

Star Wars Day: May the Fourth Be With You [B1]

Con un abile gioco di parole, una battuta che associa la prima vittoria elettorale di Margaret Thatcher alla saga di Star Wars è sfociata in una celebrazione in stile cosplay.

Fans of Star Wars, the popular science fiction saga that began in 1977, celebrate Star Wars Day every year on 4 May. This date was chosen because of a **pun** on the film's famous **saying "May the Force be with you."** As everyone knows, Americans officially use the month/day/year format to write the date. Therefore, the date 4 May is 'May 4th' in America.

By swapping the word 'fourth' for 'force'... Get it? **A clever** play on words occurs! That's how a new international event to celebrate everything Star Wars was born.

A BRITISH PUN

Even though Star Wars was an American movie that later became franchise, the Star Wars Day **pun** originated in the UK. On 4 May 1979 Margaret Thatcher was elected as Britain's first female Prime Minister. To congratulate her, a British tabloid printed a half-page headline that read: "May the Fourth Be with You, Maggie." British tabloids are famous for their wordplay, which contributes to their **eye-catching** headlines. Star Wars, released two years earlier, had made a huge cultural impact around the world. The play on words was easy to understand and the phrase quickly became popular. With the rise of the internet, the phrase **spread** even more.

MAY THE FOURTH

On Star Wars Day, fans around the world enjoy different activities: they invite fellow Star Wars-obsessed friends to watch the whole original saga in a marathon viewing, dress up as their favourite characters, attend events and cosplay **contests**, play Star Wars video games or buy Star Wars merchandise

at special discounts. Many also post Star Wars memes and jokes on social media using the hashtag #MayThe4thBeWithYou.

TO CANADA NEXT!

The first official Star Wars Day event was held in Toronto, Canada on 4 May 2011, with a costume contest and a film festival. Soon, more places joined in, and the celebration grew worldwide. In 2012, The Walt Disney Company bought Lucasfilm, the company that created Star Wars. Some fans worried that Star Wars Day would disappear, but the opposite happened: since 4 May 2013, Disney Parks have hosted official Star Wars events, including character meet-and-greets, limited-edition merchandise releases, Jedi training activities for kids, Star Wars-themed dance parties, and fireworks shows set to Star Wars music. What better way to celebrate than by grabbing a lightsaber and staging an epic battle between good and evil? And May the 4th be with you!

WHY IS STAR WARS SO POPULAR?

Star Wars is one of the most successful movie franchises in history. It started in 1977 with the movie Star Wars: A New Hope, created by George Lucas. The story is about an epic battle between good (the Jedi and the Rebellion) and evil (the Sith and the Empire) in a galaxy far, far away. The 'Force' mentioned in its famous catchphrase 'May the Force be with you' is a mysterious energy field created by life that binds the galaxy together. Harnessing the Force gives the Jedi extraordinary abilities. The timeless struggle of Star Wars has captivated viewers for decades because it had amazing special effects for its time and an unforgettable soundtrack by John Williams. But beyond its technical achievements, Star Wars offers a vast universe full of exciting characters and stories and has grown into a cultural phenomenon, inspiring millions of fans worldwide across generations.

Glossary

- **eye-catching** = accattivante
- **joined in** = partecipare
- **fireworks shows** = spettacoli di fuochi d'artificio
- **A clever** = intelligente
- **hosted** = ospitare
- **meet-and-greets** = pass VIP (lett. incontro e saluto)
- **releases** = uscite
- **staging** = mettere in scena
- **Harnessing** = sfruttare
- **pun** = gioco di parole
- **By swapping** = scambiare
- **contests** = concorsi
- **held** = avere luogo
- **lightsaber** = sciabola
- **binds the galaxy together** = unire
- **timeless struggle** = lotta eterna
- **saying** = detto
- **May the Force be with you** = che la forza ti accompagni
- **spread** = diffondersi
- **grabbing** = afferrare