

CROSS-CULTURAL COMPARISON OF LEXICAL INTENSIFICATION IN  
POLITICAL NEWS DISCOURSE

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**Annotation.** This article examines the cross-cultural features of lexical intensification in English and Uzbek political news discourse. The study investigates how journalists in both languages use intensifiers such as scalar adverbs, extreme adjectives, hyperbolic expressions, and culturally embedded evaluative units to shape ideological framing and influence audience perception. By comparing representative political news texts, the research identifies structural, semantic, and pragmatic similarities and differences in the use of intensified vocabulary. The findings show that English political discourse tends to employ graded lexical choices for subtle persuasion, whereas Uzbek discourse relies more heavily on emotionally charged and culturally resonant expressions. Overall, the analysis reveals how linguistic and cultural norms shape the communicative strategies of political media.

**Keywords:** lexical intensification, political discourse, pragmatics, evaluation, cross-cultural comparison, ideology, intensifiers, media language.

**Introduction.** Lexical intensification plays a critical role in shaping the persuasive power and ideological framing of political news discourse across cultures. In political communication, where attitudes, evaluations, and power relations are constantly negotiated, intensifiers serve as key linguistic tools for strengthening meaning, amplifying emotional impact, and guiding readers' interpretations. Political news texts often rely on intensified vocabulary to highlight urgency, dramatize events, legitimize certain actors, or delegitimize others. As a result, lexical intensification has become a central subject of study in modern pragmatics, critical discourse analysis, and media linguistics. English and Uzbek political news discourse employ intensification strategies that reflect each language's structural characteristics and cultural communication norms<sup>1</sup>. English political media frequently uses scalar adverbs (*highly, deeply, strongly*), extreme adjectives (*critical, severe, unprecedented*), and

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<sup>1</sup> Fairclough, N. (1995). *Media Discourse*. London: Edward Arnold, pp. 76–121.

**FAN, TA'LIM, TEXNOLOGIYA VA ISHLAB CHIQRARISH  
INTEGRATSIYASI ASOSIDA RIVOJLANISH ISTIQBOLLARI  
RESPUBLIKA ILMIY-AMALIY JURNALI  
VOLUME-2, ISSUE-9**

metaphorical amplifiers (*political storm, economic meltdown*) to create evaluative nuance while maintaining an impression of journalistic objectivity.

Conversely, Uzbek media tends to rely more heavily on emotionally charged evaluative expressions, reduplication (*keskin-keskin, tez-tez*), and culturally embedded idiomatic intensifiers (*jiddiy xavotir bildirildi, muhim qadam bo'ldi*). These forms serve to heighten emotional resonance, strengthen solidarity with the audience, and reflect traditional rhetorical patterns in Uzbek political discourse. The cross-cultural comparison of intensifiers in political media reveals not only linguistic contrasts but also differing ideological strategies. While English discourse tends to favour graded, subtle forms of persuasion, Uzbek discourse demonstrates a preference for explicit, overtly expressive forms of emphasis. Such differences underscore how linguistic systems and cultural expectations shape political communication styles.

This study aims to examine the lexical strategies of intensification used in English and Uzbek political news and to uncover their pragmatic functions within broader ideological frameworks. By exploring how each language constructs emphasis, the research contributes to a deeper understanding of cross-cultural political discourse and its communicative mechanisms<sup>2</sup>. A comparative analysis of English and Uzbek political news discourse demonstrates that lexical intensification is used systematically to reinforce ideological messages, foreground evaluative meanings, and shape public perception. In English political texts, intensifiers predominantly appear in the form of scalar adverbs (*highly controversial, deeply concerned*), extreme adjectives (*critical, severe, unprecedented*), and metaphorical amplifiers (*political storm, diplomatic breakthrough*). These forms contribute to subtle persuasion, allowing news writers to express stance while maintaining a façade of neutrality. English discourse thus reflects a preference for graded evaluative nuance rather than overt emotional appeal. Uzbek political media, in contrast, frequently relies on reduplication, evaluative phrases, and phraseological intensifiers<sup>3</sup>. These units carry stronger emotional colouring and often mirror traditional rhetorical norms, providing immediacy and cultural resonance to political reporting. Such intensification methods help create a persuasive tone that aligns with audience expectations for expressive, direct commentary.

Across both languages, intensification is especially concentrated in coverage of elections, diplomatic conflicts, economic crises, and government decisions. Pragmatically, these intensifiers function to persuade, legitimate or delegitimize

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<sup>2</sup> Van Dijk, T. A. (2006). *Politics, Ideology, and Discourse*. Elsevier, pp. 15–52.

<sup>3</sup> Partington, A. (2004). "Corpora and Discourse: A Most Congruous Beast." In: *Corpora and Discourse*, Palgrave Macmillan, pp. 131–165.

**FAN, TA'LIM, TEXNOLOGIYA VA ISHLAB CHIQRARISH  
INTEGRATSIYASI ASOSIDA RIVOJLANISH ISTIQBOLLARI  
RESPUBLIKA ILMIY-AMALIY JURNALI  
VOLUME-2, ISSUE-9**

political actors, dramatize events, and guide evaluative interpretation<sup>4</sup>. The differences observed illustrate how linguistic typology and cultural communication styles shape the expression of emphasis in political discourse.

