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SESSION: 2 HALL: 9/ MODERATOR

Doç. Alimbayeva Shahlo Tursunovna

AUTHORS	UNIVERSITY/INSTITUTION	TOPIC TITLE
EGAMOVA SHOXIDA DJALILOVNA	Oriental universiteti	ALISHER NAVOIY "SADDI ISKANDARIY" DOSTONIDAGI MAISHIY LEKSIK
EGAMBERDIEVA SHAKHZODA DAMIROVNA	Oriental universiteti	PSYCHOLINGUISTIC MECHANISMS OF INFLUENCE IN ADVERTISING DISCOURSE
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PSYCHOLINGUISTIC MECHANISMS OF INFLUENCE IN ADVERTISING DISCOURSE

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Abstract. This study investigates the psycholinguistic mechanisms underlying persuasive influence in contemporary advertising discourse, emphasizing the intricate interaction between linguistic form, cognitive processing, and emotional response. Drawing upon the theoretical foundations of psycholinguistics, cognitive psychology, and discourse analysis, the research conceptualizes advertising communication as a multidimensional semiotic system that stimulates both rational cognition and affective intuition. The study examines how linguistic structures – such as metaphorization, framing, evaluative modality, and rhetorical implication – activate pre-existing cognitive schemas and associative networks in the consumer’s mind, thereby shaping perception, emotional resonance, and behavioral intention. Particular attention is given to the mechanisms of attention control, emotional priming, and implicit memory encoding, which jointly sustain the persuasive effect through subconscious processing and affective reinforcement. From a psycholinguistic perspective, advertising operates not merely as a channel of information transmission but as a psychosemantic field that engages neurocognitive and emotional subsystems of consciousness. In this sense, persuasive efficiency is achieved through the synchronization of verbal symbolism, emotional tone, and cognitive heuristics – a triadic mechanism that enhances the credibility, memorability, and affective appeal of the message. Methodologically, the research employs an integrative, interdisciplinary approach that bridges linguistic discourse theory with cognitive-affective modeling of communication. The findings contribute to a deeper understanding of linguistic persuasion as a cognitive-emotive phenomenon and establish a theoretical framework for the ethical design of advertising messages that align communicative intent with psychological sustainability and social responsibility.

Keywords: psycholinguistics, advertising discourse, cognitive-emotive mechanism, metaphorization, emotional priming, framing, implicit memory, persuasive communication, neurocognitive processing.

INTRODUCTION

In the modern information economy, advertising has evolved into one of the most pervasive and influential forms of discourse that shapes not only consumer behavior but also social cognition, cultural identity, and linguistic perception. As a multimodal communicative phenomenon, advertising transcends its commercial function to become a powerful tool of ideological and emotional influence. Its effectiveness depends not merely on rhetorical design or aesthetic appeal but on the deep psycholinguistic mechanisms that govern how language interacts with the processes of cognition, emotion, and motivation.

Psycholinguistics, situated at the intersection of linguistics, cognitive psychology, and neuroscience, investigates the mental architecture of language processing – how verbal stimuli are encoded, stored, and retrieved in the human mind. Within the advertising context, these mechanisms are deliberately activated to evoke associative meanings, emotional resonance, and behavioral responses. The psycholinguistic dimension of advertising thus reveals how linguistic input transforms into cognitive activation and affective response, bridging the domains of verbal communication and psychological influence.

Within this theoretical framework, advertising discourse can be defined as a field of linguistic persuasion – a semiotic space in which words, images, and emotions interact to construct desired cognitive frames and behavioral intentions. As noted by Cook (2001), Myers (1994), and Piller (2003), advertising discourse systematically exploits the interplay between rational evaluation and emotional experience, constructing meanings that resonate with the audience's subconscious expectations and social identity. Its linguistic architecture is characterized by semantic condensation, pragmatic implicature, metaphorical framing, and affective connotation, all of which contribute to high-speed information processing and emotional engagement.

From a psycholinguistic perspective, persuasive efficiency in advertising arises from the synchronization of verbal and non-verbal codes that operate across both hemispheres of the brain. Linguistic signs stimulate the cognitive system through semantic and syntactic organization, while emotional cues – intonation, imagery, and evaluative vocabulary – activate the limbic system, producing affective reinforcement and implicit memory encoding. This dual activation ensures that the message is not only perceived but also emotionally internalized, influencing subsequent attitudes and decisions.

