

COGNITIVE MECHANISMS AND EMOTIONAL PROCESSING

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Annotation: Cognitive mechanisms are the symbolic regulator in understanding folk culture, and vocabulary is the emotional expression of culture. It is important to reveal and evaluate the semantics of a sentence through a category expressing various manifestations of the attitude of thought to reality, to analyze and compare texts.

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Emotions arise from a person's interaction with the environment, experience, and perception. Emotions are a complex set of cognitive processes associated with a person's inner state and thoughts. In the process of emotional speech, the following cognitive mechanisms are activated:

Memory and association: Previous experiences and emotions arise through symbols and images reminiscent of emotional states and are expressed through linguistic means. For example, words reminiscent of childhood events can evoke emotions such as joy or sadness.

Categorization: Emotions are divided into certain categories. For example, many subtle emotions are combined under general concepts such as "joy" or "sorrow." In cognitive emotion, it is important to study how this process is formed in the human mind and how it is reflected through linguistic means.

Linguistic means and the role of language in emotional expression

Language tools play a central role in the expression of emotions and serve to convey emotional states in a clear and effective way in the process of speech. The linguocognitive model analyzes the lexical, syntactic, and phonetic elements of language in terms of the expression of emotions:

Lexical means: Words expressing emotions directly (for example, "joy," "anxiety," "anger") or indirect expressions are actively used in emotional speech. Adjectives, comparative expressions, and metaphors that enhance emotions also serve this process.

Syntactic structures: The structure of a sentence and its semantic weight contribute to the effective expression of emotions. For example, short and fluent sentences are usually used to

express excitement or anxiety. "No! It's impossible!" - such words intensify emotions.

Phonetic features: Emotional diversity is created in speech by raising or lowering the voice, increasing or lowering intonation. While quick speech expresses excitement or anger, slow and fluent speech indicates calmness and confidence.

Understanding mental representations and emotions

In the linguocognitive model, mental representations, that is, images and thoughts formed in the brain, play an important role in the process of understanding emotions. The human brain stores every emotion through symbols and images, and this is expressed through speech. For example, the expression "heart cooled down" is explained by symbolizing not only indifference, but also a cold and indifferent state in the brain. These representations are based on personal or cultural experience.

Discursive context and factors causing emotional states

Emotional speech depends on the discursive context in influencing the reader or listener. The purpose of communication, the participants in the conversation, their relationships, the topic, and the environment of the conversation determine how emotions are expressed:

Participants in the conversation: The identity of the interlocutor, their social role, and the topic of the conversation influence the means used in emotional speech.

Cultural context: The same emotion can be expressed differently in different cultures. For example, in some cultures there are emotional constraints, while in others emotional expression is more free.

Use of pragmatic factors and emotions for speech purposes

Pragmatic factors in emotional speech are related to how a person manages emotions to achieve their goals during the conversation. From a pragmatic point of view, emotions contribute to the creation of a person's own "communicative strategy":

Speech Purpose: Speech is purposefully formed by the speaker in cooperation with the listener. For example, expressing sympathy, supporting the conversation, or touching the interlocutor is carried out through emotions.

Persuasion and effectiveness: Through emotional speech, it is possible to persuade or influence the interlocutor. In this case, it is very important that the content and style of the speech correspond to the situation.

By studying the linguocognitive model of emotional speech expression, the following important scientific aspects can be analyzed:

The relationship between language and emotions: How language tools correspond to emotions

and methods of expressing emotional meanings are determined.

Formation of cognitive processes and emotions: How thoughts occurring in the brain during emotional expression and the images formed on their basis are reflected through speech.

Cultural and individual characteristics: Cultural and universal aspects of expressing emotions are analyzed.

The linguocognitive model, in particular, contributes to increasing the effectiveness of emotional speech from the point of view of communication and effectiveness. This model illuminates the multi-layered system of expression of emotions in the personal and social context. Emotions are reflected at all levels, from cognitive processes to language tools, and shape how a person behaves in communication.

This model is used as a scientific basis for making emotional speech more clear and understandable for all researchers in the field of language and communication, as well as for studying methods of effective expression of emotions using language tools. The linguocognitive model of emotional speech expression, therefore, has its place as one of the main approaches in the fields of cognitive linguistics, psychology, and communicative linguistics. The linguocognitive model of emotional speech expression was deeply analyzed. This model is aimed at studying and explaining the complex connection between language and emotions, and cognitive processes occurring in the human brain, linguistic tools, social contexts, and pragmatic factors form emotional speech in their interrelationship.

Emotions are formed through a person's experience, memory, and consciousness. These cognitive processes are the basis of emotional speech expression, since a person processes their emotions through various images and concepts. Cognitive mechanisms determine the form of emotional expression in accordance with the internal and external factors of a person.

In the linguocognitive model, the role of language tools is of particular importance. Lexical, syntactic, and phonetic means are effectively used in the formation of emotional speech. These means serve to express emotions directly or indirectly.

Based on this scientific analysis, it can be concluded that the linguocognitive model is an effective approach to expressing emotional speech, which allows for a deeper study of how emotions are expressed through linguistic means and cognitive processes, as well as their connection with social and cultural contexts.

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