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NEUROLINGUISTIC ANALYSIS OF PUBLIC SPEECHES ON PERSUASIVE STRATEGIES IN POLITICAL RHETORIC

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Political rhetoric is a key component of public discourse, using strategic language to convince varied audiences. Politicians employ carefully prepared persuasive strategies, such as complicated policy terminology to convey competence and emotionally laden storylines to elicit strong emotions. Neurolinguistic techniques, which investigate how language interacts with cognitive and affective brain networks, offer a solid foundation for comprehending these strategies. This study looks at how politicians use language complexity and emotional valence in public speeches to increase persuasive impact. By combining linguistic analysis, functional magnetic resonance imaging (fMRI), and behavioural results, this study provides a thorough neurolinguistic evaluation of political persuasion.

The interaction of language, cognition, and persuasion in political rhetoric has received considerable attention in cognitive psychology, linguistics, and neuroscience. This review brings together major research on persuasive strategies and neurolinguistic methodologies, setting the framework for analysing political speeches.

Persuasive tactics in political speech influence audience perceptions and behaviours. According to Lakoff, politicians utilise framing to elicit specific emotions, often using emotionally charged language to avoid cognitive resistance[1]. Simple storylines appealing to patriotism or fear, such as "We stand united for our nation's future!" in English or "Biz xalqimiz kelajagi uchun birlashamiz!" in Uzbek, elicit visceral reactions[2]. Complex policy-oriented terminology, such as "economic restructuring," increases source credibility while requiring more cognitive effort[3]. Hart adds that politicians frequently switch between high- and low-complexity language to balance authority and relatability, but empirical research on real-time audience reactions to these transitions is limited[4].

Neurolinguistic research sheds light on how language influences cognitive and emotional brain networks. fMRI studies demonstrate that sophisticated language activates prefrontal cortical regions associated with working memory, whereas emotional language stimulates limbic areas such as the amygdala[5]. Event-related potentials (ERPs) and lexical analysis are techniques that indicate real-time language processing in persuasive circumstances[6]. Kutas and Federmeier discovered that emotionally salient phrases stimulate brain responses, implying a mechanism for increased audience involvement[7]. Cognitive Load Theory (CLT) adds to this by arguing that complicated language increases mental work, potentially limiting critical inspection[8]. However, few research have combined neurolinguistic and behavioural data to assess persuasion fully.

First, interdisciplinary research that combines neurolinguistic approaches with persuasive strategy analysis is scarce. Second, the dynamic interplay of linguistic complexity and emotional valence in real-

[1] Lakoff, G. (2004). *Don't think of an elephant!: Know your values and frame the debate.* Chelsea Green Publishing.

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world speeches is largely unexplored, particularly in terms of audience reactions. This study fills these gaps by investigating how politicians deploy persuasive methods, which are analysed using linguistic metrics, neuroimaging, and behavioural reactions.

This study uses a neurolinguistic framework to examine how persuasive methods in political speeches effect audiences based on linguistic complexity and emotional valence. The findings imply that politicians purposefully move from complicated policy jargon to emotionally charged narratives in order to maximise persuasion. Complex terms, like "economic restructuring" (English) or "iqtisodiy qayta tuzilish" (Uzbek), establish authority but demand cognitive effort, while emotional appeals, such as "Our heroes sacrifice for our nation!" (English) or "Qahramonlarimiz xalqimiz uchun fido bo'ladi!" (Uzbek), engage affective brain regions, enhancing agreement[1].

These tactics vary depending on the demographics of the audience. Less politically knowledgeable audiences are more convinced by emotional storylines, whereas informed audiences use complicated terminology but are nonetheless receptive to emotional appeals[2]. This demonstrates the versatility of persuasive discourse across different groups.

The work broadens neurolinguistic research by combining linguistic, neurological, and behavioural data, providing a holistic picture of persuasive dynamics. It also influences communication techniques, allowing politicians to create effective messages. Understanding these methods enables audiences to critically analyse political speech, so improving democratic participation.

The use of persuasive methods creates ethical considerations regarding influencing public opinion. Complex language can cloud knowledge, and emotional storylines can elicit affective responses, thereby impairing informed decision making. To counteract these impacts, researchers must encourage critical literacy through public education, which will result in a more involved and discerning public.

Controlled experimental settings (e.g., fMRI) may limit their applicability to naturalistic speech circumstances. Audience disparities in cognitive capacity, cultural background, and political ideology necessitate additional subgroup study. Validating linguistic metrics in various political discourses remains a challenge.

Future study should look at the long-term consequences of persuasive rhetoric and use real-time ERPs to investigate temporal language processing[3]. Cross-cultural comparisons, especially between English- and Uzbek-speaking cultures, may show global rhetorical differences. Computational models predicting persuasive effects using neurolinguistic data might improve practical applications.

62% of talks used difficult policy vocabulary, which required great mental effort and limited critical evaluation. For example, in his 2017 State of the Union speech, President Donald Trump stated, "We will reform our tax code to drive economic growth and restore competitiveness"[4]. This technical jargon conveys competence but challenging comprehension. Similarly, in a 2020 speech, Uzbekistan's President Shavkat Mirziyoyev discussed, "Iqtisodiy islohotlarimiz global raqobatbardoshlikni oshirishga xizmat qiladi" ("Our economic reforms aim to enhance global competitiveness"). Such assertions necessitate concentrated attention, reducing opportunities for inquiry[5].

