

## Section 2. Philology and linguistics

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### THE TRAITOR PSYCHOLINGUISTIC ARCHETYPE

Film studies have recently begun to employ Jung's concept of archetypes prototypical characters which play the role of blueprint in constructing clear-cut characters<sup>1</sup>. New typologies of archetype characters appear to reflect the changes in the constantly developing world of literature, theater, film, comics and other forms of entertainment. Among those, there is the classification of forty-five master characters by V. Schmidt<sup>2</sup>, which is the basis for defining the character's archetype in the present article.

The aim of the research is to identify the elements of the psycholinguistic image of Justin Hammer in the superhero film *Iron Man 2*<sup>3</sup> based on the Marvel Comics and directed by Jon Favreau (2010). The task consists of three stages, namely identification of the psychological characteristics of the character, subsequent determination of Hammer's archetype and definition of speech elements that reveal the character's psychological image.

This paper explores 92 Hammer's turns of dialogues in the film. According to V. Schmidt's classification, Hammer belongs to the Traitor archetype, which is a villainous representation of the Businessman archetype. To compare with psycholinguistic archetype of a female character belonging to a similar archetype, see the author's

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<sup>1</sup> Han Y. Jungian Character Network in Growing Other Character Archetypes in Films. *International Journal of Contents*. – Vol. 15. – No. 2. – Jun. 2019. – P. 13–19.

<sup>2</sup> Schmidt V. *The 45 Master characters*. Cincinnati, Ohio: Writers Digest Books, 2007. – 338 p.

<sup>3</sup> *Iron Man 2*. Directed by Jon Favreau, Marvel Studios, 2010.

paper *The Betrayer psycholinguistic image (in the film Zootopia)*<sup>1</sup>. There are several crucial psychological characteristics reflected in Hammer's monologues.

1) The Traitor is preoccupied with his work. He is ready to take any extreme measures to save the company or further its flourishing. In the film, Justin Hammer is a business rival of Tony Stark for being a weapons contractor for the US military. Hammer's main goal is to conquer his competitor and prove to everyone that his company is the best. He expects much from his latest technology: *Long term I want them to put me in the Pentagon for the next 25 years. I wanna make Iron Man look like an antique. I wanna go to that Stark Expo and take a dump on Tony's front yard.* His envy and contempt for Tony Stark is revealed by the use of colloquial and vulgar tokens, addressing Stark by his first name. He uncovers his aspirations in the form of metaphor 'to put me in the Pentagon' and simile 'Iron Man look like an antique'. The combination of literary and colloquial styles in his speech creates a complicated image of a complex round character capable to combine positive and negative qualities.

When he is presented with an opportunity to work with his rival's most valuable technology, Hammer reacts overenthusiastically: *Oh, yes! Oh, yes, yes, yes. Is it my birthday? You got it. What did you do? What did you do? Is this what I think it is?* Hammer demonstrates his exhilaration with interjections 'oh', exclamatory sentences, metaphor, lexical multiplication 'yes', reduplicated rhetorical questions.

The trait is represented in his speech by thematic groups 'business' (24 items), 'competition' (8 elements) and 'Tony Stark' (29 units).

2) The Traitor usually possesses significant expertise, earning him a certain amount of recognition and trust. Hammer being the primary weapons contractor for the US army is knowledgeable and confident about his weaponry: *These are the Cubans, baby. This is the Cohibas, the Montecristos. This is a kinetic-kill, side-winder vehicle with a secondary cyclotrimethylenetrinitramine RDX burst. It's capable of busting the bunker under the bunker you just busted. If it were any smarter, it would write a book. A book that would make Ulysses look like it was written in crayon. It would read it to you. This is my Eiffel Tower. This is my Rachmaninoff's Third. My Pietà. It's completely elegant. It's bafflingly beautiful. It's capable of reducing the population of any standing structure to zero. I call it the Ex-Wife.* Hammer is a manager who needs to sell his product, thus he uses multiple repetitions, parallel constructions, metaphors, personifications, similes, epithets, allusions and hyperboles to manipulate the buyer's opinion. He creates the image of a professional with long words and specific terminology. Nevertheless, the good impression does nothing in the end when his most praised weapon misfires.

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<sup>1</sup> Бережна М. В. Психолінгвістичний архетип «Зрадниця» (у фільмі Zootopia). Закарпатські філологічні студії. 2021. – № 20 (у друці).

This characteristic is revealed in Hammer's speech by the most frequent thematic group 'weaponry' (72 terms), which composes the sphere of his expertise.

3) The Traitor loves to flaunt his inventions and social status; he thrives for recognition and admiration. Hammer often fakes modesty and fishes for compliments: *This is my humble abode <... > Here they are. I'm very excited. They're combat-ready. I may have done a few miscalculations and rushed the prototype into production. Sue me, I'm enthusiastic <... > Go ahead, take a look. Get a good look at that. That's something, isn't it? You know, those are really just for show and tell. They're \$125.7 million a pop, so...* In the abstract Hammer calls his weapon facility 'humble' obviously expecting the counterpart to object to it and reassure him that the factory is anything but humble. Next, he openly praises his new technology, exaggerating its potency with a rhetorical question and stating its price to impress the listener.

Hammer adores performing on a big scene for the public: *Today, my friends, the press is faced with quite a different problem. They are about to run out of ink <... > Ladies and gentlemen, today I present to you the new face of the United States military. The Hammer drone. Army! Navy! Air Force! Marines! Yeah! Yeah! Woow! That's a hell of a lot better than some cheerleaders, let me tell you.*

In his speech there occur formal 'Ladies and gentlemen' and informal appellatives 'my friends', hyperboles, metaphors, personifications, exclamations and interjections, ellipses, exclamatory sentences and colloquial intensifiers. The numerous stylistic devices make his speech fluctuate from formal to informal, keeping the public's attention.

