

COGNITIVE MECHANISMS AND EMOTION PROCESSING

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Abstract: *This article discusses the most relevant discourse in linguistics : cognitive mechanisms and emotion. The scientific issues of understanding and its interpretation in many language networks were described.*

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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 related to a person's internal state and thoughts. Emotional speech in the process following cognitive mechanisms activates :

- **Memory and association** : Previous experiences and feelings are evoked through symbols, images, and language that evoke emotional states. For example, words that recall childhood events can evoke emotions such as joy or sadness.
- **Categorize** : Emotions known to categories is separated . Example for , like “ joy ” or “ sadness ” general concepts under many thin emotions are combined . Cognitive in the model this process human in mind how formation and his/her language tools through how reflection to reach study important .

Linguistic tools 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 clearly and effectively in the process of speech. The linguocognitive model analyzes the lexical, syntactic, and phonetic elements of language from the perspective of the expression of emotions:

- **Lexical means** : Words that directly express emotions (for example, "joy," "worry," "anger") or expressions that indirectly express them are actively used in emotional speech. Also, adjectives, comparative phrases, and metaphors that enhance emotions also serve this process.
- **Syntactic structures** : The structure of a sentence and its semantic weight help to effectively express emotions. For example, short and flowing sentences are often used to express excitement or anxiety. Statements like "No! That can't be!" intensify emotions.
- **Phonetic features** : Emotional variety is created in speech by making the voice higher or lower, increasing or decreasing intonation. While rapid speech expresses excitement or anger, slow and fluent speech conveys 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 each emotion through symbols and images, and this is expressed through speech. For example, the expression “cold-hearted” 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 that create emotional states

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

- **Conversation participants** : The identity of the interlocutor, their social role, and the topic of the conversation affect the tools used in emotional speech.
- **Cultural Context** : The same emotion may be expressed differently in different cultures. For example, some cultures have emotional restrictions, while others allow for more free expression.

Pragmatic factors and the use of emotions for rhetorical purposes

In emotional speech, pragmatic factors are related to how a person manages emotions to achieve their goals during a conversation. From a pragmatic perspective, emotions help to create a person's unique "communicative strategy":

- **Speech Purpose** : Speech is formulated by the speaker in collaboration with the listener for a purpose. For example, expressing sympathy, supporting the conversation, or influencing the interlocutor is done through emotions.
- **Persuasion and influence** : Emotional speech can be used to persuade or influence the interlocutor. It is very important that the content and style of the speech are appropriate to the situation.

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

1. **The Relationship Between Language and Emotions** : How language tools correspond to emotions and the ways in which emotional meanings are expressed are determined.
2. **Cognitive processes and the formation of emotions** : How the thoughts that occur in the brain during the process of emotional expression and the images formed based on them are reflected in speech.
3. **Cultural and individual characteristics** : Culture-specific and universal aspects of expressing emotions are analyzed.

The linguocognitive model, in particular, helps to increase the effectiveness of emotional speech in terms of communication and affectivity. This model sheds light on the multi-layered system of expressing emotions in personal and social contexts. Emotions are reflected at all levels, from cognitive processes to linguistic means, and shape how a person behaves in communication.

This model is used as a scientific basis for monographists in the field of language and communication to make emotional speech more precise and understandable, as well as to study methods of effective expression of emotions using language tools. The linguocognitive model of emotional speech expression, therefore, has a place as one of the main approaches in the fields of cognitive linguistics, psychology, and communicative linguistics.

Conclusion : The linguocognitive model of emotional speech expression has been deeply analyzed. This model aims to study and explain the complex relationship between language and emotions, and the interaction of cognitive processes in the human brain, linguistic tools, social contexts, and pragmatic factors that shape emotional speech. The main achievements of the chapter can be summarized by the following conclusions.

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