



This work is licensed under a Creative Commons Attribution 4.0 International License
<https://creativecommons.org/licenses/by/4.0/>

<https://doi.org/10.24833/2687-0126-2026-8-2-30-47>

LINGUISTIC MEANS OF INTENSIFICATION AND EMPHASIS IN ENGLISH PROMOTIONAL DISCOURSE

Yulia A. Filyasova

Herzen State Pedagogical University of Russia (Saint-Petersburg, Russia)

phill.yield@gmail.com

Abstract: This study addresses the strategic use of emphatic means in English promotional discourse, used by automotive manufacturers to underscore the strengths of their premium and top-tier vehicles in a highly competitive global market. Promotional brochures rely heavily on emotive language to shape consumer perceptions. The primary aim of this research is to analyze the specific linguistic units involved in generating intensification and emphasis. This encompasses the use of highly positive evaluative meaning (HPEM) and true hyperbole as persuasive tactics designed to amplify the perceived value of the automobile in the consumer's eyes. The empirical material comprised comprehensive promotional brochures ($n = 10$) representing nine luxury and premium car brands published over the previous five years. Using a continuous sampling method, a targeted corpus of 578 contextual speech segments, accounting for roughly ten percent of the total brochure text, was compiled. The methodology integrated contextual, stylistic, semantic, and quantitative analyses to interpret and categorize the extracted linguistic data. As a result of the analysis, seven distinct linguistic categories of intensification were identified. Listed in descending order of frequency, they include: adjectives and adverbs expressing maximised qualities (53%), pragmatic intensifiers (27%), comparative and superlative forms (14%), abstract nouns (9%), verbs (6%), and a minimal presence of idioms and metaphors. The findings indicate that promotional texts use intensification to link basic transportation to coveted lifestyle values, such as luxury, superior quality, and outstanding performance. Notably, complex cultural imagery is deliberately minimised, presumably to ensure a seamless persuasive impact on an international target audience. The study demonstrates theoretical and practical relevance by deciphering the evolving mechanisms of persuasion in global advertising. The findings establish a practical foundation for developing cross-cultural communication and translation skills for students specializing in linguistics, public relations, and marketing, specifically regarding the adaptation of English emphatic speech segments into local languages.

Keywords: promotional discourse, emphasis, hyperbole, intensifiers, evaluative semantics, persuasive effect.

How to cite this article: Filyasova, Yu.A. (2026). Linguistic Means of Intensification and Emphasis in English Promotional Discourse. *Professional Discourse & Communication*, 8(2), 30–47. <https://doi.org/10.24833/2687-0126-2026-8-2-30-47>

1. INTRODUCTION

Promotional brochures for premium automobiles serve as a critical information channel for manufacturers to communicate their product details and brand values to prospective buyers. The primary objective of promotional discourse is to persuade potential customers to associate the automobile with desirable traits such as luxury, status, and superior performance. Emotive language resonates with the target audience at a personal level and evokes feelings of excitement and aspiration. For instance, adjectives such as “exquisite”, “unparalleled”, and “breath-taking” serve not only to describe the vehicle but also to invoke a romantic sense of the driving experience.

Promotional brochures frequently employ stylistic tropes and devices such as alliteration, metaphors, and vivid imagery to engage the reader’s attention and imagination. For instance, a phrase like “unleash your spirit of adventure” cleverly combines metaphor and emotional appeal, portraying the automobile as a catalyst for freedom and exploration, thus enhancing its allure. How and to what extent are intensification and emphasis employed in English promotional discourse to create emphasis and persuade the target audience? Expressions, such as “the fastest car in its class” or “the ultimate driving machine”, are scattered throughout promotional materials, significantly amplifying the perceived value of the automobile. These linguistic units are not merely exaggerations; they are strategic embellishments that elevate the product in the eyes of the consumer, positioning it as a superior choice in a competitive market (Khranchenko & Radyuk, 2023). By utilising emotive language, stylistic tropes, and hyperbolic expressions, brochures successfully position the automobile not just as a product, but as a key to a coveted lifestyle and elevated social status. What specific linguistic features are commonly used to construct intensification and emphasis in English promotional texts? Research into these linguistic techniques would aid in deciphering the mechanisms of persuasion in promotional discourse.

2. THEORETICAL BACKGROUND

2.1. Literature overview

The language of advertising focuses on increasing brand competitiveness, as it is seen as a crucial factor in determining brand performance (Manjunath et al., 2024). The language of persuasion has a powerful effect on sales increase (Gadzhieva & Sager, 2017). The language of promotion relies on various stylistic devices and means of expressiveness as persuasion tools to underline certain product features or service benefits, for instance, repetition and variation (Musté et al., 2015).

Persuasion is an indispensable manipulative method aimed at exerting influence on the emotional, volitional, and intellectual spheres (Khranchenko & Radyuk, 2018) and urging potential customers to perform a buying action (Al-Subhi, 2022). Persuasion, sometimes accompanied by a comic and softening effect (Malyuga & Alenicheva, 2022), is achieved through emphasis at all language levels – phonetic, lexical, grammatical, and graphical (Korableva, 2023). Various emphatic structures are deployed at the syntactic level (Korableva & Alyoshina, 2019), for instance, imperative sentences, compression, echo phrases, ellipsis, inversion (Degtyarova, 2023; Gao, 2025), fronting, cleft and pseudo-cleft sentences (Filyasova, 2024), along with the use of multiple stylistic devices (Filyasova, 2023), including metaphor as a persuasive technique (Kuchina, 2023) or antithesis as an argumentative tool (Anisimova & Chubay, 2024).

Expressive means are designed to exert an immediate impact on recipients and to establish strong associations with brands (Malyuga et al., 2022). Expressive syntax conveys the function of both accentuation and dialogue (Glazko, 2021). Multiple cognitive and emotive means are used to achieve various corporate objectives (Malyuga, 2021). Emotiveness, achieved by expressive-emotive complexes (Glazko, 2024), is a crucial strategy in corporate communications aimed at ensuring brand awareness and legitimacy from its initial launch until its eventual departure from the market (Şahiniz et al., 2024).

In addition to the emotional impact, the pragmatic function of the promotional discourse involves the use of encouraging language for exerting volitional impact on the addressee (Khranchenko, 2023), and for this reason, the promotional discourse should possess some interactive nature, creating communication scenarios and anticipating certain recipient responses (Ädel et al., 2024).

The theoretical value of this research lies in the necessity to study the language of advertising and promotion, which is evolving with time, developing into more implicit and indirect, subtle and intimate, which psychologically facilitates the creation of a special trusting atmosphere (Demina, 2024), evoking stereotypes and desired associations, and becoming more adaptive to local languages and dialects (Kelly-Holmes, 2024). The practical significance of studying promotional discourse is determined by the necessity to develop cross-cultural skills for students specialising in linguistics, advertising, and PR, and to improve their translation skills by searching for suitable Russian equivalents for linguistic units with the semantics of intensification and adapting various English emphatic speech segments.

