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A Semantic Study of Intensifiers

A B S T R A C T

This research investigates the new insights on intensification scale and intensifiers as target, and the sources of semantic change, the data collected from semantic references to build clear boundaries and to avoid vagueness between adverbs of degree and adverbs of intensity. Intensifier taxonomy is a cover term to refer to those adverbs that influence and thus strength or weaken the meaning of the adjective or adverb. Negativity will show new intensifiers with the cognitive psychological research. In gradability, intensifiers determine measurement and markedness, while binary features in intensification and comparison scales have grammaticalized adjectives and adverbs intensifiers. Finally completeness is an opposition model of markedness. Conclusion states that intensifiers are semantic prosody used to describe positive or negative meaning especially their connotation in semantic meaning or attitudinal meaning and by the semantics of pragmatic expression associated with particular collocation.

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دراسة دلالية للمشددات

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الخلاصة:

يتناول هذا البحث الرؤى الجديدة حول مقياس الشدة والمشددات كهدف ومصادر للتغيير الدلالي ، والبيانات التي تم جمعها من المراجع الدلالية لبناء حدود واضحة ولتجنب الغموض بين ظروف الدرجة وظروف الشدة. وتصنيف المشددات هو مصطلح تغطية للإشارة إلى تلك الظروف التي تؤثر وبالتالي تقوي أو تضعف معنى الصفة أو الظرف . ستظهر المشاعر النافيات مشددات جديدة مع البحث النفسي المعرفي. في قابلية التدرج ، تحدد المشددات القياس والتمييز بينما تحتوي الميزات الثنائية في مقاييس التشديد والمقارنة على الصفات النحوية ومشددات الظروف. أخيراً ، الكمال هو نموذج معارضة للتمييز.

ينص الاستنتاج على أن المشددات عبارة عن عرض دلالي يستخدم لوصف المعنى الإيجابي أو السلبي خاصة دلالاتها في المعنى الدلالي أو المعنى السلوكي وبواسطة دلالات التعبير البراغماتي المرتبط بتجميع معين.

الكلمات المفتاحية: المشددات , درجات, متدرج, غير متدرج, الازدواجية , الكمالية

1.Introduction: Summary of intensification clarifies in the following

English post organizations :

Table 1. Quirk et al (1985:590) Classification of intensifiers

Author	Terminology	Scaling upwards		Scaling downwards	
Quirk et al (1985: 590)	intensifiers	Amplifiers	Maximizers e.g. absolutely completely totally extremely	Downtoners	Compromisers e.g: quite rather enough more, less
			Boosters e.g : so very much highly really		Diminishers e.g: quite partly somewhat slightly
					Minimizers e.g barely hardly scarcely
					Approximators e.g: almost

Quirk et al (ibid:589) have noted that the term 'intensifier' does not refer only to means whereby an increase in intensification is expressed .Rather ,an intensifying subjunct indicates a point on an abstractly conceived intensity scale ;and the point indicated may be relatively low or relatively high. Quirk et al have proposed classification of intensifiers into amplifiers and downtoners," amplifiers scale upwards from an assumed norm". Amplifiers can be further divided into maximizers and boosters, maximizers which denote the upper extreme of the scale, and boosters which denote a high degree and a high point on the scale. While" downtoners scale downwards from an assumed norm" , downtoners are subcategorized into compromisers , diminishers, minimizers, and approximators, for examples:

- 1- Mathematics is absolutely amazing.
- 2- My shoes were completely soaked .
- 3- She can run very fast.
- 4- This soup is very much fun.
- 5- He had quite a party .
- 6- It was rather a mess.
- 7- She is more or less a genius.
- 8- There is not enough rain this year.
- 9- I feel somewhat sick.
- 10- We can hardly hear her offer.
- 11- Kate scarcely walked with her flat shoes.
- 12- I am almost full.
- 13- He was talking a bit anxiously.

Table 2. Biber et al(1999: 253)and Huddleston & Pullum(2002:201)
intensification categories.

Author(s)	Terminology	Scaling upwards	Scaling downwards
Biber et al (1999:253)	Degree adverbs /adverb adjunct	Amplifiers / intensifiers e.g : more , very ,so, too, extremely , awfully, perfectly .	Diminishers / Downtoners e.g: less, slightly , somewhat , rather , quite,
Huddleston & Pullum (2002:201)	Degree adverbs /adverb adjunct	1)Maximal 2)Multal 3)Moderate 4) Paucal 5) Minimal e.g. e.g. e.g. e.g. e.g. absolutely badly moderately a bit barely completely bitterly partially little hardly entirely deeply partly slightly scarcely fully greatly quite totally largely rather quite strongly 6) Approximating ,e.g: nearly 7) Relative, e.g : enough, less/ least, more/ most.	

