

УДК 811.111

ИСПОЛЬЗОВАНИЕ ГИПЕРБОЛЫ В СОЦИАЛЬНЫХ СЕТЯХ И ЛИТЕРАТУРНЫХ ТЕКСТАХ: ПРАГМАТИЧЕСКИЙ ПОДХОД

А.Г. Агаларова

*Азербайджанский государственный педагогический университет
Баку, Азербайджан, sev_h@bk.ru*

Гипербола, определяемая как намеренное преувеличение, играет важную роль как в повседневном общении, так и в литературе. В этом исследовании исследуются функции гиперболы в двух различных областях: социальных сетях и художественных текстах. Опираясь на теории импликации и релевантности, исследование утверждает, что гипербола функционирует как коммуникационная стратегия, определяемая контекстом, аудиторией и средой.

Ключевые слова: гипербола, прагматика, социальные медиа, литературный дискурс, импликатура

Audiences recognize exaggeration and reconstruct intended meanings using contextual cues. This process illustrates the cooperative nature of communication, in which both speaker and listener contribute to meaning-making. On social media, hyperbole is often used due to constraints such as character limits and the pace of exchanges. Statements like “This is the best thing ever” or “I’m literally dying” are not meant to be interpreted literally; instead, they intensify emotional expression [1, pp. 1474-1481]. For example, expressions such as “This exam killed me,” “I’ve told you a million times,” or “This tweet broke the internet” rely on exaggeration to convey emotional intensity, frustration, or popularity rather than literal meaning. The pragmatic function of hyperbole in this context is efficiency, allowing users to convey strong emotions succinctly. Consequently, hyperbole serves as an effective tool for digital communication. Furthermore, hyperbole is instrumental in capturing attention, as social media platforms prioritize content that elicits reactions, and exaggerated statements are more likely to stand out [2]. Users strategically employ hyperbole to increase visibility, foster interaction, and create memorable content, demonstrating the performative dimension of language in digital environments. Expressions such as “Everyone is talking about this” or “I’m obsessed with this song” demonstrate how hyperbole functions persuasively and performatively in digital environments [3, pp. 297-327].

Hyperbole serves not only as an expressive device but also as a strategic tool that enables users to achieve objectives such as garnering likes, shares, or comments. The interpretation of hyperbole on social media depends heavily on shared knowledge and cultural context. Elements such as internet slang, memes, and prevailing trends shape how exaggeration is understood. Phrases that seem extreme when interpreted literally often become normalized within specific online communities [4]. Without this shared context, hyperbolic statements may be misinterpreted [5].

Thus, effective communication relies on the audience's familiarity with digital discourse conventions. In literary texts, hyperbole reveals character psychology. Exaggerated expressions provide insights into a character's emotions, thoughts, and internal conflicts. Unlike the often spontaneous use of hyperbole on social media, literary hyperbole is deliberately crafted [6]. For instance, in *Romeo and Juliet* Romeo's declaration "There is no world without Verona walls" exaggerates emotional despair, reinforcing the depth of his attachment and anguish. Likewise, in *Martin Eden*, hyperbolic expressions of ambition and disillusionment often reveal Martin's psychological intensity and internal struggle. Such examples illustrate how exaggeration enhances the immersive quality of literary experience [1, pp.1474–1481].

Hyperbole contributes to shaping narrative voice by enhancing descriptive language and making scenes more vivid and engaging. Descriptions such as "a sea of faces," "tears enough to fill an ocean," or "endless suffering" intensify imagery and emotional resonance. Through exaggeration, authors draw attention to significant narrative elements and influence readers' interpretations. This stylistic function underscores the artistic value of hyperbole in literature, establishing it as a deliberate technique that shapes the overall tone of a text. Beyond character development, hyperbole fulfills broader thematic functions, such as amplifying social issues, moral dilemmas, or existential questions to emphasize deeper messages. Comparing social media and literature reveals both similarities and distinctions in the use of hyperbole. In both domains, hyperbole relies on non-literal interpretation and pragmatic inference, yet the purposes and effects of exaggeration differ considerably. Hyperbole is characterized by immediacy, informality, and an emphasis on engagement, prioritizing rapid communication and emotional impact. In literary contexts, hyperbole is structured, intentional, and integrated within a broader narrative framework. The role of the audience also diverges: social media users actively participate in meaning-making through interaction, whereas literary readers engage in interpretation through close reading. Despite these distinctions, both forms of hyperbole depend on shared knowledge and inferential processes.

Hyperbole fulfills essential and multifaceted functions in literature. Authors use exaggeration to shape characters, establish a distinctive narrative tone, and emphasize significant themes. Hyperbole often conveys the intensity of a character's emotions, providing readers with deeper insight into their psychological states. It also contributes to the overall tone of the text, whether humorous, sarcastic, or serious, thereby influencing interpretation. By amplifying social or ethical concerns, hyperbole draws attention to these issues, making them more prominent and impactful for the audience. This technique can also highlight social or moral dilemmas, making them more memorable. Through exaggeration, authors may critique or satirize societal aspects, exposing underlying flaws or inconsistencies, significant rhetorical and stylistic strategies, and fulfilling multiple interpretive and aesthetic functions [7, pp. 79-92]. A well-known example is *A Modest Proposal*, where extreme exaggeration functions as powerful social critique.

