

THE IMPORTANCE OF PSYCHOLINGUISTICS IN COMMERCIAL TEXTS

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TIJORATGA OID MATNLARDA PSIXOLINGVISTIKANING AHAMIYATI

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ЗНАЧЕНИЕ ПСИХОЛИНГВИСТИКИ В КОММЕРЧЕСКИХ ТЕКСТАХ

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Abstract: This paper explores the importance of psycholinguistics in commercial texts, examining how language influences consumer behavior and decision-making. Psycholinguistics, the study of the relationship between language and the human mind, offers valuable insights into how individuals process, interpret, and respond to language in commercial contexts such as advertisements, product descriptions, and branding messages.

Key words: psycholinguistics, commercial texts, consumer behavior, language processing, marketing communication, persuasion, cognitive load, emotional appeal, advertising, brand perception.

Annotatsiya: Ushbu maqola psixolingvistikaning tijorat matnlaridagi ahamiyatini o'rganadi, tilning iste'molchi xulq-atvori va qaror qabul qilish jarayonlariga qanday ta'sir ko'rsatishini ko'rib chiqadi. Psixolingvistika, til va inson ongining o'zaro bog'liqligini o'rganadigan fan, odamlarning tijorat kontekstlarida (reklama, mahsulot tavsiflari, brend xabarlarida) tildan qanday foydalanishi, qanday talqin qilishi va qanday javob berishini tushinishda foydali ma'lumotlar taqdim etadi.

Kalit so'zlar: psixolingvistika, tijorat matnlari, iste'molchi xulq-atvori, qayta ishlash, marketing muloqoti, persuzion (ishontirish), kognitivlik, hissiy ta'sir, reklama.

Аннотация: В данной статье рассматривается важность психолнгвистики в коммерческих текстах, исследуется, как язык влияет на поведение потребителей и принятие ими решений. Психолнгвистика, изучающая взаимосвязь между языком и человеческим разумом, дает ценные идеи о том, как люди обрабатывают, интерпретируют и реагируют на язык в коммерческих контекстах, таких как реклама, описания продуктов и рекламные сообщения.

Ключевые слова: психолнгвистика, коммерческие тексты, поведение потребителей, обработка языка, маркетинговая коммуникация, убеждение, когнитивная нагрузка, эмоциональное воздействие, реклама, восприятие бренда.

INTRODUCTION (BBEДEHИE/KIRISH). In today's globalized market, the role of language in commercial texts has become more critical than ever. Commercial texts, ranging from advertisements to product descriptions, play a pivotal role in influencing consumer behavior and shaping brand perception. One of the key areas of study that sheds light on the effectiveness of language in these texts is psycholinguistics. Psycholinguistics, the study of the relationship between language and the human mind, offers valuable insights into how individuals process, interpret, and respond to written and spoken language.

The importance of psycholinguistics in commercial texts lies in its ability to explain how certain linguistic features, such as word choice, sentence structure, and tone, can evoke specific emotional responses and cognitive reactions from consumers. By understanding the psychological processes involved in language comprehension, marketers and advertisers can craft messages that resonate more deeply with their target audience, thereby enhancing their marketing strategies.

This paper aims to explore the significance of psycholinguistics in the creation and effectiveness of commercial texts. Through examining various psycholinguistic theories and their application in marketing, this study will highlight the connection between language use and consumer behavior. The methodology employed will involve analyzing commercial texts from different industries, focusing on how language shapes consumer perception and decision-making [1].

MATERIALS AND METHODS (JITEPATYPA И MEТОД/ADABIYOTLAR TAHLILI VA METODLAR). The structure of the paper is as follows: First, we will review the foundational concepts of psycholinguistics and its relevance to language in commercial contexts. Next, we will explore specific examples of how psycholinguistic principles are applied in advertising and marketing. Finally, the paper will discuss the implications of these findings for the future of commercial text creation and the potential for psycholinguistics to shape more effective marketing campaigns [2].

This paper discusses the cognitive limits of processing information, an important consideration

when designing concise and effective commercial texts. Psycholinguistics, a discipline at the intersection of psychology and linguistics, explores how humans acquire, comprehend, and produce language. It seeks to understand the cognitive mechanisms involved in processing language, which can be broadly divided into two areas: the psychological processes involved in language comprehension and the neural processes that allow for language production and understanding. These processes are crucial in the context of commercial texts because the language used in advertising and marketing can trigger specific psychological responses in consumers, influencing their perceptions, attitudes, and ultimately their behaviors [3].

