

Metaphorised Creolised Advertising Texts in Multilingual Contexts: A Psycholinguistic and Corpus-Based Analysis of English, Russian and Uzbek Discourse

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ABSTRACT: *Advertising discourse constitutes a strategically organised domain of persuasive communication in which verbal and visual resources interact to shape perception, evaluation, and behavioural intention. Although rhetorical and stylistic aspects of advertising language have been widely examined, the psycholinguistic mechanisms underlying persuasive effectiveness in multilingual contexts remain comparatively underexplored within integrated empirical frameworks. The present study investigates metaphorised creolised advertising texts in English, Russian, and Uzbek discourse through a combined corpus-based and experimental approach. Rather than treating persuasive devices as isolated stylistic features, the research conceptualises them as cognitively operative elements embedded in culturally conditioned interpretative models. A purpose-built multilingual corpus comprising 108 advertising units was analysed to identify salient lexical, syntactic, and multimodal patterns. These findings were subsequently tested experimentally using semantic differential scaling with 602 participants representing three linguistic communities. The results indicate that metaphorised creolised texts elicit stronger evaluative responses in dimensions associated with attractiveness, memorability, emotional engagement, and purchase intention compared to less metaphorically supported or exclusively verbal materials. Cross-linguistic comparison demonstrates that persuasive salience is not uniformly distributed: Uzbek respondents exhibit heightened sensitivity to emotional resonance and harmony, Russian participants foreground credibility and realism, while English-speaking respondents prioritise clarity and expressive dynamism. The study advances the view that persuasive effectiveness emerges from the interaction between multimodal textual configuration and culturally embedded cognitive schemas. Methodologically, it illustrates the analytical value of integrating corpus modelling with experimental evaluation in multilingual advertising research.*

KEYWORDS: *advertising discourse, metaphorisation, creolised texts, psycholinguistics, corpus linguistics, multilingual communication, persuasive strategies, semantic differential.*

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1. INTRODUCTION

Advertising discourse occupies a pivotal position within contemporary communicative environments, operating not merely as a channel of information transmission but as a strategically constructed system of influence. In digitally mediated societies, advertising texts shape consumer perception and value hierarchies through calibrated combinations of verbal and visual elements. As Cook (2001) observes, advertising does not simply describe products; it constructs interpretative frames within which products acquire symbolic meaning. Consequently, advertising discourse has emerged as a central object of interdisciplinary inquiry at the intersection of linguistics, communication theory, psychology, and cultural studies.

From a linguistic perspective, advertising discourse is characterised by heightened strategic intentionality. Lexical compression, syntactic foregrounding, metaphorical modelling, and evaluative framing function as semiotic cues guiding the recipient's interpretative trajectory. As Charteris-Black (2011) argues, metaphor in persuasive discourse operates not merely as ornamentation but as a cognitive structuring device that organises experience and directs evaluation. Lakoff and Johnson (1980) similarly demonstrate that metaphorical patterns systematically shape conceptual understanding. Despite the substantial body of research devoted to rhetorical devices in advertising, many studies remain primarily descriptive, focusing on classification rather than on the psycholinguistic mechanisms through which persuasive configurations are cognitively processed and internalised.

Psycholinguistics offers a framework capable of addressing this limitation. Within this perspective, persuasive strategies are understood as cognitive stimuli that activate associative networks, emotional schemas, and culturally embedded interpretative models (Giora, 2003; Kintsch, 1998). Persuasion thus emerges from the interaction between linguistic configuration and mental processing rather than from textual form alone. Nevertheless, empirical psycholinguistic investigations of advertising discourse have predominantly concentrated on English or closely related European languages, resulting in a certain theoretical asymmetry. Languages with distinct typological and cultural profiles, including Uzbek, remain underrepresented in internationally visible research.

Multilingual advertising has become increasingly visible in the context of globalisation and digital dissemination. Advertising messages are adapted, localised, translated, and recontextualised for audiences with divergent socio-cultural expectations. This raises a central theoretical question: are persuasive mechanisms universally effective, or are they filtered through culturally specific cognitive frameworks? As Kress and van Leeuwen (2006) suggest in their model of multimodal discourse, meaning arises from the orchestration of semiotic resources within culturally structured systems. Persuasive salience is therefore unlikely to be distributed identically across linguistically and culturally distinct audiences.

