Cognitive And Neurolinguistic Aspects Of Advertising Discourse Perception

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ABSTRACT

Advertising persuasion is a complex communicative process grounded in the interaction of attention, memory, emotion, linguistic prediction, semantic activation, conceptual framing, and multimodal integration. Contemporary advertisements do not merely transmit information about products and services; they organise perception, activate culturally shared knowledge, guide evaluation, and construct desirable relationships between brands and consumers. The present study investigates the cognitive and neurolinguistic foundations of advertising persuasion through an integrated analysis of attentional salience, working-memory demands, emotional valence, semantic priming, conceptual metaphor, presupposition, syntactic compression, personalisation, and verbal-visual congruence. The empirical material comprises a pilot corpus of fifty English-language advertising messages representing technology, cosmetics and personal care, automotive products, financial services, food and non-alcoholic beverages, and digital platforms. Advertising materials associated with Nike and Coca-Cola were excluded to avoid dependence on extensively analysed canonical campaigns. The study combines cognitive-discursive analysis, pragmatic analysis, conceptual metaphor analysis, and a theoretically informed interpretation of findings from psycholinguistic, electrophysiological, and consumer-neuroscience research. The results indicate that the persuasive potential of advertising is strengthened when messages achieve attentional prominence without excessive cognitive load, connect new commercial information with previously activated semantic associations, employ emotionally relevant but comprehensible framing, and integrate verbal and visual information coherently. Positive framing, personalisation, semantic priming, conceptual metaphor, evaluative intensification, and linguistic compression were among the most recurrent mechanisms in the corpus. The findings further demonstrate that neurolinguistic evidence should not be interpreted as direct proof of purchasing behaviour. Neural and electrophysiological measures provide information about particular stages of attention, semantic integration, affective processing, and motivational relevance, but they require contextual interpretation and behavioural validation. The study concludes that effective advertising persuasion emerges from the coordinated organisation of cognitive accessibility, emotional significance, linguistic form, and contextual relevance rather than from any single persuasive technique.

Keywords: advertising persuasion, cognitive linguistics, neurolinguistics, semantic priming, conceptual metaphor, attention, memory, emotional valence, consumer neuroscience, advertising discourse.

INTRODUCTION

Advertising is a specialised form of persuasive discourse designed to influence how audiences notice, interpret, remember, evaluate, and respond to commercial messages. Although advertisements frequently appear concise and

uncomplicated, their communicative structure is cognitively dense. A short slogan or headline may simultaneously direct attention, activate background knowledge, establish an emotional frame, imply a problem, propose a solution, position the consumer within a desirable identity, and encourage action.

The effectiveness of advertising cannot therefore be explained solely by lexical attractiveness or visual creativity. Persuasion depends on the relationship between the formal properties of the message and the cognitive processes through which the message is perceived and interpreted. Attention determines whether the advertisement enters active processing. Working memory supports the temporary maintenance and integration of verbal and visual information. Long-term memory provides conceptual knowledge, emotional associations, cultural schemas, and previous brand experience. Language-processing mechanisms enable consumers to predict, integrate, and evaluate the meanings of words and constructions. Emotional systems contribute to relevance, motivational orientation, and memory consolidation. These processes do not operate independently but form a dynamic system of interpretation.

The expansion of digital advertising has made cognitive efficiency particularly important. Consumers encounter promotional messages on websites, social platforms, video-streaming services, search interfaces, applications, and electronic marketplaces. In such environments, advertisements compete with personal communication, entertainment, news, and other commercial content. The limited availability of attention encourages advertisers to use brief constructions, salient visual arrangements, direct forms of address, emotionally meaningful vocabulary, familiar conceptual models, and semantically compressed expressions.

Cognitive linguistics provides an important theoretical framework for examining these phenomena. Within this framework, linguistic meaning is not treated as an autonomous system detached from perception, experience, memory, and culture. Language activates conceptual structures through which individuals understand events and evaluate possibilities. Frames organise knowledge about typical participants, actions, goals, causes, and outcomes. Image schemas derive from recurrent bodily and spatial experience. Conceptual metaphors allow abstract or unfamiliar phenomena to be understood through more accessible domains.

Advertising makes systematic use of such structures. Financial security may be conceptualised as protection within a bounded space. Technological development may be represented as forward movement. Personal improvement may be framed as upward motion or transformation. A service may be constructed as a guide, a key, a bridge, or a gateway. These mappings reduce conceptual complexity and associate commercial objects with culturally valued experiences such as freedom, safety, progress, confidence, and control.

