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## Intensifiers between semantic to social meaning

Linguistic forms convey two types of meaning: a semantic meaning, which allows us to describe facts about the world; and a social meaning, which conveys information about the social identity of the speakers— e.g., age, gender, personal qualities, orientation towards other speakers. While being both part of what linguistic forms "say", these two types of content have long been assumed to be independent in linguistic research. In today's presentation, I challenge this separation and set off to explore how semantic and social meaning relate to one another. Focusing on intensifiers "totally" in American English and "-issimo" in Italian, I show that both forms are perceived as considerably more salient carriers of social identity when they modify an attitude of the speaker (e.g., "You should totally click on this link"), as opposed to when they target a lexically supplied scale (e.g. "The glass is totally full"). I suggest that two factors make such variants of -issimo and totally a suitable context for the emergence of social meaning: the interpersonal solidarity fostered by means of signaling willingness to enrich the Common Ground; and the linguistic markedness of attitude-modifying intensifiers, which stand out as particularly noticeable to the listener, and are therefore suitable forms to be recruited for stylistic purposes.