An additional methodological issue concerns the persistent separation of corpus-based and experimental paradigms in advertising research. Corpus linguistics enables identification of salient patterns in authentic discourse (Biber et al., 1998), yet it does not determine whether such patterns exert measurable persuasive influence. Experimental studies, conversely, often operate with limited or artificially constructed stimuli. Integrating corpus modelling with psycholinguistic evaluation allows for a more empirically grounded understanding of persuasive effectiveness.

The present study addresses these interconnected gaps by investigating metaphorised creolised advertising texts in English, Russian, and Uzbek discourse. Rather than treating metaphor and multimodality as secondary embellishments, the research conceptualises them as structurally embedded mechanisms shaping cognitive reception. The inclusion of Uzbek discourse introduces a linguistic and cultural system that has not been systematically examined within corpus-based psycholinguistic advertising research.

The research proceeds from the hypothesis that although certain persuasive structures demonstrate cross-linguistic convergence, their evaluative prominence and behavioural implications are mediated by culturally embedded cognitive schemas that shape interpretative expectations within each linguistic community.

2. MATERIAL AND METHODS

2.1. Research design

The study adopts an integrated research design combining corpus-based analysis with controlled recipient-based evaluation. The central objective is to examine the psycholinguistic effectiveness of metaphorised creolised advertising texts across three linguistic communities: English, Russian, and Uzbek. Creolisation is understood as the semiotic integration of verbal and visual components within a unified communicative space, while metaphorised creolisation refers specifically to cases in which a metaphorical verbal headline is reinforced or literalised through visual representation.

The design allows for systematic comparison between metaphor-supported multimodal texts and structurally conventional or less metaphorically amplified materials. This comparative logic enables isolation

of the persuasive contribution of metaphor-driven multimodal integration in dimensions such as attractiveness, clarity, memorability, credibility, and purchase intention.

2.2. Stimuli selection and principle of comparability

The empirical basis of the study consists of a purpose-built multilingual corpus comprising 108 advertising units equally distributed across English, Russian, and Uzbek discourse. Materials were selected from contemporary print and digital media sources according to three criteria: recognisability within the target culture, explicit persuasive orientation, and semiotic coherence between verbal and visual components.

Each advertising unit included a verbal headline and an accompanying visual element, ensuring comparability in multimodal structure across languages. To minimise confounding effects of product category or brand familiarity, the materials were treated as instances of a discourse type rather than as marketing instruments of specific producers. The corpus stage enabled identification of recurrent lexical, syntactic, and multimodal patterns characteristic of metaphorised creolisation.

2.3. Participants

The experimental phase involved 602 respondents representing three linguistic groups: Uzbek ($n = 237$), Russian ($n = 196$), and English-speaking participants ($n = 169$). Participants were adult university students and young professionals aged between 18 and 45 years, ensuring relative homogeneity in educational background and media exposure. Gender distribution was balanced across groups, with a slight predominance of female respondents.

Participation was voluntary and anonymous. Although gender was recorded for descriptive purposes, it was not introduced as an explanatory variable, as the study focuses on cross-linguistic differences in cognitive evaluation rather than on gender-based variation.

2.4. Instruments and procedure

Data collection proceeded in two stages. First, participants completed a brief questionnaire addressing demographic characteristics and general attitudes toward advertising, including perceived functions of advertising, levels of trust in advertisers, and self-reported recall during purchasing decisions. This stage provided contextual background for interpreting evaluative tendencies.

Second, respondents evaluated selected advertising stimuli using a modified semantic differential procedure implemented as a five-point scale. Nineteen unipolar descriptors were retained following a preparatory elicitation stage in which only descriptors mentioned by at least 15% of respondents were included in the final instrument. This approach ensured that the evaluative grid reflected audience-generated perceptual categories rather than exclusively theory-driven constructs.

Participants rated each stimulus on a scale from 1 to 5, where higher values indicated stronger presence of the evaluated quality. No strict time limit was imposed, although instructions were standardised to ensure consistent understanding of the rating procedure.

2.5. Data handling and analysis

Descriptive average scores were calculated to capture general evaluative tendencies across descriptor categories and linguistic groups. The reported values reflect aggregated descriptive patterns rather than inferential statistical modelling. Comparative inspection focused on dimensions most directly associated with persuasive effectiveness, including attractiveness, clarity, memorability, trust formation, and purchase intention.

The analytic strategy sought to identify (i) cross-linguistically stable evaluative parameters and (ii) culturally mediated variations in perceptual hierarchy. By linking corpus-based identification of metaphorised creolised structures with recipient-based evaluation, the study establishes an empirically grounded connection between textual configuration and cognitive response.

