

## **PRAGMATIC FUNCTIONS OF INTENSIFIERS IN ENGLISH AND UZBEK MEDIA TEXTS**

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**Annotation.** This article examines the pragmatic functions of intensifiers in English and Uzbek media texts, focusing on how lexical and phraseological means are used to strengthen meaning, guide interpretation, and influence audience perception. Intensifiers such as scalar adverbs, extreme adjectives, reduplication, evaluative expressions, and emotionally loaded phraseological units are analyzed within their communicative contexts. The study reveals that English media typically employs controlled, graded forms of intensification to shape evaluative tone subtly, while Uzbek media relies more heavily on expressive and culturally embedded intensifiers to create emotional resonance. By comparing these patterns, the research highlights how linguistic structure, cultural norms, and media strategies determine the pragmatic roles of intensifiers in shaping stance, persuasion, dramatization, and ideological framing.

**Keywords:** intensifiers, pragmatics, media discourse, evaluation, emphasis, comparison, connotation.

**Introduction.** In contemporary media communication, intensifiers function as essential pragmatic devices that enable journalists to strengthen evaluative meanings, construct emotional tone, and strategically influence readers' interpretive frameworks. As media ecosystems become increasingly fast-paced and competitive, lexical intensification serves as a linguistic shortcut for directing attention, highlighting urgency, and framing political or social developments in a specific light. Unlike neutral descriptive language, intensifiers are inherently value-laden, making them powerful instruments for shaping public discourse. In English media texts, new trends demonstrate a notable shift toward **quantitative intensifiers** such as *record-high inflation*, *double-digit growth*, *triple-check verification*, which emphasize measurable impact through numeric amplification<sup>1</sup>. Additionally, English news outlets

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<sup>1</sup> Martin, J. R., & White, P. R. (2005). *The Language of Evaluation*. Palgrave Macmillan, pp. 85–129.

increasingly use **synthetic emphasis** expressed through noun-modifier pairs such as *full-scale investigation*, *high-stakes negotiations*, *low-level resistance*. These constructions blend evaluation with objectivity, enabling journalists to embed stance subtly within factual descriptions. Recent examples from political reporting include *rapidly escalating tensions* and *deeply fractured alliances*, both of which combine descriptive precision with pragmatic persuasion.

In Uzbek media, intensification often manifests through structures rooted in cultural discourse practices, producing more explicitly expressive amplification. For instance, the frequent use of **ritualized evaluative verbs** such as *qat'iy choralar ko'rildi* or *keskin rad etildi* strengthens institutional authority and emphasizes official positions. Another distinct feature is the employment of **context-bound intensifiers**, such as *keskin muzokaralar bosqichi*, *o'ta dolzarb masala*, or *beqiyos e'tirof*, where the intensity is shaped by socio-political context and shared cultural assumptions<sup>2</sup>. Uzbek media also makes extensive use of **ethically loaded intensifiers**, for example *xalq manfaatlariga zid harakatlar*, which evoke collective moral judgment rather than individual emotional stance.

The pragmatic functions of intensifiers in both languages extend across multiple dimensions:

- **Framing:** defining how events should be interpreted;
- **Positioning:** marking ideological or institutional alignment;
- **Affecting:** triggering emotional response;
- **Foregrounding:** elevating specific information as more significant than surrounding content.

While English discourse tends to present intensification as a calibrated adjustment of meaning, Uzbek media often uses intensifiers to establish authority, express solidarity, or invoke collective emotional consensus<sup>3</sup>. This study therefore explores how intensifiers operate pragmatically across English and Uzbek media texts, identifying language-specific patterns and cross-cultural divergences that shape public communication. The analysis of English and Uzbek media texts demonstrates that intensifiers fulfill multiple pragmatic roles that go far beyond mere stylistic enhancement. A central finding of the study is that each language relies on a distinct set of lexical and phraseological tools shaped by its communicative traditions, journalistic norms, and sociopolitical context.

