

MEANS OF CONVEYING THE CONCEPT “THE BEST ONE” IN THE LANGUAGE OF INFLUENCERS

In the digital age, social media influencers have become key figures in online communication, shaping public opinion, lifestyle preferences, and market trends. An important element of their rhetorical strategy is the use of persuasive language aimed at positioning products, services, or even themselves as “the best ones”. The concept “the best one” is understood as a linguistic construct that reflects both cognitive and communicative functions. This paper investigates how the concept “the best one” is linguistically conveyed in the language of influencers.

The analysis is based on influencer posts and video clips from TikTok, Instagram, and YouTube platforms, with a focus on lifestyle, fashion, fitness content. The investigation allowed us to identify the most common ways of conveying the meaning of superiority in the language of influencers.

The most direct way of expressing “the best” is through the use of grammatical superlatives, for example: This is the best moisturizer *I’ve ever used!* / Literally **the most iconic** dress for summer!

Superlative adjectives and adverbs (*best, greatest, most stunning, most loved*) are widespread and often supported by intensifiers to amplify their impact. Influencers frequently use lexical intensifiers such as *literally, absolutely, totally, so, super, and crazy*, for example: *This serum is **literally** the best thing you can put on your face.* Such phrases aim to create emotional resonance and authenticity.

The use of “the best” is often a pragmatic strategy to build trust and establish credibility. Influencers construct a personal narrative around their authority as users, for example: *I’ve tried so many serums, but this one changed my skin. It’s the best – I swear by it.*

Elliptical constructions allows the influencers to increase dramatization and expressiveness of their message to the audience, for example: *Best. Product. Ever.* These forms simulate spoken emphasis and reflect trends in digital orality.

In their posts on social media, famous bloggers with millions of followers use a wide range of stylistic devices, such as hyperbole, metaphors and personification, neologisms, etc.

Exaggeration is one of the main tools for influencing the audience (game-changer, life-saver, holy grail, next-level), for example: *This lipstick is everything – literally magic in a tube! The usage of hyperbole creates excitement, a sense of urgency and FOMO effect (fear of missing out).*

Metaphors and personification offer vivid imagery and help humanize inanimate objects or brands, reinforcing their uniqueness, for example: *This foundation is my skin's BFF. / She's the queen of all mascaras.*

Influencers pay a lot of attention to graphic and multimodal means of conveying information and attracting the attention of followers. Innovative blends, slang, or hashtags serve to emphasize uniqueness and singularity, for example: *#glowiest, #skingoals, #nextlevel, iconique (modified "iconic") / This drop? Unreal.* Such creative elements target niche audiences and reinforce in-group belonging.

Visual elements such as emojis, capital letters, zoom-ins and on-screen text support the linguistic message. In video content, tone, facial expression, and gesture serve as powerful reinforcers.

Thus, it can be summarized that the concept "the best one" in the language of modern influencers is conveyed through a wide range of linguistic and multimodal means. The concept "the best one" is one of the main ones activated in the strategy of influencing the audience with the aim of motivating it to take certain actions. Superlatives, intensifiers, hyperbole, metaphors, graphic and multimodal means work together to construct an emotional, authoritative, and persuasive narrative. These language strategies are the most common and effective in terms of branding and popularity of modern influencers.