Biber et al ,(1999:254) discuss that *quite* occurred in both cases as an amplifier or a downtoner . The present study focuses on the development of moderators of downtoners scalar modifiers , moderators which are the middle range of the scale (quite ,pretty , fairly , moderately , rather, and somewhat), in Paradis' boundedness (2008:317) he proofs asset the adverb pretty is a moderator adverb qualifying only adjectives and adverbs, references of grammar books exhibit the following examples :

- 1- John is totally healthy.
- 2- The fish is quite dead.
- 3- The prime minister strongly supported the NATO plan.
- 4- The campaign was highly successful.
- 5- British politician is writing deeply rooted in the oral tradition .
- 6- This garage is extremely messy.
- 7- Her hair is fairly short.
- 8- Denmark was rather cold.
- 9- That glue is very strong.
- 10- She sounded slightly foreign.
- 11- They don't have enough wood for the fire.

2. The Grammatical Features of Intensifiers

Quirk et al (1985: 448) express certain maximizers tend to co-occur with certain verbs (intensifier+ verb) called collocations or words combination , maximizers select a semantic class of verbs, such as ; entirely, badly, completely and greatly with verbs having favorable implication and utterly with verbs having unfavourable implication, so native speakers expect to hear emotive verbs being used together. For examples:

- 1- I entirely +agree
- 2- I badly +need, want
- 3- I completely +forget
- 4- They greatly +admire, enjoy
- 5- They utterly+ detest
- 6- They very much +miss
- 7- I deeply + hate , dislike, admire, love, forgive ,value, e.g:
- 8- They wounded him deeply(emotional wounding).
- 9- They wounded him badly (physical wounding).

"much " doesn't take " very" in the negative or interrogative sentence .

Downtoners state minimizers such as (hardly , barely, and scarcely) are weak intensity, the minimizer (hardly) is found but only to a small extent with (can) , for examples:

- 10- She can hardly walk on rainy day.
- 11- He is barely visible under a big beach umbrella.
- 12- The water is scarcely enough.

Alexander (1997 :133-134) and Azar(2003:18) concentrate on downtoners especially minimizers (almost never, hardly ever, rarely, scarcely ever, etc.) negative frequency adverb cannot be used with *not* ,for examples:

- 13- I hardly ever see Brian these days. Not * I don't hardly ever *
- 14- I hardly ever go out on night.

3.The Semantic Features of Intensifiers Negativeness & Positiveness

3.1. Negativeness

utterly, awfully, terribly, horribly and dreadfully

Langacker (1991:134) claims that negativeness is a factor secondary to positiveness. negative emotional intensifiers do not convey completeness but the great extent of something.

Utterly in Quirk et al (1985:288) and Louw (1993: 23) is a common example used when describing negative semantic prosody. Partington (2004: 131) has studied utterly with regard to its co-occurrence with unfavorable items , for examples:

- 1- It is utterly- wrong. (negative)
- 2- That country is utterly devastated.
- 3- It is utterly impossible.
- 4- The medical profession was considered *utterly* unsuitable for women.
- 5- He felt utterly miserable while he was sick.

Partington (2004:146) adds utterly is used with words which express absence like " utterly helpless "or " utterly useless " or with words which express a change of state like " utterly different" or " utterly changed ".

Partington(2004:151) originates dreadfully from words with negative semantic connotation or semantic prosody ,it has a strong tendency to co-occur with unfavorable words and still has negative connotation in some context, e.g:

- 1- It is dreadfully miss.
- 2- I am dreadfully bad at football.
- 3- It is dreadfully cold out tonight.
- 4- He is dreadfully unhappy.

Jing-Schmidt (2004:417) confers *utterly, awfully, terribly, and horribly* only convey the meaning of " extremely " and "very " ,they do not have the end on their scale, and cannot convey the meaning of completeness ,
awfully, terribly, and horribly are used both to convey negative emotion and to evoke “extremely” and “very”, however, *awfully, terribly, horribly and dreadfully* occur with words relating to emotions and states of mind : miss , wrong , upset , hard, and ill ,for examples:

- 1- The Admiral was awfully upset.
- 2- She felt terribly sick.
- 3- She is terribly selfish

- 4- It became terribly hard in the winter.
- 5- The traffic London was horribly noisy.