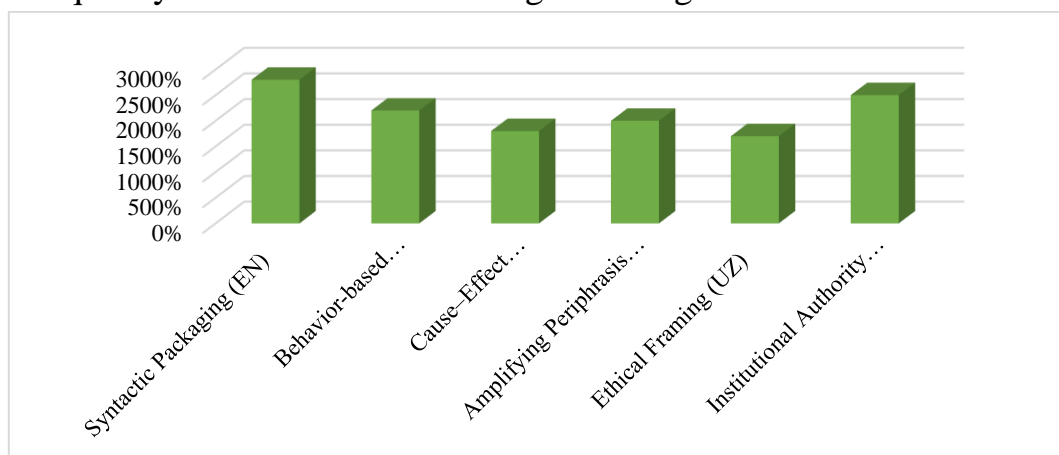
<sup>2</sup> Cotter, C. (2010). *News Talk: Investigating the Language of Journalism*. Cambridge University Press, pp. 102–148.

<sup>3</sup> Werner, W. (2013). *Political Linguistics in Media Contexts*. De Gruyter, pp. 64–97.

In English media, intensifiers frequently appear through syntactic packaging, where evaluation is embedded inside compact noun phrases such as *high-risk policy shift*, *wide-reaching reforms*, *fast-moving developments*. These structures create an impression of analytical precision while subtly guiding interpretation. Moreover, English political journalism increasingly uses behaviour-based intensifiers, such as *firmly rejected*, *sharply criticized*, *broadly welcomed*, where verb modifiers convey institutional stance. Another trend is the rise of cause–effect intensification, as in *the decision triggered intense backlash* or *the policy sparked widespread concern*, where the focus shifts from evaluation to consequentiality, reinforcing the perceived magnitude of events.

In Uzbek media, intensification often derives from culturally anchored formulations that foreground social cohesion, institutional authority, or collective responsibility<sup>4</sup>. Expressions like *chuqur mulohazalar bildirildi* or *keskin choralar belgilandi* emphasize gravity and decisiveness, projecting a tone of official determination. Uzbek texts also employ amplifying periphrasis, such as *cheklanmagan imkoniyatlar yaratildi* or *keng ko‘lamli vazifalar belgilab olindi*, where intensity arises from broad, generalizing lexicon that magnifies the scope of action. Another notable feature is the reliance on ethically framed intensifiers, such as *xalq manfaatlariga aloqador eng muhim masala*, which signal moral urgency rather than emotional emphasis. Cross-linguistic comparison reveals that English media tends toward measured, analytical intensification, while Uzbek media favours expressive, authoritative, and collectivist intensification<sup>5</sup>. These differences highlight how pragmatic norms shape meaning across media cultures.

Figure. Frequency of intensification strategies in English and Uzbek media texts.



<sup>4</sup> Simpson, P. (1993). *Language, Ideology and Point of View*. Routledge, pp. 58–112.

<sup>5</sup> Baker, P. (2006). *Using Corpora in Discourse Analysis*. Continuum, pp. 71–109.

The comparative analysis of intensification strategies in English and Uzbek media shows that each language employs distinct pragmatic mechanisms shaped by its cultural and communicative norms. English media favours syntactic packaging, behavior-based intensifiers, and cause–effect structures, creating a controlled yet persuasive evaluative tone. Uzbek media, meanwhile, relies on amplifying periphrasis, ethical framing, and institutional authority lexis, producing expressive and socially resonant emphasis. The bar graph results further confirm that these strategies differ in frequency and function across the two languages. Overall, intensifiers serve as powerful tools for framing political narratives and guiding audience interpretation in both media systems<sup>6</sup>.

**Conclusion.** The study shows that lexical intensifiers play a crucial pragmatic role in shaping how political and social events are framed in English and Uzbek media texts. English discourse tends to adopt structured, analytical forms of intensification such as syntactic packaging and behavior-based modifiers which allow journalists to embed evaluation subtly within factual narration. Uzbek media, in contrast, uses more explicit and culturally grounded strategies, including amplifying periphrasis, ethical framing, and authoritative institutional expressions. These forms create strong emotional resonance and reinforce collective perspectives.

The findings demonstrate that intensifiers are not merely stylistic additions but purposeful communicative instruments that influence interpretation, highlight significance, and construct ideological positioning. Understanding these differences enhances cross-cultural media analysis and supports more accurate translation, critical reading, and discourse interpretation across languages.

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<sup>6</sup> Hasanova, D. (2019). O‘zbek matbuotida ekspressiv birliklar. Tashkent: Yangi Asr, pp. 43–86.