Intensifying adverbs
Introduction

• There are lots of other ways of saying *very* or *very much*.
• For example, we can use words such as:
  
  *Highly*
  *Utterly*
  *Bitterly*
  *Deeply*.

These alternatives collocate strongly with specific words, and other combinations often sound unnatural.
Collocation

- (un)likely
- Unusual
- Successful
- Competitive
- Profitable
- Effective
- Controversial
- Recommended

Comments

- *Highly* is used with some probability words (*likely, unusual*).
- With the exception of *highly controversial* it usually combines with very positive words.
- *Extremely* can also be used with all the opposite adjectives except *recommended*. 
## absolutely/utterly

### Collocation
- Ridiculous
- Stupid
- Impossible
- Wrong
- Alone
- Appalled
- Convinced
- Devastated
- Miserable

### Comments
- **Absolutely** and (slightly more formal) **utterly** combine with adjectives with very extreme meanings where we can’t use very.
- For example, we say **absolutely/utterly exhausted**, *not very exhausted*, whereas we say **very tired**, but not **absolutely** or **utterly tired**.
Bitterly

Collocation

- Disappointing
- Disappointed
- Resent
- Criticize
- Regret
- Complain
- Cry
- Weep

Comments

Carries a feeling of deep sadness; used slightly more in writing than in conversation.
Deeply

**Collocation**
- Ashamed
- Concerned
- Shocked
- Committed
- Moved
- Affected
- Hurt (of feelings)
- Regret
- Care
- Religious
- Unhappy

**Comments**
Collocates mainly with words associated with feelings; used slightly more in writing than in conversation.
Ridiculously

Collocation
- Cheap
- Expensive
- Easy
- Low
- High
- Long
- Short
- Small
- Large
- Early

Comments
Suggests something extreme, which seems unbelievable or unreasonable.
Collocation

• Oppose
• Influence
• Believe
• Deny
• Recommend
• Support
• Condemn
• Suggest
• Feel
• Argue
• Object

Comments

Collocates with verbs, particularly verbs that relates to having an opinion.
In each of these sets of phrases, one is not a correct collocation:

1. strongly recommend strongly influence strongly love strongly dislike
2. highly educated highly profitable highly unusual highly exhausted
3. bitterly regard bitterly regret bitterly resent bitterly criticise
4. absolutely convinced absolutely tired absolutely devastated absolutely absurd
5. deeply unhappy deeply religious deeply successful deeply committed
Answers

The incorrect collocations are:
1 strongly love
2 highly exhausted
3 bitterly regard
4 absolutely tired
5 deeply successful