

PHILOLOGY

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Linguistic means expressing the category of intensity in modern print media of Spain and Russia

The article on the linguistic material of Spanish and Russian press examines the current development trends and expressive possibilities of newspaper journalistic style in covering the events and facts on the state level. It has been described the impact on this process of spoken language, carried an estimate, which is manifested in emotionally expressive perception of newspaper articles, sometimes even to the detriment of their content. It has been emphasized role in the impact on readership of different levels of category intensity. It is noted that the category of intensity is inherent in newspaper text. Means and ways of expressing the category of intensity give the author the chance to talk about the topic of the publication, to express the opinion on the subject.

Key words: press, expressivity, intensity, intensifier, deintensification.

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