Table. Lexical intensification in English vs. Uzbek political news discourse.

<b>Category</b>	<b>English Political Discourse</b>	<b>Uzbek Political Discourse</b>	<b>Pragmatic Function (Both)</b>
<b>Scalar adverbs</b>	<i>highly, deeply, strongly, sharply</i>	Kam uchraydi; ba'zan juda, nihoyatda	Muvozanatli, nazoratlangan baholash yaratish; hissiylikni me'yorda oshirish
<b>Extreme adjectives</b>	<i>critical, severe, unprecedented, significant</i>	<i>keskin, jiddiy, muhim, favqulodda</i>	Hodisaning ahamiyatini kuchaytirish, siyosiy urg'u berish
<b>Metaphorical amplifiers</b>	<i>political storm, economic meltdown, diplomatic battlefield</i>	<i>katta siljish, siyosiy bosim kuchaydi, kamroq metaforik</i>	Voqeani drammatizatsiya qilish, o'quvchi tasavvuriga kuchli ta'sir qilish
<b>Reduplication</b>	Deyarli qo'llanmaydi	<i>juda-juda, tez-tez, keskin-keskin</i>	Emotsional bosimni oshirish, tezlik yoki keskinlikni kuchaytirish
<b>Evaluative word pairs</b>	<i>serious concern, strong disagreement</i>	<i>jiddiy xavotir, keskin tanqid, qat'iy bayonot</i>	Rasmiy baholashning kuchaytirilgan shaklini berish
<b>Phraseological intensifiers</b>	<i>deep concerns were raised, strong calls emerged</i>	<i>katta e'tibor qaratildi, muhim burilish yasadi</i>	Siyosiy voqealarga "katta ahamiyat" berish, ijtimoiy rezonans yaratish
<b>Hyperbolic expressions</b>	<i>massive crisis, shocking outcome, enormous pressure</i>	<i>nihoyatda muhim, keskin o'zgarish, favqulodda vaziyat</i>	E'tiborni tortish, siyosiy jarayonlarni

<sup>4</sup> Wodak, R. (2015). *The Politics of Fear: What Right-Wing Populist Discourses Mean*. Sage Publications, pp. 41–89.

**FAN, TA'LIM, TEXNOLOGIYA VA ISHLAB CHIQRARISH  
INTEGRATSIYASI ASOSIDA RIVOJLANISH ISTIQBOLLARI  
RESPUBLIKA ILMIY-AMALIY JURNALI  
VOLUME-2, ISSUE-9**

			kuchli emotsional baholash
<b>Connotative lexis</b>	<i>radical shift, fierce debate, growing tensions</i>	<i>og'riqli masala, dolzarb muammo, xavotirli holat</i>	O'quvchida hissiy reaksiya uyg'otish
<b>Culturally embedded units</b>	Kamroq qo'llanadi	<i>xalqaro hamjamiyatning qat'iy pozitsiyasi, xalq kutgan qaror</i>	Milliy qadriyatlar bilan uyg'un emotsional urg'u berish
<b>Overall strategy</b>	Subtil, nazoratlangan, diplomatik intensifikatsiya	Ochiq, ekspressiv, emotsional intensifikatsiya	Siyosiy pozitsiyani mustahkamlash va o'quvchini yo'naltirish

The comparative examination of lexical intensification in English and Uzbek political news demonstrates that both languages strategically employ intensified vocabulary to construct evaluative meaning and shape public perception. English discourse favours subtle, graded forms of emphasis through scalar adverbs, extreme adjectives, and metaphorical amplification, creating a controlled persuasive tone. Uzbek political media, however, relies more heavily on reduplication, evaluative pairs, and culturally embedded phraseological units, producing emotionally charged and rhetorically expressive narratives<sup>5</sup>. These differences reflect broader cultural and linguistic preferences, illustrating that intensification is not only a stylistic device but a pragmatic resource used to guide interpretation and reinforce ideological framing.

**Conclusion.** The study concludes that lexical intensification plays a crucial pragmatic role in shaping the tone, emotional resonance, and ideological framing of political news discourse in both English and Uzbek languages. While English political media tends to employ balanced, graded intensifiers such as scalar adverbs and extreme adjectives Uzbek media relies on more explicit and expressive methods, including reduplication, evaluative word pairs, and culturally motivated phraseological units. These divergent strategies reflect each language's typological features and cultural communication norms, influencing how political events are framed and perceived by audiences.

<sup>5</sup> Biber, D., Conrad, S., & Leech, G. (2002). Longman Student Grammar of Spoken and Written English. Longman, pp. 113–154.

**FAN, TA'LIM, TEXNOLOGIYA VA ISHLAB CHIQARISH  
INTEGRATSIYASI ASOSIDA RIVOJLANISH ISTIQBOLLARI  
RESPUBLIKA ILMIY-AMALIY JURNALI  
VOLUME-2, ISSUE-9**

Overall, the findings reveal that intensification in political discourse is not merely a stylistic choice, but a purposeful pragmatic mechanism used to strengthen arguments, dramatize developments, and guide interpretive perspectives. Understanding these cross-cultural patterns enhances discourse analysis, improves translation accuracy, and deepens insights into political language across different cultural contexts.

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