

THE MENTAL PROCESSING DIMENSIONS INVOLVED IN ADVERTISING COMMUNICATION

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Annotation: The cognitive aspect of advertising discourse focuses on how mental processes influence the production, interpretation, and effectiveness of advertisements. This includes how consumers perceive, understand, remember, and emotionally respond to persuasive messages. Cognitive linguistics and psychology play a key role in analyzing how metaphors, conceptual frames, schemas, and mental models shape consumer behavior and decision-making. By examining both verbal and visual elements, this approach reveals how advertisements activate background knowledge and cognitive mechanisms to construct meaning and influence attitudes. Understanding these processes can enhance the design of more effective and targeted advertising strategies.

Key words: cognitive linguistics, advertising discourse, mental models, conceptual metaphor, consumer perception, attention, memory, framing, persuasion, multimodality.

The increasing role of modern advertising in society is associated with the expansion of its sphere of influence on cognitive processes. Performing the function of reflecting and knowing reality, it is increasingly becoming a unique means of forming knowledge, accumulating enormous cognitive potential.

The structure of language is a direct reflection of cognition, that is, the structure of a particular linguistic expression reflects a specific way of conceptualizing a particular situation. The creation of language is explained by an appeal to concepts

formed in the mind. Therefore, it seeks to connect the description of linguistic phenomena with mental operations in the human brain. The general

goal of cognitive linguistics is to understand the aspects of the human mind and provide an understanding of the patterns of thinking.

As is known, a person receives 70% of information about the world through vision. The role of visual means in advertising is incomparable, they play a huge role. Of course, this in turn manifests itself as a cognitive screen, through which a person can study the objects and phenomena of the surrounding world. In the phenomenon of advertising, there are many spontaneous and purposeful ways of influencing the cognitive relations of the subject, and in which direction it will develop - whether it will serve its own interests or become an element of spiritual slavery - this is an open question. The main task of the cognitive properties of advertising discourse is to cognitively influence the addressee. The cognitive aspect is related to the processing of advertising information by a person based on intuition, perception, attention, memory. The analysis of special psychological methods and manipulation methods is based on suggestion, persuasion, the use of stereotypes, imagery, the “eagle” mechanism, identification, etc.

In linguistics, the last decade of the 20th century was a period of frontal development of linguocognitive problems, it is precisely this period that the most important publications on cognitive linguistics date back to. This linguistic field, called by researchers the “Federation of Sciences”, has several different directions today.

V. Iser believes that research within the cognitive paradigm can be called borderline research conducted at the border of various disciplines and fields, and proposes to call it “cultural competence” and work together.

Modern cognitive linguistics belongs to a number of disciplines that study one common topic - knowledge, understanding, with their own unique methods.

Cognitive linguistics is a modern school of linguistics that emerged in the 1970s as a result of dissatisfaction with formal approaches to language. It arose from the work of a number of scientists interested in the relationship between language and consciousness, for example, Ronald Langaker, George Lakoff, Leonard Talmi, and others. It considers language to be related to the general cognitive abilities of a person. The creation of language is explained by referring to concepts formed in the mind. Therefore, it seeks to connect the description of linguistic phenomena with the mental operations of the human brain. In our opinion, the general goal of cognitive linguistics is to understand aspects of the human mind and provide an understanding of the patterns of thinking.

In this regard, the goal of our research in this section is to understand the place of cognitive linguistics in the creation of advertising discourse, its significance in English and Uzbek linguistics.

Among the early works of our modern era that advanced this idea are Chafe (1974), Lakoff and Johnson (1980), À.E. Kibrik (1983), Demyankov (1995), Zvegintsev (1996), Plungyan (1997), Kubryakova (2006), Uzbek linguists Sh. Safarov (2006), D. Àshurova, M. Dzhusopov, À. Mamatov (2012), N. Mahmudov (2012), D. Khudoyberganova (2013), D. Lutfullayeva, N. Normurodova (2021), A. Yuldashev (2022) and others.