As a deliberate form of exaggeration, hyperbole transcends ornamentation and operates as a device through which authors intensify expression and influence reader perception. A central function of hyperbole is characterization, as exaggerated statements can reveal a character's emotional intensity, subjective perspective, or psychological disposition. This usage facilitates a deeper exploration of internal states, often indicating passion, instability, or unreliability. Hyperbole is integral to constructing narrative voice. Whether expressed by the narrator or within dialogue, it

contributes to establishing tone, which may range from irony and satire to drama or emotion. In this way, hyperbole shapes the interpretive framework through which readers engage with the text. Additionally, it enhances descriptive vividness by intensifying imagery, making scenes more dynamic and memorable. Statements such as *"I waited forever"* or *"You never listen"* exaggerate experience to communicate impatience or conflict.

The use of heightened language, such as hyperbole, fosters stronger sensory and emotional engagement. Hyperbole serves as a mechanism for thematic emphasis. By magnifying specific elements of experience or representation, authors foreground central ideas, conflicts, and ideological concerns. This function is particularly evident in satirical and critical discourse, where exaggeration exposes social, moral, or institutional contradictions. Hyperbole may also underscore binary oppositions, such as appearance versus reality, thereby enhancing the conceptual depth of the text. For example, in *The Catcher in the Rye* recurrent exaggeration contributes to Holden Caulfield's distinctive narrative voice. Hyperbole often operates alongside metaphor, irony, and symbolism to produce layered meanings. Therefore, it should be regarded as an integral component of literary expression, contributing to both the formal structure and interpretive richness of the text. Hyperbole may also establish a distinctive idiolect for specific characters, enhancing recognizability and stylistic coherence. For example, in *The Catcher in the Rye* recurrent exaggeration contributes to Holden Caulfield's distinctive narrative voice. Hyperbole often operates alongside metaphor, irony, and symbolism to produce layered meanings. Therefore, it should be regarded as an integral component of literary expression, contributing to both the formal structure and interpretive richness of the text.

Within dialogue, hyperbolic expressions indicate interpersonal dynamics by reflecting emotions such as enthusiasm, frustration, or admiration. They may also signal power relations and contribute to the development of conflict or tension. Recurrent use of hyperbole can establish a distinctive idiolect for specific characters, enhancing their recognizability and stylistic coherence. Hyperbole in literary discourse is typically the result of deliberate artistic construction. It often operates alongside other figurative devices, such as metaphor, irony, and symbolism, to produce complex and layered meanings. Therefore, hyperbole should be regarded as an integral component of literary expression, contributing to both the formal structure and interpretive richness of the text.

Hyperbolic expression enhances the vividness and descriptiveness of literary language, making imagery more dynamic and engaging. It is frequently used to highlight contrasts, especially between appearance and reality. In dialogue, hyperbole can indicate interpersonal dynamics, such as dominance, enthusiasm, or insecurity. It also intensifies emotional scenes, increasing their impact on the reader. Consistent use of hyperbole can establish a unique character voice, enhancing stylistic distinctiveness. Thus, hyperbole is essential for generating meaning in literature, serving not merely as ornamentation but as a vital tool for clarifying themes and strengthening the narrative's overall impact.

Hyperbole is a versatile pragmatic device that operates across diverse communicative contexts. While its core mechanism remains constant, its functions vary depending on medium and purpose.

In social media, hyperbole enhances immediacy, engagement, and emotional expression. In literary texts, it contributes to characterization, narrative voice, and

thematic depth. Understanding these differences provides valuable insight into how meaning is constructed and interpreted in different forms of communication.

Future research may explore hyperbole in other digital environments or examine cross-cultural differences in its use. Such studies would further expand the understanding of hyperbole as a dynamic and context-sensitive communicative strategy.

REFERENCES

1. Desai S., Bailey K., Filik R. The role of hyperbole in conveying emotionality: the case of victim speech. *Cognition and Emotion*. 2025, 39(7), pp. 1474-1481.
2. Authentic presentation or false exaggeration? Exploring the effects of social- and personal-based comparisons from cognitive emotion theory. *Computers in Human Behavior* 156. <https://doi.org/10.1016/j.chb.2024.108231>
3. Wynn E., Katz J. E. Hyperbole over Cyberspace: Self-Presentation and Social Boundaries in Internet Home Pages and Discourse. *The Information Society*. 1997, 13(4), pp. 297-327. <https://doi.org/10.1080/019722497129043>
4. Eisenstein J., O'Connor B., Smith N. A., Xing E. P. Diffusion of Lexical Change in Social Media. 2014, PLOS ONE. <https://doi.org/10.1371/journal.pone.0113114>
5. Hyperbolic language and its relation to metaphor and irony. *Journal of Pragmatics* 79, pp. 79-92.
6. Hyperbole in Arabic YouTube: a pragmatolinguistic study of artificial intelligence discourse // *Humanities and Social Sciences Communications* 11. 2024.
7. The unbearable lightness of hyperbolic language. *Nature Catalysis*. (June 26, 2024). <https://www.nature.com/articles/s41929-024-01191-8>

HYPERBOLE IN SOCIAL MEDIA AND LITERARY TEXTS: A PRAGMATIC PERSPECTIVE

A.G.Aghalarova

*Azerbaijan State Pedagogical University
Baku, Azerbaijan, sev_h@bk.ru*

Hyperbole, defined as deliberate exaggeration, plays a significant role in both everyday communication and literature. This study investigates the functions of hyperbole in two distinct domains: social media and literary texts. Drawing on theories of implicature and relevance, the analysis argues that hyperbole functions as a communication strategy shaped by context, audience, and medium.

Keywords: hyperbole, pragmatics, social media, literary discourse, implicature