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**LINGUISTIC INTENSIFIERS OF THE RUSSIAN LANGUAGE IN THE  
SEMANTIC SEGMENT OF THE XXI CENTURY**

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**ANNOTATION**

The article examines active processes in the modern Russian language - semantic, pragmatic and functional features of adjectival and adverbial intensifiers; trends in their development in the Russian language at the end of the 20th century are revealed. and in the 21st century. The characteristics of dynamic processes in the field of lexical intensifiers in the Russian language of the newest period are given.

**Key words**

active processes of the semantic segment, Internet slang, word-formation models, lexical intensifier, pragmatics, syntagmatics, evaluativeness, expressiveness.

The Russian language is constantly evolving and changing under the influence of various factors such as technological changes, sociocultural trends and international influences. At the beginning of the 21st century, there has been an intensification of derivational processes in the Russian language, "a large number of new derivative words, word-formation affixes and affixoids have appeared, the productivity of a number of traditional word-formation models and word-formation methods has increased, new word-formation models and even new word-formation methods have appeared" [1].

In this regard, there is a tendency to develop linguistic intensifiers, which can acquire new meanings, expand their range of use, or new intensifiers appear. In modern society, people are faced with new communication tasks, such as quickly and accurately expressing emotions, creating vivid and memorable statements, adapting to various communication environments (for example, social networks, instant messengers, online platforms). With the development of the Internet and social media, people are faced with new forms of communication such as blogs, video blogs, podcasts, etc. Linguistic enhancers can be a key element in creating compelling and engaging content. At the same time, the study of linguistic intensifiers of the Russian language in the semantic segment of the 21st century is



of great importance for understanding modern linguistic dynamics and effective communication in modern society.

In linguistics, a linguistic intensifier is understood as a certain sign, criterion, parameter that allows you to divide the corpus of linguistic units into classes in which each element meets the same values of a given criterion [2]. The intensity category directly correlates with the quantity category. In 1927, I.A. Baudouin de Courtenay wrote about mathematical quantity and quantity in linguistic thinking. Intensity was classified as a mathematical quantity for the reason that the degree of intensity is a fact of the physical world and can be calculated.

Within the text, intensity manifests itself as an assessment of the amount of expressiveness. This is exactly what I.I. points out. Turansky when studying expressiveness from a stylistic point of view. A sign of the text, its qualitative characteristics I.I. Turansky calls expressiveness [2]. Expressiveness is revealed only if the analyzed speech work (text) is correlated with a neutral form of presentation. Intensification is a measure of the expressiveness of the subject-logical content of a statement.

In their dialectical unity, expressiveness and intensity create a stylistic effect of expressiveness and imagery of speech (text), and in the pragmatic aspect they enhance the impact of the message on the addressee. Expressiveness always changes the neutral presentation and cannot do without intensification; the expressiveness of speech is always accompanied by intensification, believes I.I. Turansky [2].

Developing the idea of the inherent relationship between expressiveness and intensity, I.I. Turansky points out that the qualitative side of speech is its expressiveness, and the quantitative side is intensity. Intensity is studied as an indicator of text interactivity (V.F. Remizova, N.G. Kostina) [3].

Contemporary research in linguistics can help to better understand the semantic meaning of linguistic intensifiers in a 21st century context, their role in communication, and their impact on text comprehension.

Often intensifiers are used to add an emotional tone to a statement or to enhance its meaning. Intensifiers can be either positive (for example, "very," "extremely") or negative (for example, "not at all," "absolutely not"). There are many different intensifiers in different languages, and their use may depend on the context and style of utterance.

There are many different intensifiers in Russian, and their use may depend on the context and style of utterance. They can also be used to convey strong emotions, enhance appreciation, or highlight importance.

There are many different classifications and types of linguistic intensifiers, and here are some of them:



1. Semantic classification:

- Degree intensifiers: such as “very”, “extremely”, “extremely”, “incredibly”.
- Quality intensifiers: such as “wonderful”, “wonderful”, “amazing”.
- Time intensifiers: such as “terribly long”, “very quickly”.

2. Grammatical classification:

- Adverbs: the most common type of intensifier.
- Adjectives: can also be used to reinforce other adjectives or adverbs.

3. Functional classification:

- Emotional intensifiers: such as “terrible”, “amazing”, “amazing”.
- Evaluative intensifiers: such as “incredible”, “absolutely”, “crazy”.

4. Syntactic classification:

- Phrase intensifiers: expressions that intensify the entire phrase, for example, “to the point of impossibility.”
- Word intensifiers: strengthen a specific word in a sentence.