Neurolinguistics contributes a complementary perspective by investigating the neural and temporal processes involved in language comprehension. Research using event-related potentials has demonstrated that semantic processing is sensitive to contextual predictability, associative relationships, and the ease with which a word can be integrated into a preceding context. The N400 component, for example, is widely studied as an electrophysiological response associated with semantic access and integration. Its amplitude is influenced by the relationship between an incoming stimulus and the linguistic or conceptual context that precedes it.

This does not mean that a reduced or increased N400 response directly indicates commercial effectiveness. Rather, such findings show that language comprehension is shaped by expectation and semantic relatedness. In advertising, familiar associations and semantic primes may make a target meaning more accessible, whereas unexpected expressions may demand additional integration. Both predictability and surprise can be persuasive under appropriate conditions. Predictability facilitates fluent processing, while moderate incongruity may attract attention and encourage elaboration. Excessive incongruity, however, may produce confusion and weaken message comprehension.

Consumer neuroscience and neuromarketing research have extended the investigation of advertising by using electroencephalography, functional magnetic resonance imaging, eye tracking, electrodermal activity, and related measures. These methods can provide information about attentional allocation, arousal, motivational orientation, memory-related processing, and neural responses to commercial stimuli. Nevertheless, brain activity should not be treated as a transparent indicator of preference or future purchasing. Similar neural regions and physiological responses may participate in multiple psychological processes. Neurophysiological evidence therefore requires cautious interpretation and should ideally be combined with behavioural, linguistic, and self-report data.

The term neurolinguistic must also be distinguished from neuro-linguistic programming. Neurolinguistics is a scientific field concerned with the relationship between language and the nervous system. Neuro-linguistic programming is a separate collection of communication and self-development practices whose central claims have not received comparable empirical support. The present article employs the term exclusively in its scientific sense and does not use neuro-linguistic programming as an explanatory theory.

The relationship between cognition, language, and advertising persuasion has been investigated from several disciplinary perspectives. Cognitive linguistic studies have explored metaphor, metonymy, framing, and embodied meaning. Psycholinguistic research has examined priming, prediction, memory, and semantic integration. Consumer psychology has addressed attitudes, involvement, emotional response, and decision-making. Consumer-neuroscience studies have investigated physiological and neural correlates of exposure to advertising stimuli.

Despite these developments, a considerable proportion of the literature examines individual mechanisms separately. Studies of metaphor may not account for attention and memory. Neuromarketing research may describe neural responses without sufficiently examining linguistic structure. Traditional discourse analysis may identify persuasive strategies without explaining the cognitive conditions under which they become effective. An integrated approach is therefore necessary.

The present research conceptualises advertising persuasion as an interaction among cognitive accessibility, linguistic organisation, affective relevance, and multimodal coherence. Persuasion is not understood as an automatic consequence of exposure. Consumers may reinterpret, ignore, question, or resist advertising messages. The persuasive process is probabilistic and context-dependent. Its outcome is influenced by prior knowledge, cultural background, personal motivation, product involvement, message credibility, and the communicative environment.

The aim of the study is to identify and systematise the cognitive and neurolinguistic foundations of advertising persuasion and to determine how attentional, mnemonic, emotional, semantic, metaphorical, pragmatic, and syntactic mechanisms contribute to the interpretation of contemporary advertising messages.

The research is guided by the assumption that advertising persuasion becomes more effective when a message is salient enough to attract attention, sufficiently coherent to support semantic integration, emotionally relevant without becoming cognitively overwhelming, and compatible with the audience's knowledge and cultural expectations. It is also assumed that moderate novelty may increase engagement, whereas extreme complexity or semantic inconsistency may weaken comprehension.

The scientific novelty of the research lies in integrating cognitive-discursive analysis with findings from neurolinguistics and consumer neuroscience without reducing persuasion to brain activation. The article interprets attention, memory, emotion, semantic priming, metaphor, presupposition, and multimodal integration as interconnected levels of a single communicative process.

MATERIALS AND METHODS

The study employed an integrated qualitative and descriptive-quantitative design. The

empirical component was based on a pilot corpus of fifty English-language advertising messages. The theoretical component involved the interpretation of the corpus in relation to established findings in cognitive linguistics, psycholinguistics, neurolinguistics, pragmatics, and consumer neuroscience.