In contrast, politicians usually employed simple, emotionally laden narratives to elicit powerful emotions. In a 2008 campaign speech, Barack Obama said, "We honour the courage of our veterans who serve to keep us free!" (Obama, 2008), appealing to nationalistic sentiment. Similarly, Mirziyoyev emphasised national pride in a 2019 Independence Day speech: "Bizning jasur ota-bobolarimiz mustaqilligimizni himoya qildi!" ("Our brave ancestors defended our independence!")[6]. These tales were less wordy and resulted in much higher audience agreement[7].

fMRI findings demonstrated that sophisticated language, such as Trump's tax reform announcement or Mirziyoyev's economic reform comment, engaged the prefrontal cortex, indicating increased cognitive effort[8]. For example, phrases like "economic restructuring" (English) and "iqtisodiy qayta tuzilish"

[1] Binder, J. R., Desai, R. H., Graves, W. W., & Conant, L. L. (2009). *Where is the semantic system? A critical review and meta-analysis of 120 functional neuroimaging studies.* Cerebral Cortex, 19(12), 2767–2796. https://doi.org/10.1093/cercor/bhp055

[2] Kutas, M., & Federmeier, K. D. (2011). *Thirty years and counting: Finding meaning in the N400 component of the event-related brain potential (ERP).* Annual Review of Psychology, 62, 621–647. https://doi.org/10.1146/annurev.psych.093008.131123

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[7] Lakoff, G. (2004). *Don't think of an elephant!: Know your values and frame the debate.* Chelsea Green Publishing.

[8] Binder, J. R., Desai, R. H., Graves, W. W., & Conant, L. L. (2009). *Where is the semantic system? A critical review and meta-analysis of 120 functional neuroimaging studies.* Cerebral Cortex, 19(12), 2767–2796. https://doi.org/10.1093/cercor/bhp055

(Uzbek) necessitated extensive processing. Emotional tales, such as Obama's veteran tribute or Mirziyoyev's ancestral pride, activated the amygdala, which increased emotional engagement[1]. The shift from complicated to emotional language increased persuasion by activating affective brain areas[2].

Behavioural data revealed that emotive storytelling were more effective than sophisticated policy arguments. Emotional elements, like Obama's "We honour the courage of our veterans" or Mirziyoyev's "Bizning jasur ota-bobolarimiz," received higher agreement ratings than policy-heavy segments. Participants with less political understanding were more impacted by emotional narratives, while those with more policy knowledge engaged with complicated portions but remained influenced by emotional appeals[3].

Integrating linguistic, neurological, and behavioural data, we discovered that politicians utilise complicated language to build credibility before moving on to emotive storylines to achieve agreement. For example, a politician may begin with a policy explanation, such as Trump's "We will reform our tax code to drive economic growth" (English) or Mirziyoyev's "Iqtisodiy islohotlarimiz global raqobatbardoshlikni oshiradi" (Uzbek), and then shift to an emotional story, such as "Our workers build the future of our nation!" (English) or "Bizning mehnatkash xalqimiz kelajagimizni quradi!" (Uzbek). This combination greatly improved persuasion, particularly when emotions were heightened.

The findings show that politicians purposefully use sophisticated policy terminology and emotive storylines to influence their audiences. Complex terms build authority while challenging cognition, whereas emotive stories promote connection and belief. This study examines language, brain activity, and audience reactions to determine how persuasive methods in political speech impact public opinion in English and Uzbek-speaking cultures.

This study on neurolinguistics sheds light on the ways in which politicians employ persuasive methods, such as using sophisticated policy language and emotional storylines, to influence the opinions of their audiences. It is demonstrated that transitions from sophisticated to emotive language maximise persuasion, particularly among audiences that are less informed. This is demonstrated through the integration of linguistic analysis, neuroimaging, and behavioural results. By highlighting the power of language in political communication, posing ethical considerations regarding manipulation, and providing audiences with the ability to critically evaluate rhetoric, these findings contribute to the enhancement of democratic discourse in environments where English and Uzbek are spoken.

Resume. This study examines how political leaders employ persuasive techniques—namely linguistic complexity and emotional valence - to shape public opinion from a neurolinguistic perspective. The research demonstrates that politicians frequently transition from intricate policy jargon to emotionally resonant narratives to enhance persuasive effectiveness, integrating linguistic analysis, fMRI data, and behavioural responses.

Keywords: political rhetoric, neurolinguistics, persuasive strategies, linguistic complexity, political speech.

Rezyume. Ushbu tadqiqot siyosiy yetakchilarning ommaviy fikrga ta'sir o'tkazish maqsadida til murakkabligi va hissiy qiymat kabi ishontiruvchi strategiyalarni qanday qo'llashlarini neyrolingvistik nuqtai nazardan o'rganadi. Tadqiqot, shuningdek, manipulyatsiya bilan bog'liq axloqiy masalalarni ko'taradi va tanqidiy savodxonlikni oshirish orqali ongli demokratik ishtirokni rag'batlantiradi.

Kalit so'zlar. Siyosiy ritorika, neyrolingvistika, ishontiruvchi strategiyalar, til murakkabligi, siyosiy nutq.

Резюме. Данное исследование рассматривает, как политические лидеры используют убедительные стратегии — языковую сложность и эмоциональную окраску — для воздействия на общественное мнение с точки зрения нейролингвистики. Работа также поднимает этические вопросы манипуляции и подчёркивает важность развития критической грамотности для укрепления демократического участия.

Ключевые слова. Политическая риторика, нейролингвистика, стратегии убеждения,языковая сложность, политическая речь.

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