2.2. Conceptual basis

The intentional character of promotional discourse is the focus of pragmatics, stylistics, discourse linguistics, communication studies, and the speech impact theory. The determinative nature of promotion is achieved through eloquence and emphasis, expressed through various stylistic tropes and other elocutionary devices. Emphasis, by definition, is “the particular importance or attention that is given to something” (Cambridge Dictionary, n.d.). Emphasis is a general term referring to the act of providing special importance and drawing attention to a particular element of speech. Intensification and emphasis can be expressed by means of various linguistic devices, such as metaphor, syntactic inversion, and hyperbole. Intensification is a linguistic category or process, realised with the help of various tools (such as intensifiers, comparative or evaluative vocabulary), that enhances meaning by employing various linguistic means. It is expressed by intensifiers such as “very”, “really”, “extremely”, or “so” to modify adjectives or adverbs, as well as by emotional and evaluative lexis that enhance communication beyond their basic lexical meaning. Intensification intentionally uses language to produce a stronger emotional or aesthetic impact, such as hyperbole, an extreme form of intensification. Hyperbole is a figure of speech characterised by deliberate exaggeration for emphasis. Hyperbolisation is a linguistic process that involves overstatement, exaggeration, auxesis, or intensification. Linguistically, hyperbole can be expressed in a multitude of means – grammatical, lexical, phonetic, stylistic (Vlasova, 2023) – such as, parallelism, chiasmus, polysyndeton, epistrophe, anadiplosis (Giovanelli & Mason, 2018), metaphor (Hsiao & Su, 2010), participial constructions, the plural form of nouns with the meaning of generalisation (Leskina & Sharonova, 2017). The listener’s reaction is crucial for the perception and understanding of hyperbole in the interactive context (McCarthy & Carter, 2004). In addition, hyperbole may be supplemented by graphic means such as punctuation marks, or explicit discourse markers – interjections or intensifiers (for

example, *so, very, really, actually, incredibly*), capital letters, elongated words (Govindan & Balakrishnan, 2022), or phraseological saturation (Naciscione, 2001). Functionally, hyperbole can be either negative or positive. In a negative context, hyperbole is associated with sarcasm (Kunneman et al., 2015; Pleshkova, 2023), irony, and parody (McCarthy & Carter, 2004; Burgers et al., 2018). In a positive context, hyperbole can be a form of euphemism, conveying an additional meaning of politeness, aesthetics, and disguise, modifying the denotative meaning (Khramchenko & Radyuk, 2023) and altering a negative connotation into a positive one (Trifonova, 2018). The aim of this paper is to study the positive type of hyperbole as a persuasive tactic of emphasis, achieved through practice-based associations with the object of promotion, often relying on human emotions and, in general, on an anthropocentric approach to positioning the automobile.

For the purposes of this research, it is important to theoretically distinguish between highly positive evaluative meaning (HPEM) and true hyperbole. HPEM uses standard positive lexicon (e.g., premium, exceptional) to assert high product quality; hyperbole involves extreme exaggeration not meant to be interpreted literally (e.g., the rarest of diamonds). In this study, both phenomena are analysed under the overarching macro-category of “intensification and emphasis”, as they collaboratively serve the pragmatic function of amplifying the perceived value of the automobile.

3. MATERIAL AND METHODS

This research examines intensification and hyperbole, the latter being an extreme subtype of intensification (Crystal, 2008), in the promotional discourse in a highly competitive automobile market. Emphasis is a linguistic and cognitive phenomenon utilised to accentuate some new or important information (Watson, 2010). Emphasis in promotional brochures is crucial for highlighting new automobile features that are important for customers for their everyday transportation and driving experience.

Initially, a preliminary sample of automobile brochures ($n = 20$) published over the previous five years was collected. However, to maintain structural equivalence for a rigorous comparative analysis, the final corpus was narrowed to 10 brochures representing 9 brands. The exclusion of the remaining brochures was based on objective criteria regarding document genre and formatting: brochures shorter than 30 pages or those that functioned solely as technical specification sheets (which inherently lack stylistic narrative and expressive means) were excluded. The selected material comprises comprehensive promotional brochures ranging from 30 to 70 pages. Brands such as Rolls-Royce, Acura, and Cadillac represent the traditional luxury segment, whereas mainstream brands like Volkswagen, Toyota, and Subaru were included because the selected brochures specifically promote their top-tier, flagship, or premium-trim models (e.g., VW Golf GTI, Toyota 4Runner TRD Pro). These specific models compete in higher-end market segments and employ the same aspirational marketing discourse as traditional premium vehicles.

The linguistic means of intensification were identified as a result of continuous (exhaustive) text analysis and corpus selection (sampling) across the entire text of the brochures. The semantic approach to discourse analysis in search of contextual intensification and emphasis yielded a targeted language sample comprising 5,600 words (approximately 35,000 symbols) that explicitly contained the emphatic features under study.

4. STUDY AND RESULTS

4.1. Objects of reference

The continuous sampling method revealed 578 distinct speech segments containing linguistic means of intensification and emphasis. These extracted segments accounted for roughly 10% of the total word count across the entire text of the examined brochures. As seen in Fig. 1, the promotional brochure describing the Japanese brand “Mitsubishi Outlander” contains considerably more examples of intensifiers (24%), which constitutes almost a quarter of the total number of the examined contexts.

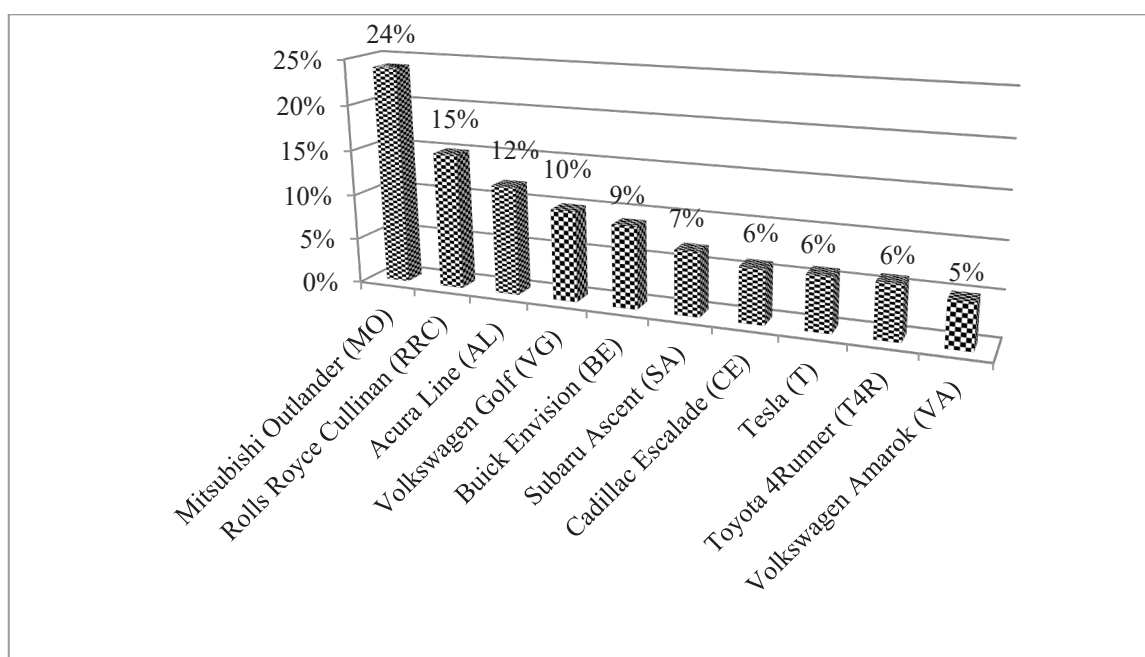


Figure 1. Quantitative data of intensification in the promotional discourse

The number of intensification examples characterising the automobile brands “Rolls-Royce Cullinan” (RRC) (British), “Acura Line” (AL) (Japanese), and “Volkswagen Golf” (VG) (German) varies in the range between 10% and 15%. The rest of the brochures include a lower number of instances, within the span between 5% and 9% (“Buick Envision” (BE), “Subaru Ascent” (SA), “Cadillac Escalade” (CE), “Tesla” (T), Toyota 4Runner (T4R), “Volkswagen Amarok” (VA)). The Japanese, American, German, and one British car brands under consideration have more emphasis cases than some other premium vehicles.

