

### **Semantic of intensity: universal intensifiers**

Intensity is known to be the measure of expressive quantity, thus being the quantitation feature of qualitative aspect of speech (expressive vs logical). To express extraordinary elements of a communicative situation, intensifiers demonstrate the declination of a given feature from the language norm therefore there springs up the range of features from a logical statement of the fact (to love very much) to the highest degree of expressions (to die for smb., to love with all heart, to be madly in love etc.)

The conceptual analysis presupposes the following methodology: a) determining the core and the periphery of the concept (definition analysis); b) determining the referential situation (text analysis); c) establishing the place of the concept in the national pictures of the world (linguistic dictionaries, encyclopedia); d) etymological analysis; e) analysis of various contexts; f) associative analysis.

A variety of intensifying means of a language explicit various additional semantic components: surprise, impossibility, approval. For LOVE the following parameters of the intensity of the feeling may be distinguished: a) the degree of the feeling force (deep love, to be lovesick); b) the degree of the feeling duration (everlasting love, undying love); c) the degree of the feeling quantity (value), (to worship the very ground one walks on); d) the degree of the feeling quality (to be head and ears in love).

The differential features of the conceptual zone of LOVE (from the point of view of its intensity) explicit non-uniform conceptualization of culturally relevant presentations. Thus, for example, in the Ukrainian language intensity is expressed by the category of quality and in the English language – by the category of quantity.

The universal features comprise the understanding of LOVE intensity both by Ukrainian and English speakers as madness, impossibility to be reasonable, feeling unwell (pangs of love, to be infatuated with smb.)

Language specificity impregnated into a national language, motivation of lexical collocability are automatically (subconsciously) mastered by native speakers. Our aim is to show the universal and differential aspects of actualizing the meaning of intensity on the basis of the conceptual analysis of intensifiers used with the notion 'LOVE' in English and Ukrainian languages.