Ruihua (2013:70) deals with semantic prosody of negativeness, in this word class , a clear distinction can be made between pure adverbial intensifier (very) that does not contain any semantic meaning and meaningful adverbial intensifiers that do contain semantic meaning and lexical negative emotion utterly, awfully, terribly , horribly, and dreadfully with the motivation of negativeness.

3.2.Positeness

Bulgin et al (2008:103) state the variant view such as incredibly is included in the other category and absolutely is mostly used in informal language . Absolute adjective has a clear negative semantic prosody to modify words with negative meaning (e.g nonsense , rubbish ,wreck, disgrace, discretion, deafening , etc.), e.g:

- The sound was absolutely deafening.

absolutely adverb frequently collocates with adjectives that express personal feelings and emotion, (e.g delighted , thrilled , terrified ,livid ,etc.) for examples:

- 1- I am absolutely delighted with my exam result.
- 2- We are absolutely thrilled.
- 3- She was absolutely terrified in the escape room .

Absolutely can collocate with negation (not) without any part of a verb phrase, for example:

- Do you let her travel alone ? *absolutely* not.

Irwin (2014:59) orders the count *totally* targets a higher-level scalar attitude and brings to the endpoint , *totally* has a strong intersubjective component, like similar maximizers completely and entirely, e.g :

- 1- The bus is totally full.
- 2- The bus is completely / entirely full.
- 3- The tank is totally full.(lexical scale)
- 4- Dinosaurs are totally extinct . (absolutely extinct)

Beltrama (2014:154) explores *totally* in American English and mostly used in informal context, e.g:

- She was totally crazy.

Boosters such as (very, really, so), Partington (1998:181) has reported *really* is more popular in American English than British English and the most frequent one of intensity in colloquial conversation in American English, the most frequently used intensifiers are typically to be *really* and *very*, but the creation of new intensifier is common in any given speech community ,Ito and Tagliamonte (2003:258- 267) conduct *very* is used by the old, in contrast *really* spoken by the young , and so is more popular Am English than in Br English . *very* used for adjectives of dimension (e.g That was very big) , *really* originates from adverbs indicating truth ,and so used proportionally more often for adjectives of value (e.g: That pasta was so good).Tagliamonte & Roberts (2005:281) suggest *so* has been used in emotional context. e.g:

- 1- I am so sorry.
- 2- He did really well in the exam.

Martin & White (2005:44) propose tokens of *very* and *really* in contemporary American English, *very* in (close, small, high, strong , clear , etc.) and *really* in (great, crazy, interesting, tough , cool, etc.) Davies (2008:72) states general categorization of adjectival collocates for the four intensifiers, *totally* ,*very* ,*so*, and *really* , *totally* uses judgment and sometimes negative affixed ,*very* is common spatial or dimension, *so* denotes value and *really* are emotional.

Table 3.Boosters

	Totally	Very	So	Really
1	unique	good	good	well
2	true	Well	great	great
3	different	difficult	Sorry	Sorry
4	fine	close	excited	excited
5	psyched	hard	hard	hard
6	lame	bad	bad	bad
7	rad	long	long	long
8	right	happy	happy	happy
9	new	important	glad	important
10	okay	nice	nice	nice
11	hot	hot	hot	hot
12	sweet	exciting	sweet	sweet
13	cool	clear	cool	cool
14	annoying	expensive	fast	stupid
15	affectionate	attractive	cute	funny

16	amicable	big	stupid	big
17	awesome	rare	awesome	Weird
18	disgusting	romantic	romantic	cute
19	false	small	funny	crazy
20	calm	casual	far	creepy
21	silent	simple	drunk	sick
22	alone	similar	boring	sad
23	empty	high	impractical	disappointed
24	wrong	strong	punk	tough
25	crazy	special	fabulous	sure

Very is now merely used to refer to high degree of quality and not to 'very or extremely' high degree ,e.g:

- The news is very exciting.

Englebretson (1997: 412) has compared attributive and Predicative positions in intensifier usage:

1-Attributive position: are those which occur within a noun phrase, e.g:

1- A very long book.

2- A really long book.

So cannot modify attributive adjective for examples:

- A very old book

- *A so old book .

2- Predicative position : are separated from that modified noun typically by a linking verb, e.g :

1- The book is very old

2- The book is so old .