The linguistic expression of intensification and emphasis employed heterogeneous means (Fig. 2). The minimal context, ranging from one to three sentences, was necessary to understand the complex nature of the semantic links between the elements of intensification, which provided an indivisible semantic space.

SKY’S THE LIMIT – Embrace the day **with open arms** – and an open roof. Spanning an **impressive** length, the Outlander features a power **panoramic** sunroof. Enjoy **sweeping** views of your surroundings as the **large** glass roof fills the space with natural light, bringing the outside in. (MO)

BOUNDLESS LUXURY – Experience a drive **like no other**. Whether you’re taking to the road or **striking out into the unknown**. With rear-wheel steering and **ultimate** stability, Cullinan is **as dynamic as it is graceful**. (RRC)

When you're ready for life's next **big** adventure, the 2022 Ascent™ is ready to take you to new **heights**. It's **the largest** and **most versatile** Subaru ever, with three rows and seating for up to eight. It's packed with **advanced** technologies, from active safety systems to entertainment features. (SA)

Staying **relentlessly** set in our convictions led us to vehicles like the **legendary** Integra and our **first-ever supercar**—the **iconic** NSX. When the rest of your lineup is born in the shadow of an unconventional car of that caliber, your approach must be equally unconventional, one that's **more demanding, more meticulous, and bordering on obsessive**. (AL)

The examples contain multiple linguistic means that denote automobile parts and technical systems, as well as customer benefits: adjectives and adverbs: *impressive, sweeping, large, ultimate, big, legendary, packed with advanced, active, relentlessly, iconic, bordering on obsessive*; comparative forms: *as dynamic as it is graceful, the largest, most versatile, more demanding, more meticulous*; intensifiers: *like no other, ever, first-ever*; nouns: *supercar, new heights, car of that caliber*; verbs: *maximize, boost, stand out*; idioms: *strike out into the unknown*; metaphor: *embrace the day with open arms, born in the shadow of an unconventional car of that caliber*. The emphasised benefits underline the glass roof, which can be electrically operated, stable driving, vehicle exterior and performance, interior equipment and volume, increased safety, and meticulous quality, among others.

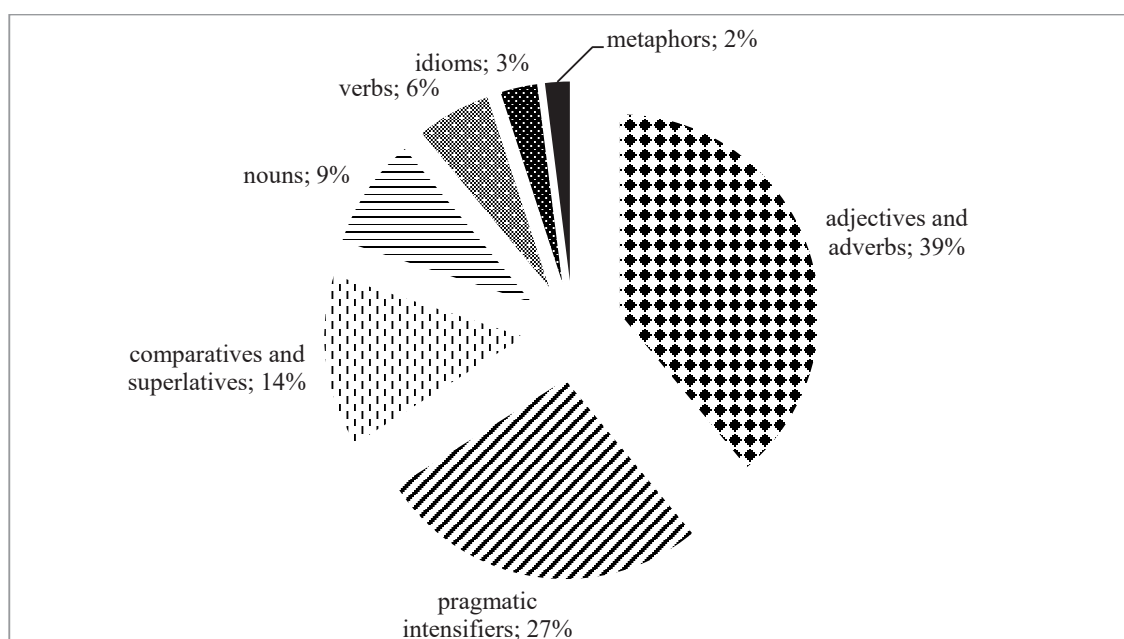


Figure 2. Linguistic expression of intensification and emphasis in the promotional brochures

4.2. Linguistic categories of intensification

Adjectives often accompanied by adverbs contextually occurred in close proximity to each other in the majority of the considered sentences, and therefore, were referred to a single category for the purposes of the stylistic analysis. Meanwhile, despite belonging to the same part of speech, the adjectives in the positive degree (39%) with highly positive evaluative meaning (HPEM), for example, “exceptional” or “remarkable”, were studied separately from the adjectives in the comparative degrees (14%) for a more precise and careful stylistic analysis. Together, they constituted the most numerous group among the examined examples of hyperbole (53%). The second large category included intensifiers, such as “even” or “so”, which accounted for 27% of the examined

contexts. Nouns and verbs, which typically constitute the core of a proposition, unlike adjectives and adverbs, which add details, accounted for 9% and 6% respectively, whereas stylistic devices in the form of idioms and metaphors comprised a minimal category of the corresponding linguistic means.

4.2.1. Adjectives and adverbs

In the promotional discourse, these descriptive parts of speech can be divided into functional, social, and image-related categories (Filyasova & Afanasyeva, 2024). The image-related modifiers, which constitute the persuasive effect of emphasis in the automobile brand description, refer to linguistic means of intensification and emphasis and have positive expressive and evaluative connotations. The adjectives and adverbs with HPEM create a positive image of the products, intensifying the ideas of luxury and comfort, thereby amplifying the persuasion.

Exceptional, premium, truly premium, maximum, perfect, idealistic, impressive, meticulous, painstakingly scrutinised, chiseled, relentlessly engineered, sweeping, substantial, iconic, dramatic, expressive, bold, boldly designed, uncompromising, pioneering, revolutionary, reimagined from top to bottom, countless, seamless [acceleration], formidable [v12 engine], high-strength [steel construction], legendary [quality], perfectly matched, sumptuous, supreme, supremely versatile, unequalled [motor car], unmatched.

