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Filipino And Malaysian Travel Bloggers: Adverbial Intensifiers Used in Blog Description

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Abstract : The modern way of communicating and connecting people has been in its easiest forms nowadays, one of it is blog. Blogs, nowadays, are truly relevant in informing people of different as aspects, interests, and fields through these blogs. The evidentiality and testimony of collective people are easily been accessed. However, the description of blog in the making is persuading people, choice of language is one—adverbial intensifiers. Measuring the language on a scale of its intensity subdue the intensity per se. The present study determines, scrutinizes and analyses the adverbial intensifiers used in Filipino and Malaysian. The corpus consists of 30 top travel blogs written by Filipinos and 30 top travel blogs written by Malaysian for a total of 60 travel blogs. The application AntConc was utilized to tag the necessary intensifiers. A frequency distribution of the scores is used to identify the most common intensifiers used by travel bloggers from the Philippines and Malaysia. The scale or degree of intensifier is taken from Quirk Degree of Intensifiers as the basis for the functions of intensifiers. The result found that Malaysian travel blogs are more expressive with the use of the adverbial intensifiers vis-à-vis Filipino travel bloggers, consequently, ranking of the intensifiers, boosters are most used one in expressing and utilizing the language choice a more. The conclusion states that Malaysian travel bloggers are of using the functionality of the adverbial intensifiers. The distinction on the pedagogical implications are hereunto stated as well to deepen and give its significant and importance in language teaching.

Keywords : adverbial intensifiers, blogs, Filipino and Malaysian blogs, AntConc
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