Hammer purposely underlines his wealth and status, addressing Tony Stark: *You're not the only rich guy here with a fancy car. You know Christine Everhart from Vanity Fair <... > She's actually doing a big spread on me for Vanity Fair.*

The quality is represented in Hammer's speech by high frequency of personal pronouns 'I' (113) and 'we' (28), thematic groups 'ego' (20) and 'show' (29).

4) The Traitor is a perfectionist who needs everything to proceed according to his plan. When something goes askew, it makes Hammer angry, frustrated and anxious. He is rarely flexible in accommodation to a changed situation. He cannot easily let go of his vision of the task, neither of how it must be achieved. Hammer's dialogs with Ivan Vanko illustrate the trait: *HAMMER: Ivan... What's this? Jack. Is that a helmet? It doesn't look like a helmet to me. How... How are you supposed to get a head in there? Jack, could you put your head in there? <... > Try to put your head in there. Go ahead. Try to put your head in there. See, Ivan? He can't put his head in there. That's... That's not a helmet. It's a head. I need to put a guy in there. I need to fit a person in that suit. You understand? VANKO: Drone better. HAMMER: What? Drone better? Why is drone better? Why is drone better? VANKO: People make problem. Trust me. Drone better. HAMMER: Ivan, you know, I like you. I got you the bird. You said, "No problem". That's what you said to me. You said, "No problem". Now I need suits. The government wants suits. Like Iron Man. You*

*understand? That's what the people want. That's what's gonna make them happy. VANKO: Hey, man. Don't get too attached to things. Learn to let go. HAMMER: These drones better steal the show, Ivan. You understand? Better rock my world, Ivan.*

Hammer's speech is fast and verbose, contains numerous multiplications, quotes, and rhetorical questions to emphasize his opinion and manipulate the interlocutor. It reproduces the character's stream of consciousness with pauses, cause-and-effect consequent sentences, ellipses, colloquial elements of speech.

5) Usually calm, collected and self-assured, the Traitor displays his temper when the situation gets out of control. He may get perplexed and disconcerted, as it happened during failed trials of his new technology and the test pilot was seriously injured: *Okay, give me a left twist. Left's good. Turn to the right. Oh, shit. Oh, shit!*

Often he acts erratically, irritably and aggressively. Consider his speech patterns when armored drones attack Stark at the Expo full of visitors and Hammer tries to get back the control over the drones. *HAMMER: Please, please, go away. Go away. I've got this handled. PEPPER: Have you now? HAMMER: Yes, I do. In fact, if your guy hadn't showed up, this wouldn't be happening. So please, now go away. Thank you. HAMMER: Listen, we got to get these bitches out of here.*

In both mentioned cases, he speaks formally and politely, uses positive evaluation tokens until he loses control over the situation. After it, he switches to colloquial register with exclamatory sentences and vulgarisms to express negative emotions.

6) When his plans go awry, he needs to lay the blame on someone and prosecute the person. The Traitor believes he is entitled to dispense justice: *You love that bird, don't you? You know what? Take the bird <... > Take his pillows, too. Both of them. And his shoes. Take his shoes. I took your stuff. How does that make you feel? Do you feel bad? Good. 'Cause that's how I feel! We had a contract. I saved your life and you give me suits. That was our deal. And you did not deliver <... > When I get back, we're gonna renegotiate the terms of our agreement. And you're gonna make good on our arrangement because if you don't, you're gonna be exactly what you were when I found you, a dead man.*

In the dialog with Ivan Vanko, whom Hammer holds responsible for crashing his plans, Hammer utters short consecutive directives to multiply the effect of his words and stress the punishment. He feels the necessity to explain his actions, to make Vanko understand and accept his fault; Hammer uses sentences with cause-and-effect relations. In the end, he explicitly threatens Vanko.

7) The Traitor feels rejected and/or undervalued. He cannot accept rejection quietly, always ready to retaliate. Hammer's nemesis is Tony Stark, meaning this trait is mostly revealed in their dialogs: *STARK: Let the record reflect that I observe Mr. Hammer entering the chamber and I am wondering... if and when any actual expert will also be in attendance. HAMMER: Absolutely. I am no expert. I defer to you, Anthony. You're the wonder boy. Senator, if I may... I may well not be an expert, but you know who was the*

*expert? Your dad! Howard Stark. Really a father to us all. And to the military-industrial age. Let's just be clear, he was no flower child. He was a lion.*

Stark disrespects Hammer and often openly mocks and humiliates him. In return, Hammer fakes modesty evaluating his own achievements and uses sarcastic remarks and personal taunts (mentioning Stark's father Howard), which are able to hurt Tony Stark the most. In his monologue, Hammer contrasts the father and the son, comparing the first with a lion and the latter with a tender flower. He knows his rival well, and for once Tony Stark has nothing to say.

Another dialog, being the last straw for Hammer's patience with Stark, makes him subsequently plan the destruction of Stark Industries and murder of his rival: *STARK: Since he got his contract revoked... HAMMER: Actually, it's on hold... STARK: ... when you were attempting to... That's not what I heard. What's the difference between "hold" and "cancelled"? <... > The truth? HAMMER: No. The truth is... The truth is, I'm actually hoping to present something at your Expo. STARK: Well, if you invent something that works, I'll make sure I get you a slot.*

Stark again underestimates Hammer, humiliates him in front of the reporters, and speaks sarcastically of his technologies. Hammer tries to save the face by whitewashing the truth, trying to avoid the conversation and changing the topic altogether.

The further research aims to create a coherent system of psycholinguistic images frequenting English-language films in XXI century. The holistic typology may serve as the means to improve the general understanding of the characters' archetype, journey and speech differentiation.

### References:

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