The pilot corpus included slogans, digital headlines, campaign statements, website banners, and short promotional messages. The materials represented technology and consumer electronics, cosmetics and personal care, automotive products, financial services, food and non-alcoholic beverages, and digital platforms.

Advertisements were selected from internationally operating companies, including Apple, Samsung, Microsoft, Lenovo, Intel, Dove, L'Oréal, Nivea, Estée Lauder, Volvo, BMW, Toyota, Audi, Tesla, Visa, Mastercard, HSBC, PayPal, Starbucks, Lipton, Nestlé, Airbnb, Amazon, Spotify, and Google. Nike and Coca-Cola were deliberately excluded because they have been repeatedly used as canonical examples in advertising research and classroom analysis.

The selection was purposive rather than statistically representative. The objective was to construct a diversified analytical sample containing different product categories and persuasive orientations. An advertising unit was included when its verbal component expressed a recognisable persuasive intention and could be interpreted as a relatively independent slogan, headline, or short promotional statement.

The final corpus contained ten technology advertisements, eight cosmetics and personal-care advertisements, eight automotive advertisements, eight financial-service advertisements, seven food and non-alcoholic-beverage advertisements, and nine advertisements for digital platforms and retail services.

Advertising sector	***Number of units***	***Percentage***
Technology and consumer electronics	10	20%
Cosmetics and personal care	8	16%
Automotive products	8	16%
Financial services	8	16%
Food and non-alcoholic beverages	7	14%
Digital platforms and retail	9	18%
Total	50	100%

The central analytical categories were attentional salience, emotional valence, semantic priming, conceptual metaphor, cognitive framing, personalisation, evaluative intensification, presupposition, syntactic compression, mnemonic facilitation, and verbal-visual congruence.

Attentional salience was identified when the message contained linguistic features likely to foreground a particular element, including brevity, unexpected contrast, imperative constructions, repetition, parallelism, phonological patterning, or a highly prominent evaluative expression. Since the research did not include eye tracking or direct attention measurement, attentional salience was treated as a textual and compositional property rather than an experimentally verified audience response.

Emotional valence was coded when a message explicitly or implicitly activated positively or negatively evaluated emotional concepts. Positive emotional framing included confidence, pleasure, belonging, comfort, hope, aspiration, care, and freedom. Negative emotional framing included risk, loss, uncertainty, exclusion, fear, and inadequacy. The analysis distinguished the emotional properties of the message from the actual emotional state of a recipient, which was not directly measured.

Semantic priming was identified when preceding words, images, or contextual cues were structured to activate associations relevant to the advertised product. In a verbal message, terms related to protection could prime the interpretation of a financial service as secure. Words associated with movement and discovery could prime an automotive or travel-related service as a source of freedom. Terms associated with purity and nature could prime positive evaluations of cosmetic or food products.

Conceptual metaphor was analysed as a structured relationship between a relatively accessible source domain and a target domain associated with the product, service, consumer, or desired outcome. Metaphorical mappings were formulated in capital letters in accordance with cognitive linguistic convention. The analysis included mappings such as *PROGRESS IS FORWARD MOVEMENT, IMPROVEMENT IS UPWARD MOVEMENT, PRODUCT IS A KEY, BRAND IS A GUIDE, LIFE IS A JOURNEY, TECHNOLOGY IS POWER, SECURITY IS A CONTAINER, and CONSUMPTION IS TRANSFORMATION.*

Cognitive framing was examined by identifying the interpretative perspective through which the product was presented. The dominant frames included progress, transformation, security, freedom, simplicity, care, belonging, authenticity, pleasure, control, and personal achievement.

Personalisation was identified through second-person pronouns, possessive constructions, direct address, imperatives, individualising vocabulary, and references to personal goals or identity. Such structures were interpreted as forms of simulated interpersonal communication directed towards a mass audience.

Evaluative intensification included adjectives, adverbs, comparisons, superlatives, and lexical expressions that positioned a product as superior, innovative, effortless, powerful, natural, exclusive, or desirable.

Presupposition was analysed when a message linguistically presented a proposition as background information rather than as an explicit claim. Comparative adjectives, possessive expressions, iterative markers, change-of-state verbs, and definite descriptions were treated as potential presupposition triggers.

Syntactic compression included ellipsis, verbless nominal constructions, fragmentary sentences, parallel structures, and other forms that communicated a relatively complex proposition through limited linguistic material.

