


## REPRESENTATIONAL MARKING AS THE FACTOR OF COMMUNICATIVE INFLUENCE OPTIMISATION

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The author defines the predicates as neuro-linguistic markers of the national mental features, and proves the kinaesthetic perception priority of the Ukrainian nation. The analysis was carried out in the network of neuro-linguistic programming, as the newest sphere of humanities.

**Keywords:** modality, national linguistic mentality, neuro-linguistic programming, predicate, representational system.

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At the present stage of development of the modern humanities, communication is usually understood as the process of existence of information in the society in various forms: transfer, exchange, perception etc. And communicative influence is defined as a complex conglomerate of emotionally “coloured” verbal and non-verbal factors exercising the individual’s emotional state correction, or providing the motivational basis for one’s programmed functioning, during which the critical, logical and objective assessment of the perceived data is reduced, and one’s certain emotional and behavioural strategies are simulated. The linguistic mentality aspect of communication plays a crucial role in achieving the programmed communicative influence, as well as a number of other fairly important factors, since it is the one to emphasize the linguistic and psychological peculiarities of the world perception and assigning of language attributes of a particular ethnicity. It is natural that success or deviance in communication would depend on correspondence of the specific text to preferences and requirements manifested by representatives of the particular ethnicity, as well as representational systems peculiarities being one of them [2, p. 18]. Visual, auditory, tactile, gustatory, and olfactory (the three latter ones are united into the kinaesthetic one) are the five primary sensory modalities that an individual uses to experience the world. The modalities are also known as representational systems (rep systems), as they are the primary ways a person represents, codes, stores and gives meaning or language to one’s experiences [see 3; 4; 5].

Most studies highlight the important features of the influence phenomenon (neurophysiologic and cognitive, psychological ones, structuring peculiarities of situational models and information, non-verbal communication elements etc.), but they tend to neglect the detailed analysis of its substrate component – the verbal one, despite the clear priority of the language influence function. This determines the relevance of this work, which is aimed at determining the dominant representational system of the Ukrainian linguistic mentality representatives. This would enable to optimise the textual influence function and adjust its functional and semantic characteristics to preferences of the particular linguistic mentality representatives.

Since this aspect requires indispensable psycholinguistic interpretation, experimental methods (as an integral part of methodological framework of psycholinguistics) were involved in order to achieve the aforementioned aim. The corresponding experiment [see 1] was an across-the-board and comprehensive one, but within the limits of the aim set in this article. The author focused on eliciting one particular linguistic mentality index – the dominant representational system, marked by the corresponding predicates (particular words “coloured” with the corresponding rep system, e.g. “warm” for the tactile system, “salty” for the gustatory one, “loud” for the auditory one, “bright” for the visual one, “smelly” for the olfactory one). The experiment was conducted among 500 informants representing a nominal target group, which included students of the Ukrainian universities, since they

are the largest promotional strategies recipients group, characterised by inherent social activity, mobility, perception impartiality, and a fairly high level of national consciousness. The questionnaire consisted of 145 stimuli words, which were the most frequently used in 150 advertisement slogans placed on the analysed bill-boards. The informants were asked to rate these words on a six-point grading scale (from -3 to +3), depending on the specific subjectively motivated axiological dominants, which visualized the estimation prospects of the corresponding linguistic markers.

The assessment procedure was performed according to Ch. E. Osgood’s semantic differential method, which is a part of the psycholinguistic experimental base, and is used for constructing the subjective semantic spaces. In the experiment, the author used not the antonymic adjectives, but the evaluation markers from “-3” to “+3”. This allowed obtaining the tonal amplitude, and determining the subjectively motivated evaluation priorities of the stimuli words offered to the informants.

The representational system index (auditory, visual or kinaesthetic) became one of the parameters used to analyse the informants’ answers, making it possible to determine the dominant perception system of the given linguistic mentality. The experimental data analysis showed that the dominant representational system for the Ukrainian linguistic mentality is the kinaesthetic one (mainly tactile).

This was demonstrated by the fact that the informants’ evaluation indexes of the stimuli words of the kinaesthetic modality (e.g., “feel”, “feeling”, “touch”, “sweet”, “mild”, “warm”) ranged from +670 to +830, while the evaluation

indexes of other modalities' words (e.g. "see", "sound", "hear", "bright") ranged only from +32 to +90.


So, we can state that, due to the kinaesthetic representation system (which incorporates the olfactory, tactile and gustatory ones) being the dominant one for the Ukrainian linguistic mentality, the use of this system's predicate words would not only improve the perception of any influential text (be it a slogan or a political speech), but would also greatly enhance its influential effect, and furthermore, optimise the construction of verbal and non-verbal discourses oriented at representatives of the Ukrainian linguistic mentality.

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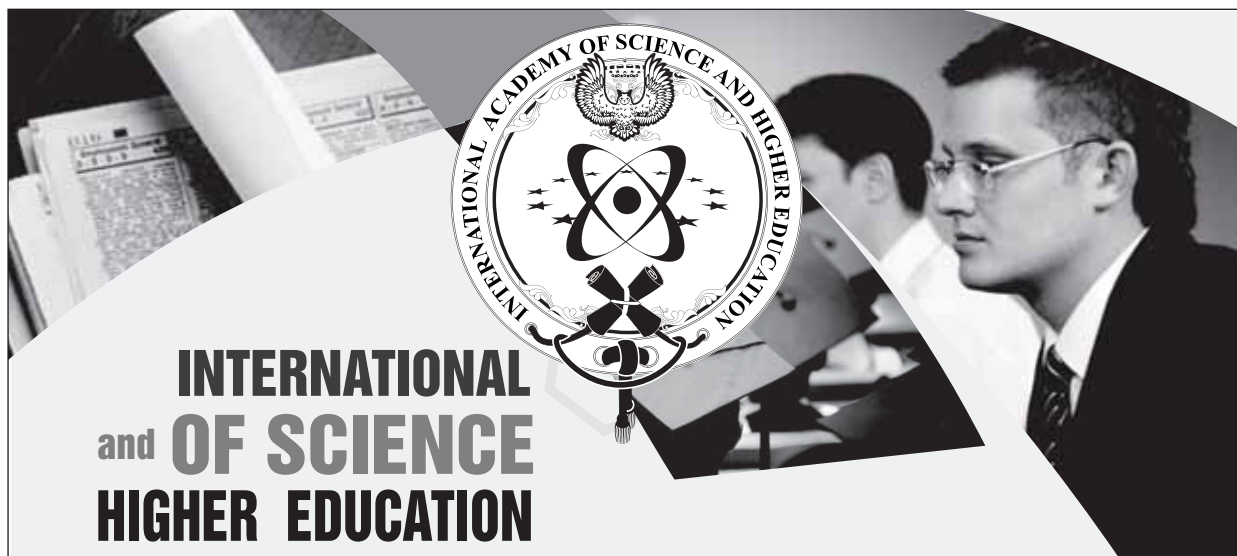
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