

Cognitive Aspect of Advertising Discorice

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Abstract:

Advertising discourse has emerged as a significant channel of cognitive influence, shaping consumer behavior, cultural perception, and knowledge structures through both linguistic and visual elements. Drawing from cognitive linguistics and psychology, the study explores how advertisements utilize mental models, metaphors, and multimodal cues to engage attention, stimulate memory, and guide decision-making. The interaction of verbal and non-verbal signs activates consumer schemas and affects emotional-psychological responses. While previous studies have addressed the persuasive function of advertising, there remains a lack of integrative research linking linguistic cognition, emotional regulation, and the epistemological impact of advertising in multilingual contexts such as English and Uzbek. This paper aims to analyze the cognitive mechanisms embedded in advertising discourse and to assess how emotional, intuitive, and unconscious processes contribute to consumer perception and knowledge acquisition. The findings reveal that cognitive constructs such as conceptual metaphor, visual framing, and heuristic emotions—like curiosity and surprise—are instrumental in advertising's persuasive power. Cognitive dissonance and stereotype manipulation also play key roles in shaping attitudes toward brand identity. The study provides a comprehensive synthesis of rational and irrational cognitive mechanisms within advertising, emphasizing their interplay in meaning-making and psychological influence. Understanding the cognitive structure of advertising discourse can enhance the development of more ethically responsible, culturally sensitive, and effective communication strategies in global media and multilingual marketing.

Keywords: Cognitive Linguistics, Advertising Discourse, Mental Models, Conceptual Metaphor, Consumer Perception, Attention, Memory, Framing, Persuasion, Multimodality

Introduction

In the modern era of information dominance, advertising has transcended its commercial function to become a powerful cognitive and cultural phenomenon. As a form of discourse, it not only conveys

information but also influences perception, constructs reality, and shapes consumer behavior through intricate psychological and linguistic mechanisms[1]. The cognitive approach to advertising discourse examines how individuals process, interpret, and emotionally respond to persuasive messages by activating mental schemas, attention filters, memory frameworks, and perceptual associations. With cognitive linguistics emerging in the late 20th century as a response to the limitations of formal linguistic models, researchers such as Lakoff, Langacker, and Talmy emphasized the interplay between language and thought. Advertising leverages these cognitive patterns, often targeting unconscious processes and exploiting both rational and irrational dimensions of the human psyche. The semiotic richness of advertisements—combining text, image, color, and sound—serves as a conduit for emotional stimulation and conceptual blending, allowing advertisers to embed meaning in subtle and multilayered ways. This study situates advertising within the broader field of cognitive linguistics, exploring how multimodal inputs manipulate perception and guide consumer decision-making[2]. The theoretical foundation is drawn from interdisciplinary sources including cognitive psychology, discourse analysis, and semiotics. The central objective is to identify how cognitive mechanisms—such as conceptual metaphors, mental models, and heuristic emotions—are embedded in advertising texts to achieve persuasive effects. By integrating empirical insights and theoretical frameworks, this research highlights the significance of cognitive strategies in constructing effective advertising and underscores the role of discourse as a medium of psychological influence[3].

Methods

This study adopts an interdisciplinary qualitative approach rooted in cognitive linguistics, discourse analysis, and psychology to examine how advertising discourse influences human cognition[4]. The research methodology centers on analyzing verbal and non-verbal components of advertisements to identify the cognitive strategies used to shape perception, memory, and emotional response[5]. Data is sourced from contemporary English and Uzbek advertising samples, encompassing visual, textual, and audio materials. These samples are studied through a cognitive-pragmatic lens, focusing on the use of metaphors, frames, mental models, and stereotypes that guide interpretation. The methodology also draws on conceptual metaphor theory (Lakoff & Johnson), the blending model, and theories of multimodal discourse to explain how various semiotic resources interact to construct meaning. Psychological constructs such as attention, intuition, persuasion, and gnostic emotions—like curiosity, surprise, and the drive for understanding—are considered in the analysis to explain how advertising taps into both conscious and unconscious cognitive mechanisms[6]. The research pays particular attention to the heuristic functions of language and visual elements in manipulating consumer perception and decision-making. Furthermore, insights from gnostic and epistemological theories are integrated to assess the spiritual and emotional resonance of advertisements. The combined methodology allows for a comprehensive exploration of how advertising acts as a form of psychological suggestion and social cognition, influencing behavior not only rationally but also through emotional and symbolic channels[7].

Results and Discussion

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[8].

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[9]. 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[10]. 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[11].

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[12].

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[13].

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, Lakoff and Johnson, À.E. Kibrik, Demyankov, Zvegintsev, Plungyan, Kubryakova, Uzbek linguists Sh. Safarov, D. Àshurova, M. Dzhusopov, À. Mamatov, N. Mahmudov, D. Khudoyberganova, D. Lutfullayeva, N. Normurodova, A. Yuldashev and others[14].

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. 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[15].

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.

Conclusion

The cognitive aspect of advertising discourse represents a dynamic intersection of language, perception, and persuasion, reflecting the complexity of how advertisements influence and construct consumer consciousness. The study demonstrates that advertising is not merely a medium of commercial communication but a cognitively loaded discourse shaped by mental schemas, conceptual metaphors, and multimodal stimuli. The effectiveness of advertising largely hinges on the

addressee's ability to process and internalize linguistic and visual messages, often on an intuitive and unconscious level. Through the integration of cognitive linguistics and psychology, the analysis reveals that advertising discourse activates a range of cognitive-emotional mechanisms—such as attention, memory, inference, and intellectual emotion—that drive understanding and decision-making. It further emphasizes that advertisers use strategic cognitive constructs to evoke curiosity, familiarity, surprise, and heuristic persuasion. These strategies facilitate the embedding of brand identities and consumption patterns within the mental models of consumers. The emotional-psychological dimension of advertising emerges as central to shaping evaluative attitudes toward products and services. Moreover, advertising discourse acts as both a reflection and a producer of socio-cultural knowledge, functioning through a convergence of rational and irrational, explicit and implicit modes of cognition. Therefore, recognizing the depth of these mechanisms is crucial not only for linguistic analysis but also for the ethical and responsible application of advertising in society. As advertising continues to evolve in the digital age, further interdisciplinary research is essential to unpack its cognitive power and social implications.

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