

THE LEXICAL METHOD OF INTENSIFYING MEANING IN MEDIA TEXTS: A PRAGMATIC ASPECT (BASED ON EXAMPLES FROM ENGLISH AND UZBEK LANGUAGES)

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Annotation

This article examines the lexical methods of intensifying meaning in English and Uzbek media texts from a pragmatic perspective. The study focuses on how journalists employ strengthening devices such as intensifiers, evaluative adjectives, emphatic adverbs, hyperbolic expressions, collocational reinforcement, and emotionally loaded lexis to influence readers' perception and shape communicative impact. Comparative analysis reveals how linguistic, cultural, and ideological factors determine the choice and frequency of intensifying structures in both languages. English media tends to rely on scalar adverbs, extreme modifiers, and metaphorical amplification, while Uzbek media frequently uses repetition, culturally grounded evaluative words, and phraseological units for emphasis. The findings highlight that lexical intensification serves not only a stylistic function but also a pragmatic one, enhancing persuasion, dramatization, and emotional engagement in media discourse.

Keywords

intensification, pragmatics, media discourse, evaluative lexis, hyperbole, intensifiers, comparison, connotation.

Introduction. In contemporary media discourse, lexical intensification has become one of the most influential mechanisms for shaping public perception, guiding interpretation, and producing emotional engagement. Media texts whether news reports, analytical articles, headlines, or online commentary frequently rely on intensified lexical choices to attract attention, frame events persuasively, and construct ideological standpoints. Because media communication aims not only to inform but also to influence, the selection of intensified vocabulary often reflects pragmatic intentions such as persuasion, dramatization, evaluation, and emotional

impact. This makes the study of lexical intensifiers an essential field within modern pragmatics and discourse analysis.

The pragmatic value of intensification is especially evident in the way media texts amplify meaning through evaluative adjectives, emphatic adverbs, metaphorical expressions, hyperbolic constructions, and culture-specific lexical units. In English media, lexical intensification often appears through scalar adverbs (*deeply, highly, extremely*), extreme adjectives (*massive, catastrophic, remarkable*), and metaphorical amplification (*economic storm, political earthquake*) [1]. These elements not only strengthen semantic content but also serve strategic communicative goals, guiding the audience toward particular interpretations. In contrast, Uzbek media discourse demonstrates a tendency to employ repetition, reduplication (*juda-juda, tez-tez*), culturally grounded evaluative expressions (*keskin tanqid, jiddiy xavotir*), and phraseological units that carry emotionally loaded connotations. Such differences highlight the cultural and linguistic specificity underlying the expression of emphasis in the two languages.

From a pragmatic perspective, lexical intensifiers function as tools for constructing stance, expressing attitude, and shaping interpersonal relations between the media producer and the audience. They reveal ideological biases, emotional positioning, and the degree of certainty or urgency intended by the writer. Comparative analysis of English and Uzbek media texts provides insight into how different cultures encode emphasis, how linguistic norms influence pragmatic choices, and how intensification contributes to the persuasive power of media. Therefore, examining the lexical method of intensifying meaning in media texts offers valuable contributions to cross-linguistic pragmatics, media linguistics, and discourse studies. The present study aims to uncover the mechanisms, functions, and cultural particularities of intensifying lexis in English and Uzbek media, revealing the pragmatic strategies underlying strengthened meaning.

Literature review. Scholarly research on lexical intensification in media discourse has increasingly emphasized its pragmatic, stylistic, and ideological functions. Bednarek identifies intensification as a core component of evaluative language, arguing that media outlets use intensified lexis to express stance and influence audience attitudes [2]. Similarly, Hunston highlights the role of evaluative adjectives and adverbs in framing news events, noting that such items contribute to ideological positioning and emotional alignment [4]. Chilton examines political media texts and shows how intensifiers operate as pragmatic tools for persuasion, particularly in conflict reporting and political commentary [3].

From a cognitive-linguistic perspective, Lakoff and Johnson (1980) demonstrate that metaphorical amplification such as crisis is a disaster shapes

conceptual understanding and guides public interpretation of events [6]. This view is supported by Kress and van Leeuw, who argue that multimodal discourse employs intensification not only lexically but also visually, strengthening narrative impact [5]. Thompson and Hunston further explain that intensifiers serve as indicators of the writer's evaluative stance, helping readers infer communicative intention [7]. In the context of the Uzbek language, Yuldashev emphasizes the importance of culturally rooted evaluative units, reduplication, and phraseological intensifiers in shaping pragmatic meaning [8]. Uzbek media often relies on expressive word pairs, intensifying adverbs, and idiomatic constructions to enhance emotional force and dramatize events.

