

PHILOLOGY

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Language means of expression based on the category of negation in Spanish print media

The relevance lies in the fact that at present the problem of the category of negation in the Spanish language, as well as the ways of its expression in the Spanish journalistic text are little studied. On the language material of the Spanish press the modern tendencies of development of means of negation, and also the expressive forms constructed on their basis, used in publicism to highlight the events and the facts of life of modern civil society are considered. The role of multi-level means of intensification in combination with various forms of negation is emphasized, allowing the authors of newspaper articles to focus readers' attention on the maximum emotional perception of printed information contained in the publication.

Key words: press, expressiveness, intensity, repetition, negation, particle.

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