These are just a few examples of classifications and types of linguistic intensifiers. In reality, there are many different approaches to the classification and typification of these linguistic means.

The semantic segment of the 21st century covers various sociocultural and technological changes that influence the use of linguistic intensifiers in the Russian language. In Internet communications and social media, where non-verbal means of expression (facial expressions, intonation) are limited, people turn to amplifying text messages. For example, they may use repetition, an increased number of exclamation points, capital letters, and an increased number of characters in words (for example, “very” instead of “very”).

This allows them to emphasize their own statements, emphasize emotionality and increase attention to their thoughts. At the same time, the use of intensifiers can be associated not only with positive emotions, but also with negative ones, and is often intended to enhance the effect or cause a certain reaction in readers. In conditions of global connectivity and a multicultural society, new intensifiers may appear, and the meanings of existing ones may change under the influence of other languages and cultures.

Linguistic intensifiers are words or expressions whose use adds force or emotion to an utterance. They play an important role in achieving communication goals in modern society.[4]

Firstly, linguistic intensifiers help to express emotions and enhance the emotional delivery of a statement. For example, the words “very,” “extremely,” or “incredibly” can indicate a strong feeling about an event or phenomenon. By using intensifiers, the speaker can convey his emotional reaction and evoke similar feelings in the listener. They can express surprise, joy, disappointment, rage, etc.



For example, the expression "I'm very glad to see you!" enhances the speaker's positive feelings. They play a significant role in communication, helping to enhance emotion, influencing the structure of sentences, text and discourse, changing word order and adding additional elements.

Secondly, linguistic intensifiers are used to create memorable utterances that are easily imprinted in the memory of listeners. They can enhance the impression of a statement, making it more vivid and memorable. For example, in the phrase "This is the most terrible thing I have ever seen," the word "most" is a linguistic intensifier that allows us to enhance the emotional connotation of the utterance.

In addition, linguistic intensifiers help adapt to different communication environments. Depending on the context and audience, they can be used to emphasize the importance or unusualness of a statement. For example, in academic writing, intensifiers may be used sparingly or eliminated altogether to provide a more formal and objective style. At the same time, in spoken language they are used more often to express subjective assessments or emotional reactions.[5]

Linguistic intensifiers not only help achieve communication goals, but also allow you to express emotions, create memorable statements and adapt to different communication environments. Their skillful use can significantly enrich the effectiveness of communication.

Research on the use of linguistic enhancers in various media formats is of interest to understand how these communication tools influence the creation of compelling content.

Blogs, vlogs, social media and podcasts are popular and effective media formats used to create content and engage audiences. The use of linguistic intensifiers in these formats can increase the appeal of content, as they are able to evoke an emotional response in the audience.

For example, using the words "interesting", "amazing", "unique" in the titles of blog or vlog articles can pique the interest and intrigue of users, making them more inclined to read or view the content. Also, on social media, using linguistic intensifiers in the titles or descriptions of posts can attract users' attention and increase the likelihood that they will click on the post or share it with others.

Linguistic intensifiers across different media formats reveal which ones are most effective in creating compelling content. This can be useful for marketers and advertisers who strive to create content that will attract and hold the attention of audiences, helping to better understand their influence on creating compelling content and drawing conclusions about the most effective ways to use them in each individual media format.

The use of linguistic intensifiers can influence the structure of sentences, text, and discourse. They may change the order of words, add additional elements, or

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remove some of them. For example, the sentence “He is healthy” can become “He is very healthy” or “He is the healthiest.” This creates an emotional boost and enhances the impression the speaker wants to convey.

Thus, linguistic intensifiers of the Russian language in the semantic segment of the 21st century have revealed the aspect that they are an important element of the language, which is used to enhance the meaning of words and express emotions, enhance attention or soften expression; There has been an increase in the number and variety of linguistic intensifiers associated with changes in the sociocultural environment and the emergence of new communication technologies. One of the main trends in the use of linguistic intensifiers is the use of visual and sound effects, such as the use of caps, repetition of letters and symbols, emoji and sound signals.

The introduction of new linguistic intensifiers can affect the semantics and structure of sentences, as well as the perception of the message by the recipient, so their use requires a careful approach.

The Internet and social networks have played a significant role in the spread and intensification of the use of linguistic intensifiers, which have become inextricably linked with online communication and Internet culture.

Further research in this area will allow us to better understand the evolution of linguistic intensifiers and their impact on the development of the Russian language in the semantic segment of the 21st century.

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