In most grammar books in Quirk et al(1985:431), Azar (2003:361) and Murphy (2004. 111) have considered ' too ' as an intensifier for adjectives and adverbs in predicative position , e.g:

1- It was too windy outside.

2- She walks too fast.

3- He drives too quickly.

4- She writes poems too often.

5- You talk too loudly.

Biber & Conrad (2007:32) and Frej &Nam (2014:28) study and discover 'too' which is used for negative polarity words, e.g :

1- This room is too hot.

2- That test was too hard.

3- It is too late.

4- The way is too far .

5- It is too much .

6- Our neighbors are too noisy.

In conversational speech 'So' can also occur in third position where they collocate with an adjective without any part of a verb phrase and may be in the scope of negation, e.g. :

1- So weird.

2- So wise .

3- Not so bad.

In fact, *So* is used in predicative position as Tagliamonte (2005:362) & Bulgin et al (2008:108) point out that *So* is a trendy intensifier and the penchant of the young trendiness , for examples:

1- He is so drunk.

2- He is so punk rock.

3- We are so fabulous

Baker & Hengeveld (2012:130) have explained intensifiers existed in adjective phrase for examples:

1- The extremely nosy man laughed.

2- The very rude man laughed excessively.

3- Jane is a very good singer.

4- She has a very strict teacher.

3.2.1.Downtoners

King (2016:7) divides downtoner into approximators (e.g. almost and nearly), compromiser (e.g quite), diminishers (e.g. slightly and partially) and minimizers (e.g. little, a bit), for examples:

1- My son is **a bit** sick today.

2- I then get **nearly a bit** angry .

3- The parade was just **a bit too** long.

4- I get **a little bit too** proud.

5- I would be **slightly** irritated of sorts

3.2.2.Moderators

"boundedness " as introduced by Paradis ' view(2008:322-323) which explains intensifiers that modify semantic structures on scale. scale modifiers can be unbounded or bounded or on the other words " totality modifiers" or " scalar modifiers" , totality modifiers determine a restrictive boundary and belong to the upper scale, (e.g. completely), scalar modifiers are unbounded indicating a range of scale on the middle and lower part of the scale. Among downtoners scalar moderators modify compromisers (e.g quite ,rather) and diminishers (e.g

somewhat , *fairly* and *pretty*), moderators are unboundedness because they do not have a definite boundary ,Paradis (2008: 325-326) focuses on moderator 'pretty' meaning synonymy fairly as the two central members of the moderator degree while 'quite ' can be identified as booster or moderator degree (e.g quite ,rather) both pretty and quite are unboundedness . Biber et al (2000:565) have investigated in similar way, *pretty* is informal intensifier holding the two main subcategories downtoner and intensifier, pretty scales in different ways depend on complement, for examples(pretty small , pretty straight) are not very small or very straight , in both cases pretty is not fully. So pretty is an adjective but it is grammaticalized as intensifier adverb when it is collocated with other adjectives especially non-emotional adjectives ,e.g. good, bad, big , small, straight, long ,tall, low, heavy, strong, easy ,odd , equal, close , clear, hard, and obvious . Paradis (2008:320) observes *quite*, *rather* , *fairly* and *pretty* can take different meaning . (*fairly* and *pretty*) are similar to the meaning of another intensifier (*somewhat*), e.g:

- 1- It is somewhat strange.
- 2- It is a fairly long way.
- 3- It is pretty far.

In general , *rather* is used with " scalar adjective " as relatively neutral moderator, and it often co-occurs with formal intensifier, yet *pretty* collocates frequently with good in informal to weaken the meaning of good called downtoner . for examples

- 1- The restaurant is rather expensive .
- 2- The diamond ring is fairly expensive.
- 3- That slice of cake is rather big.
- 4- It is a fairly common disease.
- 5- The novel is fairly good.
- 6- The novel was pretty good but not great .
- 7- The movie was pretty good.
- 8- The concert was pretty good.
- 9- That was a pretty good shot.
- 10- It works pretty good.

British *rather* and American *pretty* appeared in conversation, while fairly is found in British written English , e.g:

- It is fairly big tree.

Russell (2012:8) has asserted the meaning of certain adverb of degree "fairly" and "rather" both used to mean "moderate degree" but fairly is used when the idea is positive or pleasant, sometimes, rather modifies negative words, e.g:

- 1- We had a fairly pleasant evening .
- 2- The party was rather boring
- 3- The homework is rather difficult.