The choice of the adjectives and adverbs in the promotional automobile brochures is carefully curated to evoke specific emotional and cognitive responses, emphasising the vehicle's superiority, innovation, and attractiveness. These examples are not merely descriptive but are strategically selected to create a narrative of exclusivity, performance, and luxury.

The semantics of these adjectives and adverbs are designed to construct a narrative of unparalleled quality, performance, and luxury. They appeal to both rational and emotional decision-making processes, positioning the vehicle as not just a mode of transportation but a symbol of status, innovation, and aspiration. The tactical use of superlatives amplifies the perceived value, making the vehicle appear indispensable to the discerning consumer.

4.2.2. Comparatives and superlatives

Promotional texts, particularly in the automotive industry, often use comparative forms to emphasise superiority, innovation, and desirability, given the strong market competition. These forms serve as linguistic techniques to create a sense of exclusivity, performance, and advancement, appealing to the consumer's aspirations and emotions. Unlike the classical literary device, the inherent meaning of comparison does not exceed the scope of the automobile-related sphere in the overwhelming majority of the considered cases. The semantic space is primarily built around automobile components, systems, and their properties, underscoring the automobile as an essential element of contemporary life. Different automobile models are compared either to previous versions of their type or to all other competitive models, thereby emphasizing specific technical advantages or customer benefits.

4.2.3. Comparative forms

The technical characteristics convey the idea of an automobile that fully meets consumer expectations for driving experience, safety, comfort, convenience, automatic emergency braking, lane-keeping assist, and adaptive cruise control. Each brochure positions its automobile as having the potential to achieve better performance metrics than previous models and other competitive brands in the market. Despite the car's established role as a crucial personal means of transport, marketers add further layers of customer benefits to their products and services. The description of the automobile brands emphasises excellent storage solutions, seating arrangements, a good choice of interior colours, climate control, ergonomic seating, and noise-reduction technologies.

Technical advantages: *the Sportier Utility Vehicle; more special than ever; more than a new look; wider; higher; lower; more aggressive and athletic; more space than ever; worth more than a thousand words; more demanding, more meticulous; stiffer chassis; wider style; more real than ever; more rigid body structure; works hard, plays harder; more than sharp lines; potential for better.*

Customer benefits: *smoother ride for everyone; more peace of mind; so you can pack more, and adventure longer; greater peace of mind; more confidence; deliver more driving pleasure; enjoy longer and safer road trips; more convenient; more comfort, less compromise.*

The conjunction “as”, used in comparisons to refer to the degree of various automobile properties, exposes the meaning of simile, e.g., *as much a performance machine as it is an SUV; as dynamic as it is graceful; as impressive as your arrival*. Semantically, the examples of simile are based on the hypernomic-hyponomic relations, underlining performance and innovation, dissimilar but associated technical and emotional qualities, and customer-focused benefits, evoking emotional and psychological response.

The following are examples of the comparative forms in their contextual use:

The closer you look, **the more** you are rewarded. *With Envision Avenir, even the details have details. On the inside, its charms are as extensive as the cabin is spacious.* (BE)

More than twice the pixel density of a 4K TV. (CE)

Some pictures are **worth more than a thousand words**. *This is one of them. To sum it up, when Acura was born more than 30 years ago, our sole reason for being was to build performance vehicles.* (AL)

A Smart Rear-View Mirror and 180-Degree Front View Monitor enhance visibility. **More ways** to bring passengers together. (SA)

Made for environmentally-conscious and fuel-efficient driving, activate the Outlander's Eco Mode to reduce energy consumption and enjoy **a cleaner ride**. (MO)

These excerpts convey the advertisers' appeal to performance-oriented buyers, elevating the vehicle's status to match the consumer's self-image. The hyperbolic comparatives suggest that the vehicle's value is beyond description. In particular, “more than 30 years ago” implies a long-standing tradition of excellence, whereas “cleaner” highlights environmental or efficiency improvements, aligning with modern consumer values.

4.2.4. Superlative forms

The superlative adjectives position the vehicle within a timeline of progress and legacy, appealing to design-conscious consumers. The vehicle is positioned as the ultimate choice for utility and flexibility. The superlative adjectives highlight the latest technology, appealing to tech-savvy consumers.

The longest way; to make the most of the cargo area; the largest; at the highest level; highest-performing vehicles; the most premium examples; the best performing; world's wildest; toughest; the largest ever; the most advanced; the most important; the highest expectations; the largest and most versatile; the tallest sand dunes; one of the most fuel-efficient in its class; the finest vantage point; the rarest of diamonds; the most capable; the boldest.

The language conveys technological advancements, positioning the vehicle as a cutting-edge, top-tier transportation option intended for luxury buyers. Hyperbole, achieved through superlatives, is often employed to create a sense of awe and desirability that evokes excitement and adventure. The following are instances of the superlative forms in their contextual use:

Inside, you'll discover one of the most premium examples of precision craftsmanship we've ever created. (AL)

*Even though it's already **one of the most fuel-efficient 7-seaters in its class**, the Outlander can take fuel economy **even further**.* (MO)

*You won't be able to wait for your first drive home. **The longest way** you know.* (VG)

Metaphor, which is deployed for various social and pragmatic goals (Gibbs, 2023), does not seem to be a frequent phenomenon in comparative forms, despite the fact that hyperbole draws on metaphor as a bedrock mechanism (Hsiao & Su, 2010). The instances of metaphorical adjectives, considering the automobile from an anthropocentric point of view, are few: e.g., *lower, more aggressive, and **athletic; the boldest expression of Envision style*** (BE). The low-clearance vehicle is technically more manoeuvrable, as a lower centre of gravity means the car leans less; visually, a lower car height provides a more aesthetic and sporty appeal, appealing to customers with high-performance preferences. The association of the car with a diamond is the metaphor of perfection, aiming to symbolise the best, the highest, and purest, without compromise, e.g., *take a journey beyond what was thought possible, all in utmost luxury. Just like **the rarest of diamonds** that gave this unequalled motor car its name* (RRC). By its very nature, the diamond evokes associations with new adventure, courage, vitality, strength, and protection. Analogously, similar associations apply to the car.

4.2.5. Pragmatic intensification

Intensifiers are words whose semantics are fully oriented towards expressing the intensity of the attribute, action, or state expressed by the reference word (Sharapova, 2021). Formally, intensifiers are classified into boosters, compromisers, diminishers, and minimisers (Saltanova, 2023). The material under study included mainly boosters, or maximisers. Functionally, they are versatile in communication, enhancing the meaning of contextually related speech elements within larger speech segments. Due to intensifiers, the surrounding elements gain prominence and elevated expressiveness. Intensifiers play a significant role in emphasis; based on the obtained occurrence frequency (Fig. 2), they comprise over a quarter (27%) of all intensification means. Intensifiers tend to be more subjective than objective, as they express private opinion and evaluation (Lebedeva, 2021). The category of intensification is often accompanied by emotive language (Siutkina, 2024). Pragmatically, intensifiers aim to elicit desired emotions and evaluations in the addressee's mind, thereby enhancing persuasion. The following are instances of intensifiers in the isolated position:

a lot more convenient, a whole lot of substance, again and again, all, anywhere, everywhere, especially, even, ever, first-ever, exactly, a host of, only, just, yet, no matter, not only ... but also, no bounds, plenty of, else, really, actually, truly, whatever, wherever, whole.