Mnemonic facilitation was inferred from formal properties commonly associated with memorability, including repetition, rhythm, alliteration, rhyme, balanced syntax, semantic imagery, emotional distinctiveness, and verbal-visual correspondence. No direct recall test was conducted; consequently, the category referred to the mnemonic potential of the message rather than measured memory performance.

Verbal-visual congruence was evaluated when the available visual context reinforced, extended, or deliberately contrasted with the verbal message. The analysis differentiated productive incongruity from incoherence. Productive incongruity required an interpretable relationship between modes, whereas incoherence lacked a recoverable conceptual connection.

Each advertising unit was examined independently for the presence of the analytical categories. Since an advertisement could contain several mechanisms, the total number of coded features exceeded the total number of messages.

The qualitative analysis proceeded from textual description to cognitive interpretation. Lexical and grammatical features were identified first. Their pragmatic functions were then examined. Conceptual frames and metaphorical mappings were subsequently reconstructed. Finally, the findings were interpreted in relation to psycholinguistic and neurolinguistic research on attention, semantic access, prediction, emotional processing, and memory.

RESULTS

The analysis demonstrated that advertising persuasion is based on the interaction of several cognitive and linguistically relevant mechanisms. Positive cognitive framing was the most frequent

strategy, followed by personalisation, evaluative intensification, syntactic compression, semantic priming, and conceptual metaphor.

Cognitive or neurolinguistically relevant mechanism	*Frequency*	*Percentage*
Positive cognitive framing	40	80%
Personalisation	35	70%
Evaluative intensification	33	66%
Syntactic and semantic compression	31	62%
Semantic priming	30	60%
Conceptual metaphor	28	56%
Attentional salience	27	54%
Emotional framing	26	52%
Presupposition	21	42%
Mnemonically relevant patterning	20	40%
Verbal-visual interaction	19	38%

Positive framing was identified in 80% of the corpus. Products and services were predominantly associated with progress, confidence, simplicity, freedom, care, security, and personal control. These frames directed attention towards desirable outcomes and backgrounded less favourable commercial aspects.

Personalisation occurred in 70% of the advertisements and was realised through second-person pronouns, possessive constructions, imperatives, and references to individual goals. These linguistic devices created the impression of direct communication and increased the personal relevance of the message.

Evaluative intensification appeared in 66% of the corpus. Lexical units expressing novelty, superiority, simplicity, power, authenticity, and exclusivity positioned products within a positive value hierarchy. Syntactic and semantic compression, identified in 62% of the messages, was realised through short clauses, elliptical phrases, and nominal constructions. Such forms reduced processing time while encouraging recipients to reconstruct omitted meanings from context.

Semantic priming occurred in 60% of the advertisements. Technology was associated with intelligence, speed, possibility, and the future; financial services with security and control; cosmetics with care, renewal, and confidence; and digital platforms with access, connection, and discovery.

Conceptual metaphor was identified in 56% of the corpus. The most frequent metaphorical models were *PROGRESS IS FORWARD OR UPWARD MOVEMENT, PRODUCT IS A KEY OR GATEWAY, CONSUMPTION IS PERSONAL TRANSFORMATION, BRAND IS A GUIDE OR COMPANION, LIFE IS A JOURNEY, TECHNOLOGY IS POWER, and SECURITY IS A PROTECTED CONTAINER.*

Conceptual metaphor	*Frequency*
PROGRESS IS FORWARD OR UPWARD MOVEMENT	8
PRODUCT OR SERVICE IS A KEY OR GATEWAY	7
CONSUMPTION IS PERSONAL TRANSFORMATION	6
BRAND IS A GUIDE OR COMPANION	5
LIFE OR SUCCESS IS A JOURNEY	5
TECHNOLOGY IS POWER OR CONTROL	4
SECURITY IS A PROTECTED CONTAINER	3
CONNECTION IS PHYSICAL LINKAGE	2
BEAUTY OR QUALITY IS LIGHT	1

Attentional salience was observed in 54% of the advertisements. It was mainly achieved through brevity, direct commands, repetition, parallelism, contrast, and controlled semantic unexpectedness. Emotional framing appeared in 52% of the corpus, with positive emotional orientations considerably more frequent than negative ones. Confidence, aspiration, comfort, care, pleasure, and belonging were the dominant emotional categories.

Presupposition occurred in 42% of the advertisements. Comparative constructions, change-of-state verbs, possessive expressions, and existential assumptions allowed evaluative meanings to be presented as background information rather than explicit claims.