Comparative research suggests that English media tends to employ scalar modifiers and extreme adjectives, whereas Uzbek media utilizes repetition and culturally embedded evaluators. Together, these studies indicate that lexical intensification functions not only as a stylistic device but also as a pragmatic strategy deeply influenced by linguistic structure and cultural norms.

Research methods. This study employs a comparative qualitative research design to investigate lexical methods of intensifying meaning in English and Uzbek media texts from a pragmatic perspective. The analysis focuses on identifying, classifying, and interpreting lexical units that function as intensifiers in both languages. A corpus of 120 media texts was compiled from reputable English and Uzbek news platforms, including political reports, analytical articles, and opinion pieces. The selection was based on recency, thematic relevance, and the presence of evaluative or emotionally loaded vocabulary.

The research follows a multi-stage procedure. First, all lexical intensifiers such as emphatic adjectives, scalar adverbs, hyperbolic expressions, evaluative nouns, reduplication forms, and phraseological intensifiers were manually extracted and categorized. Second, each intensifier was analyzed in its immediate context to determine its pragmatic function (persuasion, dramatization, stance expression, emotional reinforcement, etc.). Third, cross-linguistic comparison was conducted to identify structural, semantic, and culturally motivated differences in the use of intensifying lexis. To ensure reliability, the study applied discourse-pragmatic analysis and elements of corpus-based evaluation, including frequency observation and contextual interpretation. Triangulation was achieved by comparing findings with insights from previous linguistic and media discourse studies. This methodological approach allows for a comprehensive understanding of how lexical intensification operates across two distinct linguistic and cultural environments.

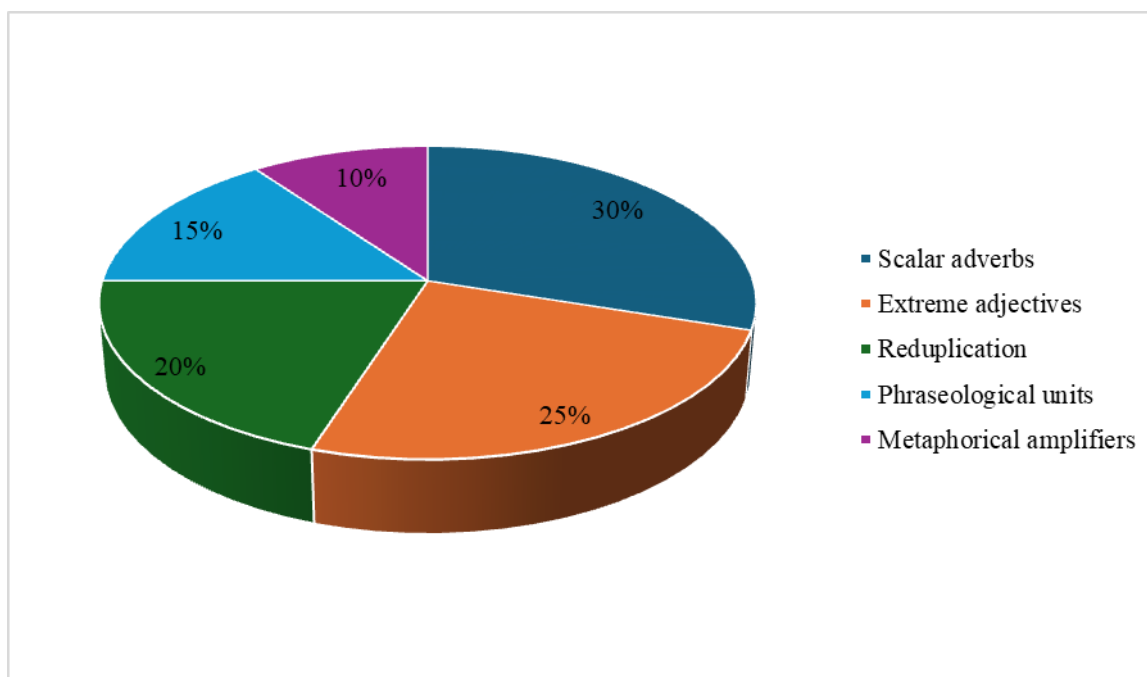
Results/discussion. The analysis of English and Uzbek media texts revealed clear patterns in how lexical intensification is employed to strengthen meaning and