Through an analysis of various example sentences, we can identify how intensifiers are employed to create compelling narratives around the products:

*At Tesla, we strive to be the best on **every** metric.* (T). Here, “every” is used to express the total number of items in a group – it is a powerful intensifier that establishes the car's superiority in the automotive market. The brand asserts an overarching confidence that reinforces consumer perceptions of excellence and reliability. This strategy communicates aspiration and invites consumers to associate the car with success.

*The level of detail that goes into **every** Acura vehicle is rivaled **only** by the level of detail we put into Acura Genuine Accessories.* (AL). The repetitive structure evokes a sense of meticulous craftsmanship, underscoring the brand's dedication to quality. The use of “only” further underscores Acura's meticulousness, implying that no other brand can match it. This construction invites consumers to appreciate not only the product but also the time and care that set Acura apart from its competitors.

*In terms of driving prowess, versatility, and pure unadulterated style, the Golf GTI **truly** stands out.* (VG). The intensifier “truly” reinforces the authenticity of the automobile brand. By engaging in an assertive comparison of key performance factors – with a particular focus on attributes that appeal to emotional and aesthetic sensibilities – the statement effectively communicates a sense of uniqueness. The intensifier, in combination with the other hyperbolic tools, implies that *the Golf GTI* embodies unfiltered excellence in a saturated market.

*The First-**Ever** Envision Avenir debuts as a stunning expression of Buick luxury. Designed to wrap you in modern refinement, this SUV distinguishes itself **not only** with its list of luxuries **but also** with its attention to detail.* (BE). “The First-Ever” serves as a strong intensifier, enhancing the perceived impact of Buick’s offering. This vibrant means is further augmented by another intensifier – the correlative conjunction “*not only ... , but also ...*” that evokes a sense of sophistication associated with luxury lifestyles. The intensifiers here act not merely as descriptors but as key signals to the target audience, who value aesthetics alongside functionality.

*4MOTION **all**-wheel drive provides exceptional traction on virtually **any** surface, while the 8-speed ZF Automatic ensures smooth power delivery.* (VA). The intensifier “(virtually) any” enhances the reliability of the vehicle’s capabilities. By assuring consumers of superior performance across various terrains, this tactic of intensification elevates the product’s image within the all-terrain vehicle category.

***Every** journey in the Ascent is the perfect combination of high tech and low stress. At 54 inches, the available panoramic moonroof is the largest ever offered on a Subaru, bathing the cabin in soothing, natural light.* (SA). The intensifier “every” is employed to encapsulate an ideal experience that consumers aspire to. This segment of promotional discourse implies a holistic satisfaction that addresses both technological and emotional needs. This duality serves to connect the product with a lifestyle choice rather than a mere transactional relationship.

*Adorning the helm of **every** Rolls-Royce motor car since 1911. Now, with Cullinan, she glides forward into daring new terrains. Take a journey beyond what was thought possible, all in utmost luxury. **Just** like the rarest of diamonds that gave this unequalled motor car its name, Cullinan embodies effortless endurance. **Even** under the greatest of pressures.* (RRC). The text deploys three intensifiers, “every”, “all”, and “just” to amplify the notion of luxury as it relates to the driving experience. This formulation suggests that the vehicle not only meets, but exceeds, consumer expectations, hence promoting an ultra-premium brand ethos.

***Even** though it’s already one of the most fuel-efficient 7-seaters in its class, the Outlander can take fuel economy **even** further. Configure **every** ride to your liking, **especially** when it comes to seating and temperature preferences.* (MO). Similarly to the previous example, three intensifiers are utilised: “even” (twice), “every”, and “especially” – these highlight the vehicle’s exemplary performance. By acknowledging its current status while also suggesting further optimisation, these contextual uses appeal to both eco-conscious consumers and those looking for versatility.

Generally, intensifiers function as rhetorical devices, shaping consumer perceptions and expectations and thereby influencing their purchasing behaviour. In promotional texts, intensifiers dramatically increase the emotional resonance of the messages. Copywriters create a compelling narrative that positions vehicles not just as modes of transport but as essential tools for an enriched lifestyle. Intensifiers, as linguistic means, serve to amplify perceived value and desirability.

4.2.6. Nouns

Nouns with HPEM encapsulate key themes and values that are often instrumental in marketing messages. The nouns with the semantics of intensification obtained on the examined material can be divided into four categories: A) cutting-edge technologies: *advances, breakthrough, reinvention,*

turning point; B) high-quality manufacturing: *attention to detail, multitude, obsession, perfection, precision, refinement*; C) premium class: *brilliance, luxury, masterpiece, pinnacle, supercar, top/top class*; D) customer expectations and feelings: *ambition, champion, confidence, driving pleasure, ecstasy, passion, persistence, top priority*.

Nouns account for 9% of the total volume of intensification means; however, their meanings carry connotations of the highest social values, penetrating the promotional discourse through the idea of the automobile as a premium product. The meaning of the nouns centres on the high-level aspects of car production, such as large size, the quality of the finished products, their high-end market positioning, and the resulting customer expectations for superior quality and performance.

4.2.7. Verbs

Verbs, with their semantics of activities or states integrated into speech acts, can be classified by several parameters, such as qualities, states, situations, locations, and processes, among others. As a result of this research, the following verbs, with the meaning of quality and state, were classified as units contributing significantly to the production of the pragmatic effect of increasing the impact on readers through intensification – *amplify, boast, boost, command, conquer, cosset, enhance, go beyond, immerse, increase, innovate, make all the difference, maximize, stand out, streamline, and show off*.

Overall, the examined verbs convey the meaning of luxury, drawing on the themes of enhancement, authority, indulgence, and individuality to create an enticing picture that captures the aspirations of the target audience. As such, these linguistic choices are critical for shaping consumer perceptions and driving market trends within the premium automotive sector.

4.2.8. Idioms

Idioms have a high value in promotional discourse due to their instant recognition and the persuasive pragmatic impact they have on the target audience. Seamless integration of idioms achieved by copywriters contributes to evoking suitable associations and long-term memorisation of the promotional text. The likelihood of reproducing the slogan or speech segment containing an idiom is relatively higher than plain text; therefore, idioms can be considered as an effective means of influence. Let us consider a few examples:

*Those who appreciate uncompromising craftsmanship, attention to detail, and a pioneering spirit. The ones who don't mind pushing boundaries, if it means **breaking the mold**. Some call it idealistic, but for us, it's simply Kodawari.* (MO). “Break the mold” is a powerful idiom that conveys the idea of nonconformity and uniqueness. In the high-end automobile market, where differentiation is crucial, this expression emphasises the innovative design and distinctiveness of a vehicle. The idiom suggests a departure from traditional design aesthetics. This appeal to individuality resonates with discerning consumers seeking vehicles that serve as extensions of their identity and personal style.

