

## PHILOLOGY

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### **Means of intensification as an expressive method of impact on the reader in texts of Spanish and Russian media**

It is considered the intensification tools in the Spanish and Russian media, as well as the analysis of functional and semantic peculiarities of language tools of the intensity category. The article uses specific examples taken from Spanish and Russian newspapers to reveal peculiar features of intensification tools that affect the reader. It is noted that the category of intensity in a newspaper text serves not only as a mean of text formation, but also for updating of certain components of an utterance. The category of intensity in a newspaper is a mean of suddenness, amazement and accentuation, which is of special importance for the language of journalists who aim at making speech more emotional and expressive.

Key words: expressiveness, intensity category, qualitative intensives, quantitative intensives, intensifiers.

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