3.2.3.Weak intensifiers:

Alkhuli (2006:64) has said that *rather* , *fairly* and *pretty* called *weak intensifiers*. Some examples of weak intensifiers include: 1- **Moderators** : are (quite, rather , fairly and pretty),e.g:

- 1- It 's quite warm outside .
- 2- He is rather tall.
- 3- She is fairly quiet .
- 4- The answer is fairly straightforward.
- 5- His French is pretty good

2- Intensifiers with comparatives and superlatives:

are (much , far, a lot) with comparatives, and (by far , much) with superlatives, e.g:

- 1- He is much better than me at football.
- 2- Denty is a much cheaper hotel than Manice
- 3- A lion is a far more dangerous animal than a hyena .
- 4- I am a lot faster than you.
- 5- The city is much nosier than a village.
- 6- This film is far better than the one we saw last week.
- 7- The weather is a lot colder this year.
- 8- That exercise is much more difficult .
- 9- This year is a bit more difficult than expected.
- 10- Your phone is a little smaller than mine.
- 11- I am feeling slightly better than yesterday .
- 12- He is by far the best at football.
- 13- This cheese is by far the best I 've ever eaten.

Kennedy & McNally (2005:357) have followed analysis on various combination of multiple modifiers, and it is a matter of pragmatic or lexical semantic detail. Kenndey analyzes individuals of comparison of measure phrases introduced by degree modification, for examples:

- 1- An iron bridge is a lot less taller than the street.
- 2- A pilot is very much more afraid of heights than the astronaut.

3.2.4. Adverbs of degree

Quirk et al (1985:290-291) indicate measure adjectives cover a scale of measurement and have two terms for opposite extremes of the scale , adjectives are used as marked term with measurement , other unmarked adjectives are not used with measurement. Nevalainen (1991:244) fixes assertion adverbs of degree scale upwards or downwards the scalarity of the qualities and collocate with gradable value to signal the maximum such as extremely or very ,both notions have measurement in common. Peter (1994: 272) distinguishes different categories of degree adverbs such as very and extremely denote height and have the meaning opposite of lowness. Biber et al (2000: 567-568) dispute by contrast moderately and *slightly* are degree adverbs but not intensifiers because they are weak intensifiers, Nevalainen & Rissanen (2002:360) remind fairly and pretty are developing as degree modifiers ,meanwhile Huddleston (2004:31) shows *slightly* expresses negative lower and has more characteristics of academic English texts than of conversation, . e.g:

- 1- The drug used are highly toxic.
- 2- He was highly intelligent.
- 3- This plan is slightly expensive.
- 4- This is a slightly complicated problem.

Paradis(2008:318) distinguishes between maximizer(boundedness),boosters moderators and downtoner (unboundedness), he divides adjectives into scalar and restrictive adjectives. Scalar adjectives are fully gradable scalar which are existed with moderators and booster, whereas restrictive adjectives are with maximizers that cannot be in comparatives and superlatives. Kennedy& McNally(2005:353-362) map measure function on a scale as two kinds non-scalar complementary and scalar antonyms which are confined to the positive and negative extremes of gradable scale. Radden and Dirven (2007:151) express antonyms such as full and empty ,dead and alive , that someone never speaks, e.g:

* fuller glass , * the emptiest bottle , * a very dead man

The adverbs review between adverbs of intensity and adverbs of degree into two sides :

1-Adverbs of intensity : identify a particular type of an absolute quality used with non-gradable adjectives:

- a- Totally
- b- Completely
- c- Absolutely
- d- Utterly
- e- Really
- f- Entirely
- g- Wholly

2- Adverbs of degree : emphasize degrees of a particular quality used with gradable adjectives. *quite* has preference for scalar adjectives:

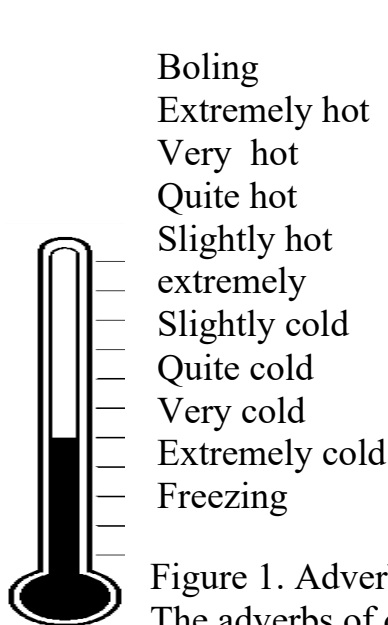


Figure 1. Adverbs of Degree

The adverbs of degree modify before adjectives and adverbs e.g:

- 1- It is very hot.
- 2- The weather was very bad.
- 3- It is a very interesting book.
- 4- This math problem is extremely difficult.
- 5- That is quite enough.
- 6- It is slightly different.