3. THEORETICAL BACKGROUND

3.1. Persuasion in psycholinguistic perspective

Persuasion occupies a central position at the intersection of linguistics, psychology, and communication studies. Within advertising discourse, it functions not as an auxiliary pragmatic feature but as its structural core. Advertising texts are constructed to influence cognitive evaluation, emotional response, and behavioural intention simultaneously. Persuasion is therefore best understood not merely as a rhetorical strategy but as a cognitively mediated process involving attention allocation, associative activation, conceptual integration, and evaluative judgement.

Psycholinguistic research indicates that language processing engages both analytical and associative mechanisms. Verbal stimuli activate structured semantic networks in long-term memory, whereas multimodal stimuli increase associative density and emotional salience. Advertising messages that integrate metaphorical verbal elements with visual representation may therefore facilitate enhanced integrative processing effects compared to homogeneous verbal texts.

3.1.1. Experimental approaches in psycholinguistics

Experimental methodology enables systematic identification of cognitive mechanisms underlying language perception. Unlike purely descriptive approaches, experimental designs allow controlled manipulation of variables and clearer distinction between structural properties of texts and their perceptual consequences.

Among the principal psycholinguistic instruments are subjective definition tasks, associative experiments, and semantic differential techniques. Subjective definitions reveal internalised semantic structures beyond lexicographic description. Associative procedures uncover networked conceptual relations and culturally specific activation patterns. The semantic differential technique captures multidimensional evaluative impressions while preserving comparability across respondent groups.

3.2. Metaphorisation and creolisation in advertising discourse

Metaphorisation functions as a cognitive modelling mechanism through which abstract evaluative meanings are projected onto concrete experiential domains. When metaphorical verbal headlines are visually literalised, multimodal integration intensifies. This process may be described as metaphorised creolisation, whereby verbal and visual components interact to produce a synergistic semantic effect.

Such texts are semiotically interdependent. The visual component does not duplicate the verbal message but activates its literal layer, strengthening conceptual blending and associative consolidation. This dual activation mechanism enhances memorability, aesthetic coherence, and emotional resonance.

3.2.1. Synergy of verbal and visual components

The interaction between metaphorical headlines and visual embodiment generates a cognitive effect exceeding the contribution of each element separately. Visual stimuli provide attentional immediacy, while verbal elements structure interpretative framing. In psycholinguistic terms, this synergy facilitates conceptual integration and supports affective engagement. Meaning construction becomes an inferential process rather than simple decoding.

3.2.2. Cross-cultural variability in perception

Although metaphorised creolisation demonstrates structural similarity across languages, its evaluative hierarchy may vary according to culturally embedded cognitive models. Emotional salience, trust formation, aesthetic perception, and behavioural orientation are not uniformly prioritised across linguistic communities. Examination of English, Russian, and Uzbek advertising discourse thus allows identification of both universal psycholinguistic mechanisms and culturally mediated variations in persuasive weighting.

3.3. Operationalisation of persuasive effectiveness

The theoretical framework outlined above necessitates empirical verification. If metaphorised creolised advertising texts enhance persuasive impact through semiotic synergy, this effect must be observable in recipient-based evaluation. Persuasive effectiveness cannot be reduced to a single variable; it manifests across multiple interrelated dimensions, including clarity, emotional engagement, memorability, credibility, and behavioural intention.

In the present study, these dimensions are operationalised through a semantic differential procedure grounded in respondent-generated evaluative categories. The multidimensional approach reflects the assumption that persuasive force is distributed across several perceptual axes rather than reducible to informational clarity alone.

The subsequent section presents the empirical results obtained within this evaluative framework.

4. STUDY RESULTS

4.1. Respondent profile and baseline attitudes

The experimental survey involved 602 respondents representing three linguistic groups: Uzbek ($n = 237$), Russian ($n = 196$), and English-speaking participants ($n = 169$). Participants were adult university students and young professionals aged between 18 and 45 years. Gender distribution was relatively balanced across groups. Gender was recorded descriptively but was not treated as an explanatory variable.

General attitudes toward advertising demonstrated moderate variability across the total sample. A proportion of respondents expressed positive evaluations, others adopted neutral or sceptical positions. A majority reported occasional recall of advertisements during purchasing decisions, indicating that advertising discourse maintains cognitive accessibility within consumer behaviour. Trust levels varied across linguistic communities, with Uzbek respondents demonstrating comparatively higher conditional trust toward domestic brands, while Russian and English-speaking participants expressed more cautious attitudes.

