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This paper presents a typology of intensification, based on a corpus linguistic examination of German digitally mediated communication (DMC) written by young people. Traditional linguistics has focused mainly on two grammatical aspects: syntactic intensification, i.e. the use of particles and other lexical items, and morphological intensification, i.e. the use of compounding. More recent studies have expanded beyond these two grammatical categories and begun to examine intensification on "phonological, semantic, grammatical, lexical, pragmatic, cognitive, and textual" levels (Napoli and Ravetto 2017), as well as delineate intensification from similar concepts, including expressivity, illocutionary force, and focusing.

However, the data in the *NottDeuYTSch* corpus, containing over 3m YouTube comments written by young people between 2008 and 2018, exhibit the creative use of semiotic resources that have rarely been considered within research on intensification, leading to three proposed changes:

- (1) Existing categories and frameworks used to define intensification, such as syntactic and morphological, while useful, need to be expanded.
- (2) New categories of intensification need to be included to account for the inclusion of multimodal communication and the recontextualisation of existing communicative elements that can be used to intensify.
- (3) A more pragmatic definition of intensification needs to be adopted to take account of developments that have occurred as a result of the maturation of DMC, and to decouple existing definitions of intensification from narrow methodological frameworks.

By unifying previous approaches to intensification from a wide range of academic fields, including linguistics, literary studies and graphic design, this paper demonstrates the creativity, emergent features, and changes in techniques used by young people for intensification in DMC, and presents an updated taxonomy of classification for future analysis of intensification.

References:

Napoli, Maria, and Miriam Ravetto. 2017. "New Insights on Intensification and Intensifiers." In *Exploring Intensification*, edited by Maria Napoli and Miriam Ravetto, 1–12. Amsterdam: John Benjamins.