
**FUNCTIONAL PRAGMATIC ASPECTS OF PHRASEOLOGICAL
INTENSIFICATORS IN MODERN ENGLISH****Jumanova Sabrina Vaydullo kizi ¹**¹ Teacher of the Uzbekistan State World Languages University**ARTICLE INFO****ABSTRACT:****ARTICLE HISTORY:***Received: 17.05.2025**Revised: 18.05.2025**Accepted: 19.05.2025***KEYWORDS:***frazeologik
kuchaytirgichlar, nutq,
metaforik ifodalar,
pragmatik jihatlar, gap,
stilistik xususiyatlar.**Zamonaviy ingliz tilidagi frazeologik kuchaytirgichlarning funksional pragmatik jihatlarini tilshunoslik sohasida katta qiziqish uyg'otmoqda. Frazeeologik kuchaytirgichlar nutqning ifoda kuchini oshirishda muhim vosita sifatida xizmat qiladi. Ular so'zlarning ma'nosini yanada aniqroq, kuchliroq va ta'sirchanroq qilishga yordam beradi, shu bilan birga nutqning emotsional va kommunikativ qirralarini boyitadi. Ushbu maqolada zamonaviy ingliz tilidagi frazeologik kuchaytirgichlarning funksional va pragmatik jihatlarini haqida ma'lumotlar berilgan.*

INTRODUCTION. Phraseological amplifiers are linguistic units that are important in increasing the expressive power of a language. They are used to further reinforce the meaning of words or phrases, to emphasize and give an emotional tone. In modern English, phraseological amplifiers play an important role in effectively performing communicative tasks, making speech more vivid and expressive. These units not only increase the power of meaning, but also enrich the pragmatic aspects of speech, that is, help to express the speaker's intention, feelings and attitude more clearly. Phraseological enhancers can also occupy a variety of meanings and functions depending on the social and cultural context. Therefore, their study is important in the fields of linguistics, especially pragmatics and phraseology.

MATERIALS AND METHODS

Phraseological amplifiers are used in speech to increase intensity, enhance the tactility of a sentence, and attract the attention of the listener. They often take the form of word combinations or phrases and have a specific metaphorical or idiomatic meaning. Through such amplifiers, it allows you to more accurately express the emotions, mood and views of the speaker. Common types of phraseological amplifiers in English include phrases such as "dead as a doornail", "fit as a fiddle", "easy as pie", which fulfill its meaning-enhancing

function. Functional aspects of phraseological amplifiers include their role and functions in speech. They enrich the semantic layer of speech, make the content of the sentence more pronounced and add emotional variety. Phraseological amplifiers also play an important role in the pragmatic layer of speech. With them, the speaker is able to express his opinion in a more expressive, reliable and interesting way, attracting the listener to speech and effectively making the communication process. From a pragmatic point of view, phraseological amplifiers can have different meanings depending on the context, indicating their flexibility.[1]

Phraseological amplifiers perform specific tasks in different genres and contexts of speech. For example, in everyday conversations, they make speech more lively and natural, and in formal speeches, they help to express the speaker's opinion more firmly and clearly. Phraseological amplifiers are also widely used in literary texts, advertising texts and pedagogical activities. Their use in such a wide range further expands the communicative capabilities of the language. Pragmatically, the main function of phraseological amplifiers is to attract the attention of the listener, strengthen the content of the sentence and make speech more expressive. With them, the speaker expresses his opinion more clearly and clearly, allowing the listener to emphasize some point. Phraseological enhancers also adapt to the social and cultural context in speech, reducing ambiguities in the communication process and facilitating understanding. In modern English, phraseological amplifiers appear in the form of many new phrases and metaphorical expressions, reflecting the dynamic development of language. Their appearance and distribution are often associated with cultural changes, social trends and technological progress. For example, the widespread use of the internet and social networks is causing the emergence of new phraseological amplifiers, which are quickly adopted by a wide audience and are actively used in everyday speech.[2]

