

Definition of Hyperbole

Dilnoza Urazbaeva Ruzimbaevna
Nukus shahri O'zbekiston Davlat san'at
va madaniyat instituti Nukus filiali
Chet tili (ingliz)

Annotation: Hyperbole is a figure of speech and literary device that creates heightened effect through deliberate exaggeration. Hyperbole is often a boldly overstated or exaggerated claim or statement that adds emphasis without the intention of being literally true. In rhetoric and literature, hyperbole is often used for serious, comic, or ironic effects.

Born on a mountain top in Tennessee Greenest state in the land of the free
Raised in the woods so he knew ev'ry tree Kilt him a be 'are [bear] when he was only three Davy,
Davy Crockett, king of the wild frontier

The audience isn't supposed to believe that this character truly knew "every tree" or that he literally killed a bear when he was "only three." Instead, hyperbole is used to exaggerate Davy Crockett's frontier experience and make him seem larger than life. Hyperbole is a frequently used literary device in tall tales, legends, and folk stories. The audience is aware that such claims are to emphasize the traits of the characters and not to be taken literally.

Many people use hyperbole as a figure of speech to make something seem larger or more important than it actually is. Such exaggeration or distortion can help express strong emotion, emphasize a point, or even evoke humor. Here are some common examples of hyperbole in everyday speech:

- I'm so hungry that I could eat a horse.
- That purse looks like it cost a million dollars.
- I Love You to the moon and back.
- He feels buried under a mountain of work.
- I'm dying of thirst.
- That dog is the cutest thing alive.
- She loves him more than life itself.
- This suitcase weighs a ton.
- He heard an ear-splitting shriek.
- This race is going to be the death of me.
- I'm so tired that I could sleep for a week.
- That song is the worst thing I have ever heard.
- This room is so cold that I'm getting hypothermia.
- i am addicted to skateboarding.
- She is more beautiful than the moon and stars.

Examples of Hyperbole in Advertising

Many advertising campaigns and slogans feature hyperbole as a way to attract customers to their products. Here are some examples of hyperbole in well-known advertisements:

- When you're here, you're family. (Olive Garden)
- Breakfast of champions (Wheaties)
- The king of beers (Budweiser)

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- The best a man can get (Gillette)
 - When there is no tomorrow (FedEx)
 - Nothing runs like a Deere. (John Deere)
 - Tastes so good, cats ask for it by name. (Meow Mix)
 - Taste the rainbow (Skittles)
 - america runs on Dunkin' (Dunkin' Donuts)
 - Red Bull gives you wings (Red Bull)

Difference Between Hyperbole and Overstatement

Hyperbole and overstatement are often used interchangeably, and they can serve as synonyms for each other. However, overstatement and hyperbole have subtle differences in their use and intended effect. An overstatement is an exaggeration or a statement in excess of what most would consider reasonable. A hyperbole is also an exaggeration, yet it is often more extreme than an overstatement and its intended effect is as a literary or rhetorical device. Both overstatement and hyperbole are figures of speech and are not meant to be understood literally. Hyperbole, however, is utilized as a device in literature and rhetoric, not just a form of figurative language.

Difference Between Metaphor and Hyperbole

Metaphor and hyperbole are commonly used literary devices. A writer uses metaphor to compare things with some other persons or things. At times, it is an unusual comparison. Sometimes it seems overstatement which is not meant normally. In the case of hyperbole, it is different because its usage is meant to exaggerate and not take the thing or idea literally. The statement that his words are music could be an overstatement but not always. Hence it is a metaphor. However, to say that his words are the greatest melody that was ever heard is an exaggeration and this is hyperbole, which is always meant to exaggerate things.

Using Hyperbole in Satire

As hyperbole is meant to overstate and exaggerate things, it is also meant to bring humor. Therefore, using hyperbole in satire makes things or ideas or persons larger than life or lesser than life with exaggeration or even understatement. Satire also works on the same lines that it has two premises and the first one is based on a story with some overstatement and exaggeration such as Jonathan Swift does in Gulliver Travels.