

Intensification in Football Language in Croatian and German

This paper investigates intensity as a part of appraisal theory developed by Martin and White (2005). By reporting on sports events, journalists bring a lot of emotion into their reports. Intensification is related to the expression of emotions. Also, in their reports, journalists often evaluate the actors in the game (players, referees, fans). Reports often describe how (in)competent, (in)attentive, (in)decisive, (in)honest someone is and how (un)normal someone's behavior is.

The corpus was collected from Croatian and German news portals during the 2022 FIFA World Cup in Qatar. The analysis includes types of intensification and evaluation functions according to the division of Martin and White (2005). The questions that arise from the analysis of intensification are the function of the intensifier with regard to the lexicogrammatical class. Is the up/down scaling performed by isolation or infusion? After determining the modification techniques, we will make an analysis from the perspective of pragmatics, we are interested in which types of reports we find more intensifiers. Can we connect the frequency of intensification with certain feelings (winning or losing a match) and with a certain topic (referee, game, players, fans)?