4.2. Semantic differential evaluation

The semantic differential procedure revealed structured evaluative tendencies across linguistic groups. Table 4 presents descriptive mean scores for selected dimensions central to persuasive effectiveness.

Table 1

Comparative descriptive evaluation of metaphorised creolised texts (selected dimensions)

EVALUATIVE DIMENSION	UZBEK (N=237)	RUSSIAN (N=196)	ENGLISH (N=169)
Clarity	4.15	4.08	4.12

Attractiveness	4.23	3.89	4.01
Memorability	4.29	4.05	4.11
Expressiveness	4.31	3.96	4.18
Inspires trust	3.94	4.07	3.88
Makes you want to buy	4.02	3.61	3.54

Note: Values represent descriptive mean scores on a five-point scale.

As shown in Table 1, clarity remains a stable evaluative parameter across all three linguistic groups, indicating a shared expectation of communicative transparency. Memorability and expressiveness demonstrate elevated ratings in metaphorised creolised texts, particularly within the Uzbek and English-speaking samples.

Purchase-intention indicators reveal cross-linguistic variation, with Uzbek respondents assigning comparatively higher values to metaphor-supported multimodal stimuli. Russian participants demonstrate relatively stronger emphasis on credibility-related evaluation.

Negative descriptors such as aggressive and intrusive received lower mean scores across groups (means below 3.0), indicating that overt communicative pressure reduces persuasive appraisal.

4.3. Distribution of evaluative priorities

Beyond individual descriptor values, cross-linguistic comparison reveals differences in evaluative hierarchy. Table 2 summarises the relative prominence of dominant evaluative orientations within each linguistic group.

Table 2

Relative prominence of evaluative priorities across linguistic communities

LINGUISTIC GROUP	DOMINANT EVALUATIVE PRIORITY	SECONDARY PRIORITY
Uzbek	Emotional resonance / Harmony	Purchase intention
Russian	Credibility / Realism	Linguistic correctness
English	Expressiveness / Originality	Clarity

The data indicate that while certain parameters such as clarity maintain cross-linguistic stability, affective and credibility-based dimensions are weighted differently across communities. Uzbek respondents display stronger responsiveness to emotional and symbolic integration. Russian participants foreground realism and linguistic correctness as trust-generating mechanisms. English-speaking participants attribute persuasive strength to expressive dynamism combined with structural clarity.

4.4. Cross-linguistic interpretative alignment

Memorability emerges as the most stable cross-linguistic anchor of persuasive strength. Advertising texts perceived as memorable consistently receive higher overall persuasive evaluations and stronger purchase-oriented responses. This convergence suggests that cognitive retrievability functions as a central determinant of persuasive impact across culturally distinct audiences.

At the same time, metaphorised creolisation does not operate as a universally dominant strategy. Its effectiveness appears contingent upon alignment with culturally embedded interpretative schemas. Where symbolic resonance and aesthetic harmony are culturally salient, metaphor-supported multimodal texts generate stronger affective engagement. Where realism and linguistic precision are prioritised, credibility becomes the principal evaluative filter.

These findings confirm that persuasive amplification through metaphorised creolisation is culturally mediated rather than structurally automatic.

5. DISCUSSION

The findings obtained in the experimental phase provide empirical confirmation that persuasive effectiveness in advertising discourse is neither monolithic nor culturally neutral. Rather than operating as a uniform mechanism, persuasive impact emerges through the interaction between multimodal textual configuration and culturally embedded evaluative priorities.

The descriptive results demonstrate that clarity functions as a cross-linguistically stable baseline parameter. Across Uzbek, Russian, and English-speaking respondents, structurally transparent texts received consistently high evaluations. This suggests that cognitive accessibility constitutes a necessary — though not sufficient — condition of persuasive success. In other words, before a message can persuade, it must first be processed without excessive cognitive effort.

More revealing differences emerge in the affective and credibility-related dimensions. Metaphorised creolised texts demonstrated elevated scores in memorability and expressiveness, particularly in the Uzbek and English-speaking groups. This pattern supports the theoretical assumption that metaphor-driven multimodal integration intensifies associative activation. When verbal metaphor is visually literalised, conceptual blending is reinforced, resulting in stronger cognitive consolidation and emotional resonance.

Memorability appears to function as a pivotal cross-linguistic predictor of persuasive strength. Advertising texts that were rated as memorable were also more frequently associated with higher purchase-intention scores. This convergence suggests that persuasion is not limited to informational clarity but depends significantly on cognitive retrievability. A text that remains accessible in memory is more likely to influence later behavioural decisions.

