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INTERNATIONAL EXPERIENCE IN SCIENTIFIC RESEARCH



**PROCEEDINGS OF IX INTERNATIONAL
SCIENTIFIC AND PRACTICAL CONFERENCE
APRIL 16-18, 2026**

**CHICAGO
2026**

INTERNATIONAL EXPERIENCE IN SCIENTIFIC RESEARCH

Proceedings of IX International Scientific and Practical Conference
Chicago, USA
16-18 April 2026

Chicago, USA

2026

UDC 001.1

The 9th International scientific and practical conference “International experience in scientific research” (April 16-18, 2026) BoScience Publisher, Chicago, USA. 2026. 623 p.

ISBN 978-1-73981-121-1

The recommended citation for this publication is:

Ivanov I. Analysis of the phaunistic composition of Ukraine // International experience in scientific research. Proceedings of the 9th International scientific and practical conference. BoScience Publisher. Chicago, USA. 2026. Pp. 21-27. URL: <https://sci-conf.com.ua/ix-mizhnarodna-naukovo-praktichna-konferentsiya-international-experience-in-scientific-research-16-18-04-2026-chikago-ssha-arhiv/>.

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ECONOMIC SCIENCES

ECONOMY OF THE WORD: PHILOLOGICAL ASPECTS OF ECONOMIC COMMUNICATION AND THEIR INFLUENCE ON CONSUMER COGNATION

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Abstract

This study examines the relationship between philology and behavioral economics, with particular attention to how language affects consumer perception and decision-making. In modern markets, where people are constantly exposed to large amounts of information, the ability to communicate ideas clearly and effectively becomes especially important. The economy of the word refers to the use of concise, understandable, and emotionally influential language that helps attract attention and shape consumer behavior.

The paper analyzes how specific terms, metaphors, and forms of expression influence the perception of financial products, risk, and value. It also considers the growing role of artificial intelligence in shaping modern economic discourse. The research concludes that language is not simply a neutral tool for delivering information. It actively influences the way consumers think, evaluate offers, and make decisions.

1. *Introduction: The Language of the Market as a Social Construct*

The modern market is not only a place where goods and services are exchanged. It is also a complex communication system in which language plays a

central role. Every economic action, whether it is a purchase, an investment, or a financial agreement, begins with information and the way it is presented.

For a long time, economics viewed language as a neutral instrument used only to transfer information. However, modern philological research shows that language does much more than describe reality. It helps create it. The words used by companies, banks, advertisers, and digital platforms influence how consumers understand products, evaluate risks, and make choices.

In the digital era, physical labor is no longer the only important resource. Today, information and communication have become equally valuable. As a result, the language of the market has gained significant economic power. The success of a brand or financial product often depends not only on its actual quality but also on the way it is described.

2. *The Philological Mechanism of Linguistic Economy*

One of the main principles of effective communication is the economy of the word. This principle means that a message should deliver the maximum amount of useful information with the minimum amount of effort from the audience.

Semantic Density and Clarity

In digital environments, consumers usually prefer short and clear messages. Simple phrases that quickly explain the benefits of a product are more likely to attract attention and remain in memory. Such language reduces cognitive effort and helps consumers make decisions faster.

The Effect of Linguistic Fluency

Words and phrases that are easy to pronounce and remember often seem more trustworthy. Repetition also plays an important role. When consumers hear the same terms many times, they become more familiar and more convincing. Because of this, people may trust a product more simply because its description sounds clear and natural.

Lexical Choice as a Tool of Influence

The selection of words can strongly affect emotional reactions. For example, businesses may use the word “adjustment” instead of “crisis” or “transition” instead

of “problem.” Such choices help reduce negative associations and present difficult situations in a calmer and more acceptable way.

3. *Metaphors and the Psychology of Consumer Thinking*

People often understand abstract economic concepts through metaphors. Since financial processes can be difficult to explain directly, language uses familiar images from everyday life.