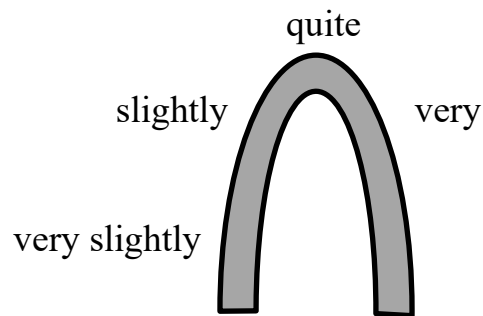


Figure 2. General adverbs of degree

According to Poonlarp 's viewpoint(2009: 273) the degree of intensification amplifier is enhanced (e.g. extremely) while (very) simply expresses 'high degree' as long as the translation suggests the linguistic devices used function to scale upward a quality.

3.2.5. Gradability

Vanos (1989: 23)&Tafel (2001: 31) refer to grading results of comparison and the degree of intensity depend on the position of objects on the scales. Huddleston & Pullum (2002: 527)) analyze maximizers such as *absolutely* , *totally* ,*completely* , *entirely* , *quite* , really and *utterly* belong to the extreme degree or the highest position on the intensify scale and modify non-gradable words, meanwhile , booster very indicates more degree which is intense and modify gradable words. Recski (2004: 212) describes maximizers intensify non-gradable words while boosters intensify gradable ones.

Table 4. Gradable & Non- Gradable adjectives

Gradable adjectives	Non- Gradable adjectives
Very big	huge , enormous , giant
Very small	tiny
Very large	massive, sizable
Very clever	brilliant
Very bad	awful, terrible, dreadful, horrible
Very good	perfect, excellent, fantastic , great, awesome
Very hot	boiling
Very cold	freezing
Very angry	furious
Very interesting	fascinating
Very difficult	impossible
Very old	ancient
Very dirty	filthy
Very frightened	terrified
Very sure	certain
Very tasty	delicious
Very hungry	starving
Very scary	terrifying
Very surprised	amazed , astonished
Very happy	thrilled
Very tired	exhausted
Very bad	terrible
Very sad	miserable
Very weak	feeble

Duffin (2005: 33) notices examples for maximizers with non- gradable adjectives ,e.g:

1- The film was absolutely awful .

- 2- The director is utterly brilliant .
- 3- The bathroom is totally filthy .
- 4- The mouse was really tiny .
- 5- She is completely wonderful.
- 6- John is totally huge.
- 7- We can use booster with gradable adjective e.g:
- 8- They seem very happy.
- 9- She got extremely wealthy selling car.
- 10- It is terribly unfair.
- 11- It is awfully high.
- 12- Town is awfully empty.

Table 5. Grading Adverbs & Non-Gradable Adjectives

Grading adverbs	Gradable adjectives
extremely , very, fairly , rather , slightly	good , bad, hot, cold , tall , short , long , fast, slow, small, big , large , old, young, weak, strong, happy , high, low, different , difficult , important
Non-grading adverbs	Non-gradable adjectives
absolutely, completely , almost , entirely , mainly , utterly , totally	awful ,excellent, dead, impossible , terrible , fantastic , unique, huge

- 1- Turtles walk very slowly.
- 2- We will write very short letters to one another.
- 3- He was very prolific.
- 4- It's very interesting story.
- 5- She did very well in the exam.
- 6- It's extremely hot in Africa.
- 7- This rock is extremely heavy.
- 8- That test was extremely difficult.
- 9- The problem is extremely complicated
- 10- She will be absolutely mad.
- 11- The photograph was absolutely terrible.
- 12- It was absolutely superb.
- 13- My mom's just like *absolutely* great.
- 14- We are utterly exhausted.
- 15- She gave us a completely impossible problem to solve.
- 16- It is completely okay.
- 17- The patient is totally dead.
- 18- The moon is mainly unique.
- 19- It 's almost dark.