Consequently, the psycholinguistic study of advertising seeks to uncover the cognitive and emotional architecture of persuasion, exploring how linguistic and paralinguistic strategies construct belief systems, shape attention, and guide decision-making. Such analysis enables the identification of universal mechanisms of influence – such as attention control, framing, emotional priming, and metaphorization – that transform linguistic input into behavioral output.

In the context of global digital communication, where visual-verbal hybridity and information saturation prevail, understanding these mechanisms acquires particular importance. The psycholinguistic approach not only deepens the theoretical comprehension of advertising as a form of persuasive discourse but also provides practical implications for the development of ethical, socially responsible, and cognitively sustainable communication models. By integrating linguistic theory with cognitive-affective science, this study aims to construct an interdisciplinary model of advertising influence that aligns linguistic creativity with psychological awareness, thereby contributing to both the theoretical foundations and applied practices of modern communication.

MATERIALS AND METHODS

The present research adopts a qualitative-descriptive and interpretative design, grounded in the interdisciplinary synthesis of linguistic, cognitive, and psychological paradigms. Since the study deals with mental and communicative mechanisms rather than quantifiable data, a

qualitative framework was selected as the most appropriate for capturing the complex interplay between linguistic form, cognitive activation, and emotional response in advertising discourse.

The methodological foundation of the research is psycholinguistic discourse analysis, which combines principles from cognitive linguistics, affective psychology, and semiotic theory. This approach enables a multidimensional interpretation of persuasive communication, linking verbal structures with subconscious processing and emotional feedback. The study integrates theoretical modeling, content analysis, and cognitive mapping of associative patterns to identify the mechanisms through which advertising language exerts influence on the human mind.

Corpus and Data Selection

The analytical corpus comprises 50 English-language advertising texts (print, television, and digital platforms) produced between 2010 and 2024 by internationally recognized brands such as Apple, Nike, Coca-Cola, Dove, and Toyota. The sample was selected on the basis of frequency of exposure, linguistic density, and emotional expressiveness, ensuring representation of both commercial and social advertising genres. Each text was examined with respect to its verbal structure, emotional tone, and multimodal integration of linguistic and visual signs.

Analytical Framework

The analysis followed a three-stage interpretative procedure designed to reveal the psycholinguistic architecture of advertising persuasion. Each stage focused on a distinct but interrelated dimension – cognitive, emotional, and pragmatic – reflecting the multidirectional nature of linguistic influence.

Table 1. Methodological Stages of Psycholinguistic Investigation of Advertising Persuasion

Stage	Focus of Analysis	Research Objective	Expected Outcome
1. Cognitive decoding	Identification of semantic framing, metaphorization, and attention triggers	To determine how linguistic signs activate cognitive schemas and associative networks	Mapping of conceptual structures underlying advertising narratives
2. Emotional interpretation	Examination of affective vocabulary, evaluative lexis, and prosodic/emotive tone	To reveal emotional priming and affective reinforcement strategies	Classification of emotional appeals and their psycholinguistic functions
3. Pragmatic inference	Analysis of implicature, deixis, suggestion, and directive modality	To understand how implicit persuasion shapes behavioral intention	Construction of a typology of suggestive speech acts in advertising discourse

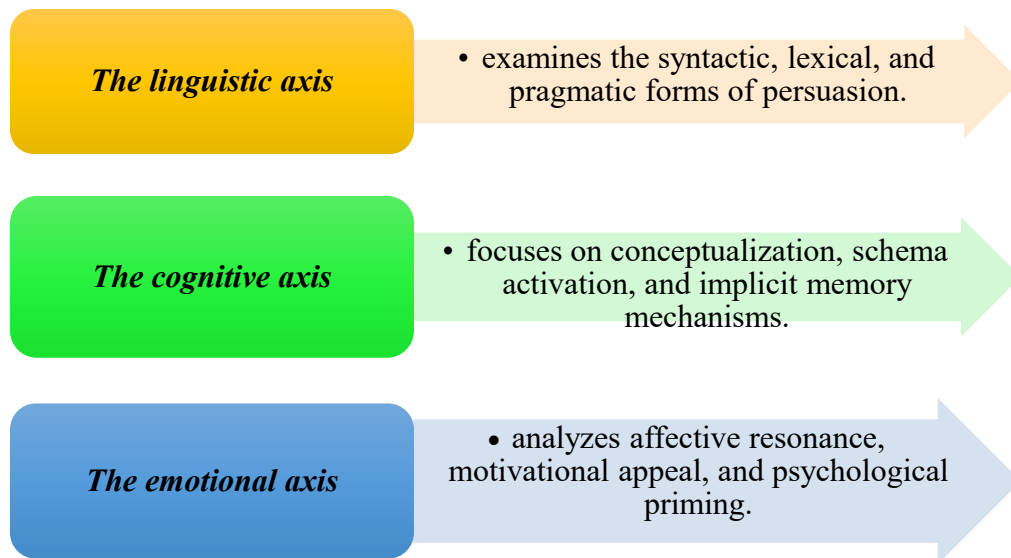
To ensure the reliability of interpretation, triangulation of data sources was employed, combining textual analysis, theoretical comparison, and psycholinguistic modeling. The study