Mnemonic potential was associated with repetition, rhythmic balance, alliteration, imagery, and verbal-visual reinforcement. Productive interaction between verbal and visual elements was identified in 38% of the corpus. Visual elements either illustrated the verbal proposition, completed omitted information, or created moderate incongruity that could be resolved through metaphorical interpretation.

Sectoral differences were also observed. Technology advertising foregrounded innovation, power, simplicity, and future orientation. Cosmetics and personal-care advertising emphasised transformation, care, and confidence. Automotive discourse relied on movement, freedom, force, and control. Financial advertising prioritised protection, stability, and trust. Food and non-alcoholic-beverage advertising activated sensory pleasure, naturalness, and comfort, whereas digital platforms were predominantly framed through access, personalisation, connection, and discovery.

Overall, the results indicate that persuasive advertising depends on the combined use of cognitive framing, semantic accessibility, emotional relevance, linguistic economy, and conceptual structuring. No individual mechanism functioned independently; the strongest messages integrated several strategies within a short and coherent communicative form.

DISCUSSION

The findings demonstrate that advertising persuasion is based on the interaction of cognitive, linguistic, emotional, and multimodal mechanisms. Attention, semantic accessibility, framing, memory, metaphor, and personal relevance contribute to different stages of message processing and jointly shape consumer interpretation.

The predominance of positive framing indicates that persuasion begins before an explicit product claim is evaluated. Advertising selects particular attributes and places them within desirable conceptual frames such as progress, security, freedom, confidence, simplicity, and care. As a result, consumers are encouraged to interpret the product through a pre-structured evaluative perspective.

Semantic priming supports this process by increasing the accessibility of related concepts. Words and images associated with safety may activate trust, while movement-related cues may facilitate interpretations connected with progress and freedom. However, priming does not mechanically determine behaviour. Its effect depends on personal relevance, cultural knowledge, message credibility, and the broader communicative context.

Conceptual metaphors make abstract commercial values cognitively accessible through familiar embodied experience. PROGRESS IS FORWARD MOVEMENT, SECURITY IS A PROTECTED CONTAINER, and PRODUCT IS A KEY OR GATEWAY translate such abstract concepts as development, protection, and opportunity into spatial and physical structures. These metaphors simplify interpretation and connect products with desirable outcomes.

The effectiveness of metaphor depends on interpretability. A very familiar metaphor may be processed fluently but attract limited attention, whereas a moderately novel metaphor may encourage elaboration and improve memorability. Excessively obscure metaphorical constructions may increase cognitive load and weaken comprehension.

Neurolinguistic research on semantic processing helps explain this balance. Language

comprehension involves the continuous activation and revision of semantic expectations. The N400 component is sensitive to contextual predictability and semantic integration, but it should not be treated as a direct measure of advertising effectiveness. A less predictable expression may require greater processing effort and may either stimulate deeper engagement or create confusion.

Syntactic compression also reflects the balance between cognitive economy and interpretative effort. Short clauses, elliptical phrases, and nominal constructions reduce the amount of linguistic material that must be processed. At the same time, recipients are required to reconstruct omitted relationships from contextual and visual information. Compression is effective when the intended meaning remains recoverable, but excessive omission may lead to ambiguity.

Personalisation was one of the most frequent persuasive mechanisms in the corpus. Second-person pronouns, possessive constructions, and imperatives create the impression of direct communication and increase self-relevance. However, this personalisation is often synthetic, because standardised messages are presented as though they were individually addressed.

Imperative constructions similarly combine consumer agency with commercial direction. Verbs such as discover, choose, create, and transform represent consumers as active decision-makers, although the expected action is already defined by the advertiser.

Emotional framing contributed to attention and mnemonic potential. Positive emotional appeals were more frequent than negative ones and associated products with confidence, pleasure, aspiration, comfort, and belonging. Negative framing was mainly used to foreground risk or insecurity. Nevertheless, stronger emotion does not necessarily produce stronger persuasion. Excessive emotional intensity may cause avoidance, resistance, or distraction from the product itself.

Memory-related mechanisms included repetition, rhythm, imagery, and verbal-visual reinforcement. These features may facilitate encoding and retrieval, but memorability alone does not guarantee favourable evaluation. An advertisement may be remembered without producing trust, preference, or correct brand identification. Therefore, memorable elements should remain directly connected with the product and its central proposition.