The pragmatic function of phraseological amplifiers is manifested in their context dependence. The same phrase can have different meanings in different contexts, indicating the flexibility of phraseological amplifiers. For example, the phrase "break a leg" can be taken in other contexts to mean wishing good luck in theatre. This situation emphasizes the importance of pragmatic thinking and correct understanding of context.[3]

RESULTS AND DISCUSSIONS

Phraseological amplifiers are also important in enhancing emotional expressions in speech. They help to more accurately express the mood, feelings and attitude of the speaker. This serves to create a more intimate and lively communication in the process of communication. Also, with phraseological enhancers, monotony in speech is reduced, colorfulness is added to sentences, and the interest of the listener or reader is increased. The role of phraseological amplifiers in the stylistic layer of the language is very important. With them, the speaker makes his speech more original and expressive, creating stylistic variety. This is of particular importance in literary and artistic texts, as well as in public

speaking. Stylistically, amplifiers make speech more lively, interesting and memorable. The study of phraseological enhancers in modern English contributes to the development of pragmatic and functional approaches in linguistics. Research in this area provides a deep understanding of the role of phraseological amplifiers in speech, their semantic and pragmatic properties. It can also be used in the language teaching process to help students make speech more expressive and natural.[4]

Modern phraseological amplifiers are one of the rich and expressive means of our language, which give our speech a unique variety of colors, impressiveness and vitality. These amplifiers are widely used not only in everyday communication, but also in various areas, playing an important role in improving the effectiveness of speech. Above all, phraseological amplifiers are common in everyday life, that is, in simple conversations. Human beings use such amplifiers to express their thoughts more clearly, impressively and vividly. For example, phraseological amplifiers in the expression of emotion enhancement, excitement, or admiration have a specific effect on speech. Also, with them, it will be possible to establish more intimate and intimate communication with the interlocutor. In the field of literature and artistic creativity, the role of phraseological amplifiers is very large. Writers and poets use such amplifiers in their works to attract the reader's attention, making the text more vivid and exciting. With them, images become brighter, and images become deeper. This makes it possible to influence the feelings of the reader and increase the aesthetic value of the work. Phraseological amplifiers are also important in education and public speaking. In lectures, presentations and pedagogical activities, they help to make speech more expressive and memorable. Teachers and speakers use phraseological amplifiers to attract the attention of the audience, facilitate understanding of the subject and effectively communicate with the audience.[5]

This serves to improve the quality of the educational process. The role of phraseological amplifiers in advertising and marketing is incomparable. In advertising texts, such amplifiers are widely used to highlight the positive aspects of a product or service, attract an audience and ensure that the message is remembered. With them, advertising becomes more impressive, interesting and memorable, which is an important factor in attracting the attention of consumers. Phraseological amplifiers are also actively used in Media and media. On television, radio, internet, and social media, they help to communicate effectively with audiences, communicate messages impressively, and interest listeners. Journalists and bloggers use phraseological amplifiers to make their material more lively and original. In the field of politics and diplomacy, phraseological amplifiers serve as an important tool for further strengthening thoughts, building trust, and persuading listeners. In political speeches, they are used to emphasize the relevance of the topic, highlight important issues and call the audience to action. Phraseological amplifiers thus increase the effectiveness of political communication. In business and corporate communication, these amplifiers are also of great importance. Phraseological amplifiers in corporate documents, presentations and business

communication help to form professional and influential speech. With them, businessmen express their thoughts clearly and fluently, establish effective communication with partners. In general, modern phraseological amplifiers expand the communicative capabilities of our language, enrich speech even more, and make it impressive. Their widespread use in various fields serves the development of language, the effectiveness of the communication process and the wealth of our culture. Therefore, the study and correct application of phraseological amplifiers is important for each language user.[6]

CONCLUSION

In conclusion, phraseological amplifiers in modern English are an important tool in increasing the expressive power of speech, enriching its emotional and communicative layers. Their functional and pragmatic aspects suggest a unique place in language development, communication efficiency, and cultural context. The context adaptation of phraseological amplifiers, the possibilities of emotional expression and stylistic variety make them an actual object of research in modern linguistics. This serves to make the language richer and more influential.

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