However, the hierarchy of evaluative dimensions differs across linguistic communities. Uzbek respondents demonstrated comparatively higher sensitivity to harmony and emotional resonance. This may indicate that persuasive force in that context is linked to symbolic cohesion and affective alignment. In contrast, Russian participants foregrounded credibility and linguistic correctness as central evaluative filters. Trust formation within that group appears to depend more strongly on realism and formal precision than on expressive dynamism. English-speaking respondents, meanwhile, assigned greater weight to originality and expressive intensity, suggesting a preference for creativity as a persuasive resource.

These differences reinforce the argument that metaphorised creolisation does not function as a universally optimal persuasive strategy. Its effectiveness depends on alignment with culturally conditioned cognitive expectations. Semiotic amplification through metaphor can enhance persuasive salience, yet its impact is mediated by the interpretative norms dominant within each communicative culture.

The moderate ratings assigned to negatively marked descriptors such as aggressive and intrusive further clarify the mechanism of persuasive balance. Overt directive pressure appears to weaken evaluative perception across all three groups. Effective persuasion, therefore, seems to operate through calibrated symbolic integration rather than explicit coercion.

Methodologically, the integration of corpus-informed stimulus selection with experimental evaluation strengthens the interpretative validity of the study. By linking structural discourse patterns to measurable recipient responses, the research moves beyond purely descriptive stylistics and contributes to a more empirically grounded model of advertising discourse analysis. The convergence between textual modelling and perceptual evaluation supports the central premise of the study: persuasive effectiveness emerges from the interaction between multimodal structure and culturally embedded cognitive schemas.

Taken together, the findings suggest that multilingual advertising cannot rely on structural replication alone. While certain persuasive mechanisms demonstrate cross-linguistic stability — particularly clarity and memorability — evaluative prominence varies in accordance with cultural priorities. Metaphorised creolisation functions not as a stylistic ornament but as a culturally sensitive persuasive amplifier whose impact depends on contextual interpretative alignment.

6. CONCLUSION

The present study examined metaphorised creolised advertising texts in multilingual contexts through an integrated corpus-based and psycholinguistic framework. By combining discourse-level modelling with recipient-based experimental evaluation, the research sought to determine whether semiotic configurations identified in textual analysis correspond to measurable differences in audience perception across English, Russian, and Uzbek linguistic communities.

The findings demonstrate that persuasive effectiveness in advertising discourse cannot be reduced to informational clarity alone. While structural comprehensibility remains a stable and necessary evaluative parameter across all groups, metaphor-driven multimodal integration significantly enhances memorability and expressive salience. These dimensions, in turn, correlate with increased purchase-oriented evaluation.

At the same time, the results indicate that persuasive hierarchies are culturally mediated. Uzbek respondents demonstrated heightened responsiveness to emotional resonance and compositional harmony. Russian participants foregrounded credibility and linguistic precision as central evaluative filters. English-speaking respondents attributed persuasive strength to expressive dynamism combined with clarity. These patterns suggest that metaphorised creolisation operates as a culturally sensitive persuasive amplifier rather than a universally uniform strategy.

Methodologically, the study contributes to advertising discourse research by illustrating the analytical value of integrating corpus-informed stimulus selection with semantic differential evaluation. This dual approach enables a transition from descriptive identification of persuasive devices to empirically grounded assessment of their perceptual impact.

The research is not without limitations. Although the sample size ($N = 603$) allows for cross-linguistic comparison, further studies may incorporate broader demographic variation and additional experimental techniques, including reaction-time measurement or eye-tracking procedures, in order to deepen understanding of processing dynamics. Longitudinal research could also explore the relationship between memorability and sustained behavioural change.

Overall, the study supports the view that persuasive communication in multilingual advertising is a cognitively mediated and culturally embedded process. Metaphorised creolisation functions not merely as a stylistic embellishment but as a semiotic mechanism capable of intensifying associative activation when aligned with culturally grounded interpretative expectations. These findings carry implications for

intercultural marketing communication, multimodal discourse analysis, and psycholinguistic modelling of persuasive texts.

The present study set out to examine metaphorised creolised advertising texts in multilingual contexts from an integrated psycholinguistic and corpus-based perspective. By combining discourse analysis with experimental evaluation, the research aimed to determine whether persuasive strategies identified at the textual level correspond to measurable perceptual effects across English, Russian, and Uzbek audiences.

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