Sky's the limit. / Go all out. (MO). The former is often used to evoke a sense of boundless potential and ultimate achievement. In the context of premium cars, this phrase suggests that the vehicle transcends ordinary capabilities, offering unparalleled performance, luxury, and innovation. The idiom effectively communicates a message of limitless opportunities, encouraging buyers to envision themselves achieving their highest aspirations through ownership. The latter resonates particularly well in the context where consumers expect an uncompromising focus on performance, aesthetics, and customer experience. The manufacturer emphasises how their cars are engineered to offer unprecedented comfort, cutting-edge technology, and thrilling driving experiences. Implicatively, the idiom signifies superiority over all other brands.

Technology goes to town. (VG). As the idiom implies, the automobile in question is equipped with cutting-edge technology, which is not merely an accessory but a centrepiece of the vehicle's identity. Potential buyers of the premium automobile can consider themselves part of a select group that prioritises innovation and sophistication.

Outside, LED headlights and LED Daytime Running Lights (DRL) plus redesigned bumpers and front grille help you stay ahead of the times. (VG). The phrase is a creative blend of the idioms “stay/keep ahead of the field” and “be ahead of the game”, both referring to the sports industry. The replacement of ‘field’ and ‘game’ with ‘times’ (occasions) elevates the meaning into a highly positive one. Yet, the original semantics of the idiom leave it possible to identify the meaning. The implication is that owning such a vehicle reflects a consumer's status and aligns them with a progressive vision of the future.

In the promotional discourse of premium automobiles, the strategic use of idiomatic expressions emphatically conveys the aspirational and exclusive qualities intrinsic to luxury vehicles. By embodying limitless potential, commitment to excellence, technological innovation, and individualism, these idioms effectively enhance consumer engagement and express the sophisticated narrative that premium automobile brands seek to project.

4.2.9. Metaphors

Metaphors serve as intermediaries between abstract ideas and the real world and are conveyed through human feeling and experience. On many occasions, metaphors, allusions, and similes produce an evaluative effect (Zharina, 2024). Despite being an effective technique across multiple types of discourse, metaphors with HPEM do not appear to be numerous in promotional brochures devoted to premium automobiles, accounting for only 2% of the examples in the material under study. Evidently, creating imagery in advertising discourse is necessary to emphasise the car's advantages. Metaphor, however, is a complex linguistic unit that integrates cultural norms, ideological worldviews, hidden implications, and the social context in which a linguistic community exists. Given the international target audience of car buyers, the use of metaphors may pose interpretive challenges for speakers from different languages and linguacultural worldviews. Presumably, for this reason, the use of metaphors with HPEM is rather limited in the advertising brochures. Let us consider a few examples.

Run through all 10 gears of its automatic transmission and feel the VTEC turbo engine roar to life, and it becomes abundantly clear that the soul of a supercar courses through its veins. (AL). The use of the metaphor “soul” anthropomorphises the highly evaluative “supercar”, endowing it with qualities typically reserved for living beings. This vivid portrayal suggests that the car possesses an impressive mechanical prowess. In addition, the car is presumed to carry an intrinsic essence and identity that enhances its appeal. By stating that the “soul” courses through its veins, the sentence evokes an image of blood like a life-sustaining fluid essential for vitality and function. This imagery creates an emotional connection, suggesting that the supercar is not merely a machine but a synthesis of technology and passion.

Shaped around the unique Rolls-Royce aluminium spaceframe and with new Rolls-Royce chassis technology, Cullinan delivers our signature magic carpet ride. (RRC). The metaphor “magic carpet” suggests a fantastical, enjoyable ride and invokes imagery of effortless travel and whimsical experiences, especially in automotive advertising. “Magic” steps out of the ordinary and hyperbolizes the speech characteristics of the car model.

And the same fire that forged this American-built supercar burns in every car we make. (Acura Line). Fire is a powerful metaphorical symbol associated with creation, transformation, and intensity. In this context, it implies that the supercar was not produced through a conventional

manufacturing process but through intense effort, dedication, and innovation. The metaphorical use of “forged” suggests that the car was created under conditions of intense heat and pressure, inferring strength and resilience akin to those of metalworking practices. This adds a sense of durability and robustness to the car’s identity, resonating with potential buyers who value quality and craftsmanship.

Overall, the metaphors serve several crucial functions, conveying the underlying messages about excellent vehicle performance, heritage, and emotional appeal. They play a vital role in establishing themes of craftsmanship, passion, and national pride while fostering a strong brand identity. Through these metaphorical expressions, copywriters effectively utilise imagery and symbolism to engage potential consumers at an emotional and intellectual level, reinforcing the product’s desirability while situating it within the broader context of sublime performance and craftsmanship.

5. DISCUSSION

In the highly competitive automotive market, promoting premium automobiles requires sophisticated marketing strategies that shape consumer perceptions and enhance brand competitiveness (Manjunath et al., 2024). One prevalent tactic is intensification, which involves exaggerated claims and dramatic expression to captivate potential customers (Musté et al., 2015). This technique is particularly effective in promotional brochures, where the language of persuasion (Gadzhieva & Sager, 2017) is used to create compelling narratives about luxury vehicles.

Intensification is a powerful means of emphasis, enabling marketers to craft messages that resonate deeply with their audience. Highlighting the exceptional qualities of a vehicle – such as unmatched performance, cutting-edge technology, and unrivalled comfort – promotional materials create an aspirational image that appeals to consumer desires for status and success. The influence of these brochures extends beyond mere information dissemination; they engage the emotional, volitional, and intellectual spheres of potential customers (Khranchenko & Radyuk, 2018).

Promotional brochures incorporate expressive-emotive complexes (Glazko, 2024), which evoke strong feelings and associations with the brand. For instance, phrases associated with adventure, freedom, and sophistication are strategically used to build a connection with the target audience. Similar to the overflow of the advertising discourse with phraseological phrases (Naciscione, 2001), the analysed brochures were oversaturated with the lexicon of HPEM. By saturating promotional texts with emotive words that convey a sense of elevation, such as “unmistakable”, “boundless”, and “world-class”, marketers effectively elevate their products beyond mere transportation to symbols of a luxurious lifestyle.

Moreover, the effectiveness of intensification is strengthened by its adaptability to local languages and dialects (Kelly-Holmes, 2024). Supposedly, copywriters deliberately avoided using numerous culturally specific phraseological and idiomatic expressions that are difficult to adapt to different cultures. Since the market of potential car buyers is international, the persuasiveness of the promotional language brochures is increasingly universal. For this reason, intensification is achieved through universal linguistic means with highly positive evaluative meaning and a maximally expressed quality, such as “exceptional”, “perfect”, and “exclusive”.

The revealed language of intensification and emphasis – adjectives, adverbs, intensifiers, nouns, verbs (Radyuk & Khranchenko, 2020), a few idioms and metaphors – is accompanied by many other stylistic devices at the syntactic level (Filyasova, 2024), phonetic and graphical means (Korableva, 2023), a comic and softening effect (Malyuga & Alenicheva, 2022), among others.

Further research into promotional discourse may help uncover new characteristics, as marketing techniques and language tools used to attract and retain the target audience of potential customers are constantly evolving.