was further guided by principles of critical discourse analysis (CDA), allowing the exploration of ideological and cognitive dimensions of advertising language.

Methodological Integration

The overall methodological structure was conceptualized along a three-axis model (Figure 1) uniting the domains of *language*, *cognition*, and *emotion*.

Figure 1. Three-Axis Model of Psycholinguistic Analysis in Advertising Discourse



This tripartite framework reflects the systemic nature of psycholinguistic processing, where verbal input (language) triggers cognitive appraisal (thought) and elicits emotional response (feeling), thereby transforming information into behavioral readiness.

Analytical procedures included:

- Semantic field analysis of evaluative and metaphorical lexicon;
- Frame modeling to identify conceptual metaphors and narrative schemas;
- Pragmatic analysis of directive and implicative strategies;
- Emotive lexicometry, tracing frequency and valence of affective units;
- Cognitive mapping of associative chains that link linguistic cues to consumer perception.

Through this methodology, the research seeks to demonstrate how advertising functions as a psycholinguistic system that unites rational cognition, emotional arousal, and communicative intention into a coherent mechanism of persuasive impact.

The applied methodological framework thus provides a multidimensional lens through which the psycholinguistic dynamics of advertising discourse can be examined. By integrating cognitive, emotional, and pragmatic analyses, the study enables a comprehensive interpretation of how linguistic forms generate persuasive meaning. The following section presents the main analytical findings and discusses how these mechanisms interact to produce cognitive activation, emotional resonance, and behavioral influence within advertising communication.

RESULTS AND DISCUSSION

The conducted analysis reveals that advertising discourse functions as a multilayered psycholinguistic system, where linguistic form, cognitive structure, and emotional resonance converge to produce persuasive impact. The interaction of these dimensions transforms advertising communication into a hybrid domain of cognition and emotion – a semiotic space in which language operates simultaneously as a carrier of meaning and as a psychological stimulus.

1. Cognitive Dimension: Framing and Conceptual Activation

At the cognitive level, the study identifies framing, metaphorization, and schema activation as central mechanisms of persuasion. Linguistic units in advertising often serve as conceptual triggers that activate pre-existing mental models. For instance, slogans such as *“Think Different”* (Apple) or *“Impossible is Nothing”* (Adidas) rely on metaphoric framing that reconfigures perception by connecting abstract notions (innovation, freedom, empowerment) with concrete consumer experience. These expressions stimulate cognitive coherence – the alignment between verbal input and the audience’s self-schema – which enhances memorability and strengthens belief. Repetition, rhythmic parallelism, and minimal syntax facilitate implicit memory encoding, enabling rapid recognition and emotional attachment.

2. Emotional Dimension: Affective Resonance and Motivational Priming

Emotionally, advertising operates through affective resonance – the ability of language to evoke emotional states that precede conscious evaluation. Lexical items with positive valence (*fresh, love, joy, freedom*) stimulate dopaminergic reward pathways, reinforcing approach-oriented behavior. This process corresponds to emotional priming, where subtle affective cues shape perception and decision-making before rational judgment intervenes. The use of imagery, color, and prosody further amplifies this effect by creating multimodal synchrony between linguistic and visual channels. As a result, emotional engagement becomes the catalyst for both memory consolidation and behavioral readiness.

3. Pragmatic Dimension: Suggestion and Behavioral Induction

At the pragmatic level, advertising discourse employs suggestive strategies that function below the threshold of explicit awareness. Imperative constructions (*Just do it*), second-person deixis (*You deserve it*), and rhetorical questions (*Are you ready to change your life?*) simulate interpersonal communication, creating a sense of direct involvement. From a psycholinguistic standpoint, these devices activate perlocutionary mechanisms – speech-induced reactions that connect comprehension with action. Suggestion thus operates as a pragmatic bridge between cognition and behavior, translating linguistic input into motivational output.