Money as a Liquid

Many economic terms describe money as if it were a liquid. Expressions such as “cash flow,” “liquidity,” and “frozen assets” create the impression that money naturally moves through the economy like water. This makes spending seem more natural and less stressful.

Stability Through Structural Metaphors

Words such as “foundation,” “structure,” and “support” are often used in financial communication. They create a sense of security and reliability. Even risky financial products may appear safer when they are described with stable and familiar terms.

Up and Down as Symbols of Success

Economic language often uses vertical metaphors. Markets “rise” or “fall,” profits go “up,” and losses go “down.” These expressions influence emotional perception because people usually associate upward movement with success and downward movement with failure.

4. *Semantic Framing and Perception Management*

The way information is presented can significantly change how consumers react to it. Two statements may contain the same facts but create very different impressions.

For example, a product described as having a “90% success rate” sounds much more attractive than one described as having a “10% failure rate,” even though both statements mean the same thing.

Positive and Negative Framing

Marketing language often focuses on benefits, rewards, and positive outcomes.

This helps reduce attention to possible losses or risks. Consumers are more likely to respond positively when information is presented in an optimistic form.

The Influence of Professional Jargon

Economic terminology can also create distance between experts and ordinary consumers. Complex professional language often sounds authoritative and impressive. However, it may also discourage people from asking questions or critically evaluating the information they receive.

5. *Artificial Intelligence and the Future of Economic Language*

Artificial intelligence is becoming an increasingly important part of modern communication. Algorithms now create advertising texts, financial recommendations, product descriptions, and even customer support messages.

Standardization of Language

AI systems often prefer words and phrases that have already shown good results in attracting attention or increasing sales. As a result, economic language becomes more repetitive and standardized.

The Risk of Reduced Diversity

When the same expressions are repeated too often, communication may lose originality and emotional depth. Consumers may become used to certain phrases and stop paying attention to them. In the long term, this can reduce the effectiveness of marketing communication.

The Feedback Effect

Artificial intelligence learns from user reactions. If consumers respond positively to certain types of language, AI systems continue to use them more often. Over time, this may limit the variety of words and ideas that people encounter in economic communication.

6. *Conclusion: Linguistic Capital in the Modern Economy*

Language has become one of the most valuable resources in the modern economy. It does not simply describe products, services, or financial processes. It shapes consumer attitudes, influences emotions, and affects decision-making.

The economy of the word is especially important in conditions of information

overload, where people have only a few seconds to notice, understand, and react to a message. Companies that use language effectively gain an important competitive advantage.

For this reason, linguistic capital should be considered a real economic asset. Businesses that can combine clarity, emotional impact, and ethical communication are more likely to build long-term trust and sustainable value.

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UDC 339.56

**COOPERATION AS A CENTRAL PILLAR OF TURKEY'S
INTERNATIONAL BUSINESS STRATEGY – TRENDS AND
PERSPECTIVES**

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Introduction

Turkey occupies a unique geopolitical position in Europe and Asia, and has historically acted as a bridge between diverse civilizations, economies, and political systems. In recent decades, Turkish experts have increasingly emphasized the importance of cooperation as a strategic tool to enhance Turkey's global influence, stabilize its regional environment, and secure sustainable economic growth. Cooperation in this context is not limited to bilateral relations but extends to multilateral frameworks, regional organizations, and global institutions. Turkish scholars and policymakers often highlight that cooperation is both a necessity and an opportunity: a necessity because of the interconnected challenges such as energy security, migration, and climate change, and an opportunity because Turkey's cultural, historical, and economic assets allow it to play a central role in shaping regional dynamics. The introduction of this report sets the stage by outlining the rationale behind studying cooperation trends from Turkish experts' perspectives, situating Turkey within the broader international system, and identifying the key regions Turkic states, Gulf countries, and the European Union where cooperation has been most actively discussed. [1]

Keywords: cooperation, Turkic, strategy, Turkey, investment, multi vector.

Materials and Methods

The methodology of this report relies on a qualitative synthesis of expert