6. CONCLUSION

Intensification and emphasis play crucial roles in promotional discourse. The need for emphasis arises from the intention to highlight various technical advances in the automobiles, effectively capturing the attention of potential consumers and contrasting the products in focus with all other competitors. The automotive industry, particularly in the premium segment, employs a variety of linguistic devices – pragmatic intensifiers, adjectives, adverbs, nouns, and verbs with HPEM, which serve as semantic markers of emphasis (Crystal, 2008), in order to communicate the value and aspirational qualities of their vehicles. In this regard, intensification enhances the persuasive power of promotional materials, making them more impactful.

Analysing the linguistic means employed, emphasis was expressed through multiple examples of words with highly positive evaluative semantics, which constitute the major category of intensification. By employing descriptive language that conveys intensity or superiority, marketers can create a vivid image of their products in consumers' minds.

The second-largest category of hyperbolic devices, accounting for just under 30 percent, was intensifiers. These words amplify the qualities being described, further increasing the persuasive effect. The third group of hyperbolic expressions included comparative and superlative forms, which allowed comparisons of automobiles and their features with previous models or current competitors. This comparative approach underscores the superiority and innovation of brand values.

Further analysis revealed that the fourth and fifth categories were composed of abstract nouns and verbs with highly positive evaluative semantics. These categories provide a conceptual framework for technical advancements, lending an aura of sophistication and credibility. Meanwhile, the sixth and seventh categories, which included idioms and metaphors, were the smallest. Although less frequent, these figurative expressions can provide creative and memorable associations that enrich the promotional message.

It is important to mention that intensification was achieved primarily through words with direct meaning, with a lesser reliance on linguistic means with figurative meanings. This tendency can be explained by the fact that promotional brochures are aimed at an international audience. In this context, linguistic units with universal semantics appear to be the most suitable for effective communication across diverse cultural backgrounds. Ultimately, the use of intensification not only enhances the appeal of automotive products but also facilitates a deeper connection with a global consumer base.

In summary, intensification and emphasis in promotional brochures for premium automobiles are carefully crafted tactics that leverage the language of persuasion to bolster brand competitiveness. By using expressive means that influence consumers' emotional and intellectual responses, these brochures serve as vital tools in the luxury automotive market. By creating evocative, expressive-emotive environments, marketers can foster a deeper connection with potential buyers, ultimately leading to sustained commercial success.

Conflict of interest

The author declares that there is no conflict of interest.

REFERENCES

1. Ädel, A., Öhqvist, Å., & Shokoohi, S. (2024). Sleep well in Småland, whether you prefer a castle or a hut: Performing persuasion through patterns of you in tourism discourse. *Journal of Pragmatics*, 233, 85–99. <https://doi.org/10.1016/j.pragma.2024.09.008>
2. Al-Subhi, A. S. (2022). Metadiscourse in online advertising: Exploring linguistic and visual metadiscourse in social media advertisements. *Journal of Pragmatics*, 187, 24–40. <https://doi.org/10.1016/j.pragma.2021.10.027>
3. Anisimova, T. V., & Chubay, S. A. (2024). Means of expression in social advertising about the benefits of reading. *Teoreticheskaya i Prikladnaya Lingvistika*, 10(1), 5–19. <https://doi.org/10.22250/24107190-2024-10-1-5>
4. Burgers, C., de Lavalette, K. Y. R., & Steen, G. J. (2018). Metaphor, hyperbole, and irony: Uses in isolation and in combination in written discourse. *Journal of Pragmatics*, 127, 71–83. <https://doi.org/10.1016/j.pragma.2018.01.009>
5. Cambridge University Press. (n.d.). Emphasis. In Cambridge dictionary. Retrieved May 2, 2026, from <https://dictionary.cambridge.org/dictionary/english/emphasis>
6. Crystal, D. (2008). *A dictionary of linguistics and phonetics* (6th ed.). Blackwell Publishing. <http://dx.doi.org/10.1002/9781444302776>
7. Degtyaryova, E. A. (2023). Inversion in the English legal text. *Issues of Applied Linguistics*, 50, 7–27. <https://doi.org/10.25076/vpl.50.01>
8. Demina, M. A. (2024). Phonetic strategies of speech impact in British advertising. *Vestnik of Moscow State Linguistic University. Humanities*, 2(883), 34–40. <https://journals.rcsi.science/2542-2197/article/view/316610>
9. Filyasova, Y. A. (2023). The stylistics of English headlines in promotional discourse: A multidimensional study. *RUDN Journal of Language Studies, Semiotics and Semantics*, 14(3), 856–875. <https://doi.org/10.22363/2313-2299-2023-14-3-856-875>
10. Filyasova, Y. A. (2024). The syntactic means of emphasis in the English promotional discourse. *Moscow University Bulletin. Series 19 – Linguistics and Intercultural Communication*, 3, 27–42. <https://doi.org/10.55959/MSU-2074-1588-19-27-3-2>
11. Filyasova, Y. A., & Afanasyeva, A. M. (2024). The attributive characteristics of automobile brand's semantic field (evidence from the English language). *Aktualnye voprosy sovremennoy filologii i zhurnalistiki*, 4(55), 172–177. <https://doi.org/10.36622/2587-9510.2024.55.4.021>
12. Gadzhiyeva, N. M., & Sager, K. L. (2017). Maximizing the persuasiveness of a salesperson: An exploratory study of the effects of nonverbal immediacy and language power on the extent of persuasion. *Revista de Psicología del Trabajo y de las Organizaciones*, 33(2), 83–93. <https://doi.org/10.1016/j.rpto.2017.03.001>
13. Gao, B. (2025). Linguistic means of prominence in English promotional discourse. *Humanitarian Scientific Bulletin*, 10, 117–123. <https://doi.org/10.5281/zenodo.17648037>
14. Gibbs, R. W. (2023). Pragmatic complexity in metaphor interpretation. *Cognition*, 237, Article 105455. <https://doi.org/10.1016/j.cognition.2023.105455>
15. Giovanelli, M., & Mason, J. (2018). *The language of literature: An introduction to stylistics*. Cambridge University Press.