Table 2. Interdisciplinary Mechanisms of Psycholinguistic Influence in Advertising Discourse

Analytical Level	Linguistic Mechanisms	Psychological Process	Communicative Effect
Cognitive	Framing, metaphORIZATION, conceptual mapping	Schema activation, implicit memory	Semantic coherence and brand recognition
Emotional	Evaluative lexicon, imagery, prosody	Emotional priming, affective resonance	Motivational engagement and empathy
Pragmatic	Imperatives, deixis, rhetorical questions	Suggestion, behavioral induction	Persuasive impact and action readiness

4. Integrative Findings and Theoretical Implications

The triadic model – comprising cognitive, emotional, and pragmatic dimensions – confirms that advertising influence arises from the synchronization of rational and affective processing. When linguistic structures align with emotional tone and communicative intent, they produce a synergistic effect that reinforces both cognitive retention and emotional commitment. This finding supports the dual-process theories of persuasion (Petty & Cacioppo, 1986), according to which the *central route* (analytical thinking) and the *peripheral route* (emotional and heuristic processing) function in tandem to form durable attitudes.

Furthermore, the results demonstrate that the effectiveness of advertising language depends on its psycholinguistic congruence – the harmony between semantic density, affective intensity, and pragmatic subtlety. Messages overloaded with explicit appeals or excessive affect lose their cognitive credibility, while overly rational discourse fails to evoke emotional engagement. Thus, successful persuasion requires balance, coherence, and implicitness.

5. Practical Implications

In practical terms, the study offers valuable insights for both marketing communication and educational linguistics. For advertisers, understanding the psycholinguistic structure of persuasion enables the design of messages that are cognitively efficient and ethically responsible. For educators, these findings highlight the importance of developing psycholinguistic literacy – the ability to decode and critically interpret persuasive discourse in media, advertising, and digital environments. Ultimately, the results underline that advertising is not merely a form of commercial rhetoric but a psycholinguistic phenomenon that reveals how language can shape thought, emotion, and behavior through the deep mechanisms of the human mind.

CONCLUSION

The conducted research confirms that advertising discourse constitutes a psycholinguistic system of persuasive influence, where linguistic, cognitive, and emotional dimensions operate as an integrated mechanism shaping human perception and behavior. The interdisciplinary

analysis has demonstrated that the persuasive potential of advertising arises not from isolated linguistic devices but from their systemic interaction – a synchronization of verbal, cognitive, and affective processes within the recipient’s mind.

At the theoretical level, the study substantiates that advertising functions as a cognitive-emotive communicative model. Linguistic structures such as framing, metaphorization, and implicature initiate schema activation and implicit memory encoding, while emotional priming and affective resonance ensure deep engagement and recall. Pragmatic mechanisms, including suggestion and deixis, mediate between cognition and behavior, converting comprehension into motivational response. Thus, persuasion in advertising is not merely a rhetorical phenomenon but a neuro-cognitive process grounded in the psycholinguistic architecture of human communication.

At the methodological level, the research validates the efficiency of an integrative analytical framework uniting linguistic, cognitive, and emotional axes. This triadic model provides a comprehensive lens for studying multimodal discourse and can be applied to broader contexts such as political rhetoric, social campaigns, or digital media communication. It bridges linguistic theory with psychological modeling, offering a replicable paradigm for interdisciplinary research in applied linguistics and communication studies.

At the practical level, the findings have direct implications for both professional and educational domains. For media and marketing specialists, understanding the psycholinguistic mechanisms of influence allows for the development of ethically responsible and cognitively sustainable advertising strategies – those that respect psychological autonomy and avoid manipulative or coercive tactics. For educators and linguists, these insights highlight the necessity of cultivating critical psycholinguistic competence – the ability to decode persuasive language, recognize emotional framing, and evaluate the cognitive-emotive balance of media messages.

Ultimately, the study reinforces the notion that language in advertising is not a passive transmitter of information but an active cognitive-emotional agent, capable of shaping perception, memory, and behavior through subtle semiotic mechanisms. By revealing the interdependence of linguistic creativity, emotional intelligence, and cognitive activation, psycholinguistics provides a scientific foundation for designing communication that is both persuasive and ethically conscious.

In conclusion, psycholinguistics offers a profound understanding of how language becomes a medium of thought, emotion, and motivation. When applied to advertising discourse, it illuminates the invisible mechanisms of influence that define modern communication – transforming linguistic form into cognitive experience and emotional meaning.

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