DISCUSSION(ОБСУЖДЕНИЕ/MUHOKAMA)

A core concept in psycholinguistics is the idea of semantic priming, where certain words or phrases activate specific associations in the brain, making it easier for a person to process related information. For example, the word "luxury" might prime the concept of exclusivity, encouraging consumers to perceive a product as high-end or desirable. Marketers use such knowledge to select words that elicit the desired emotional and cognitive responses from consumers.

Another critical concept is cognitive load, which refers to the mental effort required to process information. Commercial texts that are overly complex or difficult to understand can lead to cognitive overload, which may result in negative perceptions of the brand or product. Psycholinguistics suggests that simpler, more straightforward language, paired with familiar structures, enhances comprehension and encourages positive responses [3].

The application of psycholinguistics in commercial texts is evident in various strategies used by marketers. One widely used approach is persuasive language in advertisements. Persuasion theory, a subfield of psychology, is closely tied to psycholinguistics, as it explores how language can influence attitudes and behaviors. Marketers use persuasive techniques such as repetition, emotional appeal, and social proof to engage consumers. These elements are rooted in the understanding of how

language can tap into psychological triggers, such as desire, fear, and trust [4].

For instance, repetition reinforces brand messaging, making it easier for consumers to remember key selling points. The slogan “Red Bull gives you wings” not only promotes the product’s energizing effect but also creates a strong association between the brand and a feeling of invigoration. From a psycholinguistic perspective, the repetition of the phrase “gives you wings” serves as a memory aid, increasing the likelihood of the consumer recalling the product when making a purchase decision.

RESULTS (PEZULYATY/NATIJAR).

Emotional appeal is another powerful tool in commercial texts. Studies in psycholinguistics have shown that emotional language has a stronger impact on decision-making than rational language. Words such as “exciting”, “joyful” and “heartwarming” trigger emotional responses that motivate consumers to take action. Advertisements for charities or social causes often use emotionally charged language to elicit empathy, which, in turn, increases the likelihood of donations [4].

Social proof, another element often used in commercial texts, leverages the human tendency to rely on others’ actions or opinions when making decisions. Phrases like “Best-selling product” or “Join thousands of satisfied customers” tap into this cognitive bias, making consumers feel more comfortable and confident in their purchasing decisions. These psychological triggers are not only rooted in persuasive communication but are also supported by psycholinguistic research on how language influences behavior [4].

As the field of psycholinguistics continues to evolve, its application in marketing and advertising is expected to become even more sophisticated. Advances in neuroscience and cognitive psychology have already begun to reveal deeper insights into how language affects consumer behavior. For example, understanding the neural pathways involved in language processing can help marketers tailor their messages to align with consumers’ emotional and cognitive responses [5].

In the future, we can expect more personalized marketing strategies that utilize psycholinguistic principles to target specific consumer segments. By analyzing linguistic patterns and consumer responses, brands will be able to create customized

messages that resonate on an individual level. This can lead to more effective advertising campaigns that not only capture attention but also drive long-term brand loyalty [6].

Furthermore, the integration of psycholinguistics into digital marketing is becoming increasingly important. With the rise of artificial intelligence and machine learning, marketers can analyze vast amounts of consumer data to better understand how language impacts decision-making. This data-driven approach can refine messaging, ensuring that commercial texts are both linguistically and psychologically optimized for maximum impact.

CONCLUSION (ZAKLYUCHENIE/XULOSA). In conclusion, psycholinguistics plays a crucial role in shaping the effectiveness of commercial texts. By understanding how language interacts with the human mind, marketers and advertisers can craft messages that resonate deeply with their audience, triggering specific emotional responses and influencing behavior. Through the application of psycholinguistic principles such as semantic priming, cognitive load, and emotional appeal, commercial texts can be designed to enhance consumer engagement and drive purchasing decisions. As the field of psycholinguistics continues to advance, its integration into marketing practices will only become more refined, allowing businesses to create more targeted and impactful advertising strategies. In the ever-competitive world of commercial communication, understanding the psychological mechanisms behind language is no longer a luxury but a necessity for success.

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