As George Lakoff noted, cognitive linguistics has a duty to infer. It represents the duty to describe the general principles that govern all aspects of human language, such as phonology, morphology, syntax and semantics. One of the pressing issues in advertising is the problem of the ratio of rational and irrational, conscious and unconscious. According to many advertising psychologists, advertising in most cases appeals to the unconscious (irrational) sphere of the object, since it is aimed at attracting and retaining the attention of the consumer, forming in it stable stereotypes of consumer behavior (brand, symbol, slogan, etc.) associated with certain concepts (trademark).

The creator of advertising, looking for the keys to the consumer's psyche, is forced to search (study) such cognitive constructs based on those symbolic correspondences and mental structures (Figure 1.1). After all, at the same time, the impact on the consumer (person), considered as a biological and spiritual being, immediately passes through various channels of perception.

The conducted studies have shown that in the most diverse and contradictory information flow, a potential buyer will not choose it at all if it is not optimal and rational. In particular, we can cite as an example the fact that in such a situation he tries to obtain information that confirms his usual ideas and initial attitudes and does not contradict his choice. In this case, they talk about an internal conflict, about the emergence of dissonance in the mind of a potential buyer, when his previous attitudes and habitual stereotypes of consumer behavior contradict the information that has fallen on him, which puts them into question. Epistemological interest covers scientific and non-scientific methods of cognitive research of the world and reveals the specific features, areas of application, forms of justification and acceptance criteria of a type of knowledge. In our opinion, it is precisely the cognitive tasks of modern advertising that are carried out through the analysis of social perception as a value-semantic development and reproduction of human existence. In addition, it should be noted that in the phenomenon of advertising, one can identify the convergence and interaction of opposing conceptual and methodological approaches: rational and operational, scientific and non-scientific, exoteric and esoteric, explicit and implicit knowledge, among others. Thus, cognitive linguistics is primarily a branch of science that studies, “explains”, human linguistic activity in terms of cause and effect. Such research is carried out in two directions:

- a) the performance of speech activity and the emergence of its product;
- b) the perception of the products of this activity.

Obviously, knowing things in advertising is not homogeneous (“uniform”), it is differentiated both at the emotional and logical levels. In cognitive processes, a number of gnostic emotions associated with the cognitive activity of the subject are

distinguished (Gnosticism is not only the doctrine of belief in the existence of God, but also the path to achieving direct knowledge (“gnosis”) about God or the believer’s personal connection with Him), which are associated with the assimilation of the content of the advertising message - a message written in natural or artificial language. These are “intellectual emotions” - the desire to understand something, to penetrate into its essence, curiosity, a feeling of surprise or amazement, the proximity of guessing or solving a problem, anxiety about making a mistake. Undoubtedly, such a state is accompanied not only by knowledge and certain specific emotions, but also by the generalization of various experiences of the individual, as well as other emotions. After all, the most important result of human spiritual activity - approaching persuasion - is the emotional-psychological side of advertising. “Heuristic feeling,” writes M. Polanyi, “often turns into a desire for persuasion (and often this transformation is inevitable) ...”.

The emotions arising from the advertising message perform the function of regulating the activity of the subject, determining the significance of various situations for him, associated with the meaning of knowledge about these situations, and many other irrational and illogical components of knowledge. Consequently, the search for truth, its knowledge is accompanied by the manifestation in the subject of a complex of psychic processes associated with instincts, needs and motives, as well as unconscious cognitive means that form the subject’s evaluative attitude to the object of knowledge. In the modern world, advertising discourse is a means of psychological manipulation of the human mind. Advertisers try to place good information in order to create a favorable image of the product or service being presented. In cognitive linguistics, this process is called “blending”. It is the combination of color, visual and sound cues, and text that provides this complex effect and has a powerful impact on each consumer.

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