achieve specific pragmatic effects. In English media, the most frequent intensifiers were scalar adverbs (e.g., highly, deeply, strongly), extreme adjectives (massive, shocking, devastating), and metaphorical amplifiers (political earthquake, economic storm). These forms were commonly used in political news, crisis reporting, and opinion columns where the writer's stance and evaluative positioning are foregrounded. The high frequency of scalar modifiers indicates that English media prefers precision-based intensification, using graded lexical items to guide readers toward a desired emotional or interpretive response. In contrast, Uzbek media relied heavily on reduplication (*juda-juda*, *tez-tez*, *keskin-keskin*), evaluative word pairs (*keskin tanqid*, *jiddiy xavotir*), and phraseological intensifiers (*ko'ngillarni larzaga soldi*, *muhim burilish yasadi*). Reduplication served as one of the strongest intensifying mechanisms, often used to dramatize events or reinforce urgency. Uzbek texts also demonstrated a tendency toward culturally rooted evaluative expressions, reflecting the influence of traditional rhetorical norms and a preference for emotionally resonant language. Across both languages, intensification was most prominent in articles dealing with politics, social issues, and crisis situations. The pragmatic analysis showed that lexical intensifiers served key communicative functions:

- Persuasion: strengthening arguments or guiding audience interpretation;
- Dramatization: amplifying emotional impact or urgency;
- Stance expression: signaling the author's attitude, approval, or concern;
- Ideological framing: shaping perception of events or actors.

Comparative results demonstrate that English media tends toward linguistic precision and metaphorical amplification, while Uzbek media prefers emotional explicitness, repetition, and culturally embedded phrases. These differences reflect broader typological, cultural, and stylistic characteristics of the two languages. Overall, the findings confirm that lexical intensification is not merely a stylistic choice but a deliberate pragmatic strategy in media discourse.

Figure. Distribution of intensification methods in media texts.



The findings of the study demonstrate that lexical intensification in media texts is closely tied to the pragmatic goals of influencing, persuading, and emotionally engaging the audience. English and Uzbek media use similar categories of intensifiers such as evaluative adjectives, adverbs, hyperbolic expressions, and metaphorical amplifiers yet their distribution and communicative impact differ significantly. The pie chart results indicate that scalar adverbs (30%) and extreme adjectives (25%) dominate English discourse, reflecting the language's tendency toward graded, measurable, and stylistically concise intensification. This approach allows English media to construct nuanced evaluations while maintaining an appearance of objectivity.

Uzbek media, however, shows a greater reliance on reduplication (20%) and phraseological intensifiers (15%), revealing its preference for emotional explicitness and culturally embedded expression. These forms often carry strong connotative meanings that resonate with readers' collective cultural experience. The lower percentage of metaphorical amplifiers (10%) in both languages suggests that metaphors, while powerful, are used more selectively to dramatize key events. Overall, the cross-linguistic comparison indicates that while both languages employ intensifiers strategically, English favours precision and subtle persuasion, whereas Uzbek emphasizes emotional resonance and rhetorical amplification. These differences reflect deeper cultural, linguistic, and stylistic norms shaping media communication.

Conclusion. The comparative analysis of lexical intensification in English and Uzbek media texts reveals that both languages employ a range of linguistic strategies to enhance meaning, evoke emotion, and influence public perception.

However, the choice, frequency, and pragmatic effect of these intensifiers differ due to typological, cultural, and stylistic factors. English media predominantly relies on scalar adverbs and extreme adjectives, which allow for precise, graded, and stylistically compact intensification. This pattern reflects the language's preference for subtle persuasive techniques and controlled evaluative framing. Uzbek media, by contrast, demonstrates a stronger inclination toward reduplication, evaluative pairs, and culturally grounded phraseological units. These strategies provide emotionally rich, rhetorically powerful emphasis that aligns with traditional expressive norms in Uzbek communication. The comparative findings suggest that intensification is not merely a stylistic phenomenon but a pragmatic instrument used to construct stance, dramatize events, and guide reader interpretation.

Overall, the study confirms that lexical methods of intensification serve as essential tools in shaping media discourse across both languages. Understanding their mechanisms enriches cross-cultural pragmatics and contributes to improving translation, media literacy, and linguistic analysis in bilingual contexts.

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