Brown & Tagliamonte (2012:111) use intensifiers adopted from Dixon 's semantic categorization of adjectives ,Dixon (1982:41) has divided adjectives

into two main categories emotional and non-emotional semantic meaning , emotional adjectives refer to emotion or state of mind ,meanwhile non-emotional adjectives are coded into various semantic fields referring to value, size , dimension , judgment , polarity which has positive, negative or neutral , and evaluation

Gradable adjectives are used with grading adverbs, both intensifiers very and extremely and comparison that are used with adjectives and adverbs of measurement as marked terms except in additives adverb e.g:
* Very additional

There are exceptions. Most adjectives and adverbs refer to place. The adjectives *bottom* and *top* may take degree intensifiers including *very*, some place adjectives and adverbs may take degree intensifiers but not *very* ,e.g:

- 1- extreme right
- 2- due east
- 3- far south

In general overuse of intensifiers affect the persuasiveness or credibility of a legal argument e.g:

- 1- That hotel is incredibly expensive.
- 2- He has been incredibly stressed lately.
- 3- The exam went incredibly well.

Ogueson (2019:17) has named non- gradable adjective strong adjective because cannot be modified with booster *very* but only by maximizers.

Table 6. Weak & Strong Adjectives

Gradable Adverb	Gradable Adjectives (weak)	Non- Gradable Adverb	Non- Gradable Adjectives (strong)
very	Cold	absolutely	freezing
extremely	big	completely	huge, giant, enormous
so	Small	utterly	tiny
too	old	entirely	ancient
quite	hot	quite	boiling
fairly	difficult	totally	impossible
rather	interesting		fascinating
slightly	Bad		awful, terrible
little	important		essential
a bit	sad		miserable
	good		Perfect ,excellent, fantastic, great, perfect

	clever		brilliant
	Intelligent		terrifying
	frightening		amusing
	scared		awkward
	tired		exhausted
	angry		furios
	quiet		silent
	dirty		filthy
	hungry		starving
	hurt		hideous
	Surprising		amazing
	disappointed		devastated
	happy		delighted
	tasty		Delicious

3.2.6. Binary Semantic Features

Lobner (2002:132) has realized features which are not just different but complementary that assume(value + or value -) ;it is a binary opposition. Some semanticists call this relation complementary because the two words complete the circle , some linguists call this relation extreme binary which cannot be allowed comparison and intensifier by *very* values that play an important role in the semantic position. Sometimes strong adjectives use as intensifiers with nouns especially maximizers, Alkhuli (2006:65) called them *strong intensifiers*, such as :

- Absolute
 - 1- He was *absolute* rubbish in that game.
- Complete
 - 2- He is a *complete* idiot.
- Total
 - 3- He is *total* crazy
- Utter
 - 4- That is utter nonsense.

Restrictive values on modification very and comparison apply to the adjective bases of the maximizer adverbs.

Table 7. Strong Intensifiers

	More	Very
full / fully	+	+
thorough / thoroughly	+	+
total / totally	+	-
complete / completely	+	-
perfect / perfectly	?	?
entire / entirely	-	-

utter / utterly	-	-
extreme / extremely	-	-
absolute / absolutely	-	-

-It is thoroughly stuffed.

3.2.7.Completeness

Horn (1989: 268-273) distinguishes two types of oppositions which do not have a middle (hot vs. cold & alive vs. dead,).

Completeness is a contrary opposition model of markedness , oppositional pairs such as *hot / cold* and *dead / alive* are analyzed and compared .

First, *hot* cannot be an intensifier, whereas its counterpart *cold* can, because it conveys completeness. The claim is that the motivation for the intensifier *cold* is the lack of heat.

Second, *alive* cannot be an intensifier, whereas its counterpart *dead* can function as one as it expresses completeness, and its motivation is the existence of the end of an opposition .

1- “Hot-cold”

Cold and *hot* are contrasted, *cold* can convey the meaning of completeness, and *hot* cannot. *cold* can convey the meaning of “without any mitigation ”. Expressions such as “know it cold” and “have one’s lines cold” are also widely used. This pair is not a contradictory opposition, but a contrary opposition. *Hot* is used for temperature and temper, and not for perfection and completeness

2- “Dead-alive”

Dead / alive pair is a contradictory opposition since generally, sentences such as “he is very / a little alive” sound odd, *alive* and *dead* are contrasted. *Alive* is not used as an intensifier, whereas *dead* is a colloquial intensifier that conveys the meaning of completeness. *Dead* not only conveys the meaning of “not alive” (adj.) but also has the meaning of perfection, it is an intensifier adverb. Peter (1994: 270) & Partington (1998: 179-180) have further implied the completeness of (stone) ,Brown & Tagliamonte (2012:291) similarly restricted (stone) with only a few adjectives (dead & cold) ,for examples:

1- He was stone dead.

