, 2014.