Verbal and visual modes were most effective when they provided complementary information. Images could concretise abstract claims, while language directed attention towards relevant visual details. In multimodal metaphor, verbal and visual elements jointly constructed the source and target domains, requiring cross-modal semantic integration.

The neural basis of such processing involves distributed perceptual, semantic, emotional, and language-related networks. It cannot be accurately explained through a simple distinction between a linguistic left hemisphere and an emotional or visual right hemisphere. Likewise, claims that advertisements directly activate specific brain regions should be avoided unless supported by experimental data.

Consumer-neuroscience methods can contribute to advertising research, but none independently explains persuasion. EEG provides temporal information about processing, fMRI identifies patterns of neural activity, eye tracking indicates visual attention, and electrodermal measures reflect arousal. These methods are most informative when combined with behavioural responses, recall tests, interviews, and linguistic analysis.

The findings also have ethical implications. Persuasion should not automatically be equated with manipulation. Linguistic economy, metaphor, emotional relevance, and personalisation are common communicative resources. They become ethically problematic when they conceal essential information, exploit vulnerability, obstruct critical judgement, or misuse personal data.

Cultural context must also be considered. Frames, metaphors, emotional associations, and visual symbols may receive different interpretations across societies. Effective adaptation therefore requires more than literal translation. It involves the analysis of cultural values, discourse conventions, symbolic

meanings, and preferred models of consumer identity.

Overall, effective advertising persuasion depends on a balanced relationship among salience, fluency, novelty, emotional relevance, and coherence. Salience attracts attention, fluency facilitates comprehension, novelty encourages elaboration, and emotional relevance strengthens involvement. However, excessive intensity, predictability, novelty, or compression may reduce effectiveness. Advertising persuasion should therefore be understood as cognitively calibrated communication in which several mechanisms are coordinated according to the audience, product, medium, and cultural context.

CONCLUSION

The present study examined the cognitive and neurolinguistic foundations of advertising persuasion through an integrated analysis of fifty English-language advertising messages and relevant theoretical findings from cognitive linguistics, psycholinguistics, neurolinguistics, pragmatics, and consumer neuroscience.

The analysis demonstrated that advertising persuasion is a multidimensional process involving attentional selection, semantic activation, emotional evaluation, conceptual framing, linguistic integration, memory-related patterning, and multimodal interpretation.

Positive cognitive framing was the most frequent mechanism in the pilot corpus. Advertisements systematically connected products and services with desirable concepts such as progress, confidence, security, simplicity, care, freedom, control, and belonging. Framing influenced which product properties became prominent and which remained outside the immediate focus of attention.

Personalisation created the impression of direct interpersonal communication through second-person pronouns, possessive constructions, individualising vocabulary, and imperative forms. These structures increased self-relevance while simultaneously guiding consumers towards commercially preferred actions.

Semantic priming facilitated associations between products and broader conceptual fields. Technology was connected with possibility, intelligence, and the future. Financial services were associated with safety and control. Cosmetics were related to care, transformation, and confidence. Digital platforms were framed through access, discovery, and connection.

Conceptual metaphor translated abstract commercial values into embodied and culturally recognisable structures. Progress was conceptualised as movement, security as containment, opportunity as access, technology as power, and consumption as transformation.

Syntactic compression reduced message length while increasing the role of inference. Elliptical and fragmentary constructions were effective when contextual information made the intended relationship recoverable. Excessive compression, however, risked ambiguity and loss of persuasive clarity.

Emotional framing contributed to relevance and mnemonic potential. Positive emotions dominated the corpus, although limited negative framing was used to foreground risk and the need for protection. Emotional intensity alone did not guarantee persuasion; its effects depended on credibility, product relevance, and the recipient's ability to respond.

The theoretical significance of the study lies in its integrated interpretation of advertising as a cognitive, linguistic, emotional, and multimodal phenomenon. The practical significance lies in demonstrating that advertising effectiveness depends on the coordinated organisation of salience, comprehensibility, emotional relevance, conceptual accessibility, and cultural appropriateness.

The study is limited by the size and purposive character of its pilot corpus. It did not directly measure consumer attention, neural activity, emotional response, memory, or purchasing behaviour. The quantitative findings therefore describe only the analysed materials and should not be generalised to all advertising discourse.

Advertising persuasion is ultimately neither a purely linguistic technique nor a direct neurological reaction. It is an interpretative process in which commercial messages interact with human attention, knowledge, emotion, experience, identity, and culture. Its effectiveness emerges when these dimensions are organised into a coherent and cognitively accessible communicative structure.

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