2- He was stone cold.

Rhee(2016:137) notes diverse usage and the term suggests attitudinal (cold) and taboo (dead) as intersubjective functions of English adverbs especially in the domain of illocutionary modification. Lastly, it is shown that completeness is expressed not only through a binary straight linear, e.g :
- That is a dead cool frog.

Conclusions

The present study can conclude the following :

1-Formal items such as; entirely, extremely , fully , highly , and strongly are frequently found in academic texts. Academic discipline shows that biological or health science and engineering or physical science favor adverbs of degree (*very* and *slightly*) while humanities and social science disfavor (*very*). *Very* appears before positive, negative and neutral words, pure (*very*) does not contain any semantic meaning and meaningful adverbial, in contrast ; lexical negative emotions *utterly*, *awfully*, *terribly* and *horribly* contain semantic meaning .

2-The words(*moderately* , *slightly*, *hardly* and *scarcely*) are degree words and they are weak intensifiers.

3-Scaling upwards are amplifiers which are divided into maximizers and boosters , maximizers intensify non-gradable words, contrarily boosters intensify gradable ones. adverbs of degree used with gradable adjectives adverbs of intensity used with non -gradable adjectives; otherwise , *quite* can be used as an amplifier or a downtoner.

4-The results show that *very* and *really* tend to modify adjectives denoting emotions or judgements (good, bad, nice, happy, sorry, etc.), furthermore, *so* and *totally* tend to co-occur with adjectives or other parts of speech belonging to colloquial language (cool, awesome, hot, lame, rad, psyched, etc.) and denoting more intense feelings or judgements.

5- Boosters involve the force but without reaching the extreme end of the scale (*too*, *highly* , *very* , *so*, etc.); nevertheless, *totally* reaches to the endpoint.

6-Negative emotive intensifiers have their origin in negative adjectives such as *utterly*, *awfully*, *terribly*, and *horribly* ,in cognitive linguistics emotional negativeness is the motivation of negativeness ; *awfully*, *terribly*, and *horribly* are used to convey negative emotion meaning extremely and *very* ,and not the meaning of completeness.

7-The maximizer *utterly* and *dreadfully* mainly collocate with words having negative or unfavorable connotation, absolute adjective , absolutely adverb and *too* adverb modify words with negative meaning, sometimes, *rather* modifies negative words.

8-absolutely can collocate with negation (*not*),contrariwise; *hardly* and *much* never collocate with negation (*not*).

9-Non- gradable adjectives are strong adjectives because cannot be modified with booster *very* but only by maximizers, conversely; gradable adjectives are weak adjectives because can modify with booster *very*.

10-Really is a booster used among younger generation, both very and really have a nearly equivalent ratio of attributive and predicative usage , ' *too* 'and ' *so* ' are in predicative position. So is found solely in third position 'So weird' and predicative positions in the scope of negation 'Not So bad ' ; to be noted 'too' rises in younger speaker but not strikingly as *so* and *really*.

11-Moreover, pretty has domain beauty meaning to modify nouns , in twentieth century , the speech community corroborates that 'pretty ' scale is an unique to express moderate degree by semantic prosody of native people, perhaps due to its quality, pretty qualifies and collocates with other adjectives especially non-emotional adjectives. e.g; good, bad, big , small, straight, long ,tall, short, low, heavy, strong, easy ,odd , equal, close, clear, hard, and obvious ,moderator ' pretty' can presume in causal conversation. (quite ,pretty , rather and fairly) called unboundedness because they are in the middle and downtoner of scale and don't have a definite boundary, moderators and downtoners are unboundedness, maximizer like completely is boundedness .

12-Binary features forbid utterly, absolutely and entirely in comparison and intensifier *very* values.

13-Completeness is an opposition model of markedness or measurement.

14-The motivation of negativeness *such as ;awfully, terribly, and horribly* are compared to *dead* and *cold*. but their motivations are different from *dead* and *cold*. They do not express completeness. Therefore ,The semantic shift of *dead* and *cold* can convey the meaning of completeness.

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