16. Glazko, P. P. (2021). Expressive language means in professional discourse of journalists (as used in personal genres in English and Russian). *Issues of Applied Linguistics*, 41, 86–103. <https://doi.org/10.25076/vpl.41.05>
17. Glazko, P. P. (2024). Expressive and emotive characteristics of the media discourse of the USA. *Vestnik of Moscow State Linguistic University. Humanities*, 12(893), 26–31. <https://journals.rcsi.science/2542-2197/article/view/291694>
18. Govindan, V., & Balakrishnan, V. A. (2022). A machine learning approach in analysing the effect of hyperboles using negative sentiment tweets for sarcasm detection. *Journal of King Saud University – Computer and Information Sciences*, 34(8), 5110–5120. <https://doi.org/10.1016/j.jksuci.2022.01.008>
19. Hsiao, C., & Su, L. I. (2010). Metaphor and hyperbolic expressions of emotion in Mandarin Chinese conversation. *Journal of Pragmatics*, 42(5), 1380–1396. <https://doi.org/10.1016/j.pragma.2009.09.006>
20. Kelly-Holmes, H. (2024). Language in advertising. *Reference Module in Social Sciences. Elsevier*. <https://doi.org/10.1016/B978-0-323-95504-1.00249-0>
21. Khranchenko, D. S. (2023). Bridging brain and language: Enhancing language learning and communication through neurolinguistic insights. *Issues of Applied Linguistics*, 51, 32–60. <https://doi.org/10.25076/vpl.51.02>
22. Khranchenko, D. S., & Radyuk, A. V. (2018). Synergism of persuasive pragmatic effect in English mass-media discourse. *Linguistics & Polyglot Studies*, 16(4), 38–44. <https://doi.org/10.24833/2410-2423-2018-4-16-38-44>
23. Khranchenko, D. S., & Radyuk, A. V. (2023). An unconventional turn: A linguosynergetic and diachronic study of evolving English business discourse. *Professional Discourse & Communication*, 5(1), 38–51. <https://doi.org/10.24833/2687-0126-2023-5-1-38-51>
24. Korableva, E. A. (2023). Syntactic expressivity in cultural reporting: Insights from Australian media. *Professional Discourse & Communication*, 5(4), 27–40. <https://doi.org/10.24833/2687-0126-2023-5-4-27-40>
25. Korableva, E. A., & Alyoshina, O. I. (2019). Expressive syntactic means in English advertisements for the target groups of different ages. *Professional Discourse & Communication*, 1(2), 37–49. <https://doi.org/10.24833/2687-0126-2019-1-2-37-49>
26. Kuchina, D. D. (2023). Metaphor as invective in the genre of internet commentary: A focus on German political discourse. *Professional Discourse & Communication*, 5(3), 61–75. <https://doi.org/10.24833/2687-0126-2023-5-3-61-75>
27. Kunneman, F., Liebrecht, C., van Mulken, M., & van den Bosch, A. (2015). Signaling sarcasm: From hyperbole to hashtag. *Information Processing & Management*, 51(4), 500–509. <https://doi.org/10.1016/j.ipm.2014.07.006>
28. Lebedeva, E. A. (2021). The pragmatic role of intensifiers in American media political discourse. *European Proceedings of Social and Behavioural Sciences*, 120, 488–493. <https://doi.org/10.15405/epsbs.2021.12.03.65>
29. Leskina, S. V., & Sharonova, V. B. (2017). Language peculiarities of hyperbolization in Russian and English publicistic texts. *Bulletin of the South Ural State University. Ser. Linguistics*, 14(1), 31–35. <https://doi.org/10.14529/ling170106>
30. Malyuga, E. N. (2021). Functional linguistic aspects of brand communications in marketing discourse. *Applied Linguistics Research Journal*. <https://doi.org/10.14744/alrj.2021.71542>

31. Malyuga, E. N., & Alenicheva, E. A. (2022). The language game: Specifics of functioning in English advertising texts. *Modern Linguistic and Methodical-and-Didactic Researches*, 2(54), 27–36. <https://doi.org/10.36622/VSTU.2022.68.86.002>
32. Malyuga, E. N., Polyakova, N. V., & Shabanova, V. P. (2022). The functional and stylistic characteristics of French advertising discourse in modern economic and political media. *XLinguae*, 15(4), 67–78. <https://doi.org/10.18355/XL.2022.15.04.07>
33. Manjunath, C., Padigar, M., & Pedada, K. (2024). The role of digital orientation and strategic emphasis in creating brand competitiveness. *Journal of Retailing and Consumer Services*, 80, Article 103906. <https://doi.org/10.1016/j.jretconser.2024.103906>
34. McCarthy, M., & Carter, R. (2004). “There’s millions of them”: Hyperbole in everyday conversation. *Journal of Pragmatics*, 36(2), 149–184. [https://doi.org/10.1016/S0378-2166\(03\)00116-4](https://doi.org/10.1016/S0378-2166(03)00116-4)
35. Musté, P., Stuart, K., & Botella, A. (2015). Linguistic choice in a corpus of brand slogans: Repetition or variation. *Procedia – Social and Behavioral Sciences*, 198, 350–358. <https://doi.org/10.1016/j.sbspro.2015.07.454>
36. Naciscione, A. (2001). *Phraseological units in discourse: Towards applied stylistics*. Latvian Academy of Culture.
37. Pleshkova, D. S. (2023). Unveiling the language techniques behind the pragmatic meaning of sarcasm in American confrontational film discourse. *Professional Discourse & Communication*, 5(1), 62–73. <https://doi.org/10.24833/2687-0126-2023-5-1-62-73>
38. Radyuk, A. V., & Khramchenko, D. S. (2020). Phrasal verbs as a means of increasing the expressivity of mass media discourse. *Modern Studies of Social Issues*, 6(12), 197–210. <https://doi.org/10.12731/2077-1770-2020-6-197-210>
39. Şahinüz, S., Ustabaş, A., & Fındıklı, M. A. (2024). The effect of corporate discourses in brand awareness and legitimacy: The rhetorical analysis of an automobile brand. *Asia Pacific Management Review*, 29(4), 427–440. <https://doi.org/10.1016/j.apmr.2024.08.001>
40. Saltanova, P. A. (2023). Main functions of intensity in the English-language autobiographical discourse. *Vestnik of Moscow State Linguistic University. Humanities*, 13(881), 96–101. <https://journals.rcsi.science/2542-2197/article/view/322392>
41. Sharapova, E. V. (2021). Intensifiers in Fyodor Dostoevsky’s individual style: Semantics of irregular lexical combinations. *RUDN Journal of Language Studies, Semiotics and Semantics*, 12(2), 454–471. <https://doi.org/10.22363/2313-2299-2021-12-2-454-471>
42. Siutkina, N. P. (2024). Semantic syncretism in the aspect of emotive causatives functioning patterns. *Teoreticheskaya i prikladnaya lingvistika*, 10(2), 163–172. <https://doi.org/10.22250/24107190-2024-10-2-163>
43. Trifonova, S. A. (2018). Hyperbolization as a stylistic device of creating euphemisms. *Bulletin of Moscow Region State University. Series: Linguistics*, 4, 68–76. <https://doi.org/10.18384/2310-712X-2018-4-68-76>
44. Vlasova, E. V. (2023). Hyperbolization in modern English literary texts. *Philology. Theory and Practice*, 16(10), 3372–3378. <https://doi.org/10.30853/phil20230521>
45. Watson, D. G. (2010). The many roads to prominence: Understanding emphasis in conversation. *Psychology of Learning and Motivation*, 52, 163–183. [https://doi.org/10.1016/S0079-7421\(10\)52004-8](https://doi.org/10.1016/S0079-7421(10)52004-8)
46. Zharina, O. A. (2024). Lexico-stylistic means of implementing implicit evaluation in English-language political discourse. *Baltiyskiy gumanitarnyy zhurnal*, 13(4), 76–80.

About the author:

Yulia A. Filyasova, Cand. Sci. (Philology), is an Associate Professor in the English Language Department of Professional Communication at Herzen State Pedagogical University of Russia (Saint-Petersburg, Russia). ORCID: 0000-0002-9728-9458

Received: September 10, 2025.

Accepted: March 16, 2026.