

PHILOLOGY

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The image of protagonist in the cinematographic text of the series “The office”: lexical aspect

The article is devoted to the study of the linguistic personality of the protagonist of the series. The article explores the concept of film text as a polymodal phenomenon, provides a theoretical overview of film text as a special type of polycode text. The article objectifies the linguistic personality of the main character of the TV series “The Office”, provides a wide range of lexical techniques that allow to comprehensively characterize this ambiguous character. The article emphasizes that a detailed analysis of the lexical content of Michael Scott's speech makes it possible to trace the evolution of his image, identify the key semantic and stylistic dominants that form the uniqueness of this character in the space of the serial narrative. The article proves that the study of the lexical embodiment of the image of the main character of "The Office" as an important component of its holistic artistic representation deserves special attention.

Key words: film text, protagonist, lexical means, serial narrative, linguistic analysis, synonyms, antonyms, borrowings, occasionalisms, colloquialisms, professionalisms.

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