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“...MAVERICK” - A RETURN TO THE TRADITIONAL ETHICAL STANDARDS

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Abstract. *Each resonant film project that has received success at the box office should be understood not only as a successful business. Commercial success speaks, first of all, about the accuracy of the filmmakers hitting the sensitive points of modern society, accurately reflecting the interests of people around the world. If the system of moral and ethical values on which the blockbuster is built has the support of the audience, then it is worth considering it more carefully. A cultural researcher should always pay attention not only to the quality of the script material, the skill of the director or stunt coordinator, the charisma of the leading actors, the erudition of the artists and costume designers. An important point of a holistic picture of the phenomenon of culture is a complex of moral and ethical norms that are laid down in it and resonate with the public.*

Key words: *traditional values, target audience, Hollywood stars, high profits.*

In the science of modern cinematography, much attention is paid to the themes and means of artistic expression. Much less attention is paid to the moral and ethical standards that the creators of this or that film profess. This is short-sighted from the point of view of analyzing the socio-psychological portrait of the target audience. It is not entirely correct to say that the audience in Hollywood films is attracted mainly by complex special effects and the participation of stars.

It makes no sense to repeat the versions of the huge financial success of the film "Top Gun. Maverick" in which participation in the filming of one of the biggest Hollywood stars - Tom Cruise was recognized as decisive. He starred in many films. However, this film became the most financially successful in the artist's career. Cruise's fee was \$100 million. The film's budget was 170 million USD. Grossing: \$1.403 billion.

It makes no sense to look for the reason for the tremendous success in the joint successful professional actions of director Joseph Kosinski and Tom Cruise. It's not the first time they've worked together. In the early 2000s, Joseph Kosinski wrote the novel Oblivion, which Walt Disney Pictures planned to make a film in 2012, but then transferred the rights to Universal Pictures. Tom Cruise played the lead role there.



It is known that George Kosinski, a graduate of the Columbia University School of Architecture, teaches 3D modelling at the university and he is an architect by education.

It is known that Tom Cruise personally sat at the helm of the aircraft during filming. The effect of the live participation of the viewer in flight at breakneck speed with real overloads on a military fighter is incomparable with any special effects.

But let's pay attention to the list of moral and ethical values that the film operates on. A screenplay team led by Ehren Krueger created a screenplay based on a story by Peter Craig and Justin Marks. Ehren Krueger is known as the screenwriter of several films in the Transformers series. Here, something else is interesting.

It cost nothing for a professional screenwriting team to make the main character fall in love with a young pilot, just as it cost nothing not to return the main character to the traditional tandem - falling in love with a woman, the owner of the bar. Just as it was not difficult to make the main character a hostage to a deep internal conflict, not related to the responsibility for the death of a partner and the support of his son. Why shouldn't Maverick lose his lover and start an affair with one of the young pilots?

Apparently, the answer is obvious:

"...Maverick" is built on traditional "old school" values that matter to everyone involved in the \$1.403 billion in rental income, including the viewers who provided that income. A set of traditional values is evident:

- High professionalism of the hero, not connected with intrigues, including love ones.
- Lack of the protagonist's desire to build a career, unlike his peers.
- Deep moral trauma of responsibility for the death of a partner during one of the flights.
- Deep responsibility for the fate of the partner's son.
- Responsibility to the woman he broke her heart many years ago.
- Finally, a high degree of self-sacrifice in a critical air combat situation.

All of the above is a classic set of traditional values that have nothing to do with the imposed list of postmodern and metamodern constants.

Perhaps the film's ethical value system, the choice of point of view, was influenced by the collaboration between US studios and China. Yes, the stripes of Taiwan and Japan have disappeared from the jacket of the protagonist, but the system of traditional values has remained preserved. Apparently, the need to take into



account the requirements of the investor and the distributor affects not only the financial part of the film, but also the nature of the moral and ethical values that it promotes.

The film contains a complete set of "old" values of traditional culture:

1. Selflessness, devotion to the cause, love for one's neighbor, moral duty, positive creative ethics of social and personal relations.
2. Masculine professional male friendship, without admixture of same-sex love.
3. Obligations as a form of social adaptation of the hero is one of the most difficult, since obligations, unlike optionality, always overcome many times more resistance and obstacles.
4. Love for a woman, which makes the hero more human and from whom he receives support in the most difficult psychological moments of internal doubts.

From the author's point of view, the fact of the tremendous success at the box office of the film with the participation of Tom Cruise suggests that the system of traditional moral and ethical values on which the film "Top Gun: Maverick" is built is of unprecedented interest to the public all over the world. Perhaps a return to ethical values based on love for a person and faith in his positive destiny logically continues the interrupted "connection of times".

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