تقييم أثر الأغاني في الإعلانات: دراسة إسلوبية إدراكية

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الملخص

تؤدي الإعلانات دوراً مهماً في الحياة الاجتماعية من خلال توجيه وإرشاد سلوكيات المستهلكين وممارساتهم وتشكيل المعايير القيمية لذلك. فهي لا تدعم المنتجات والخدمات فحسب، بل تعمل أيضاً على إعادة إنتاج وتعزيز المعايير والأعراف المجتمعية. يستكشف هذا البحث وظيفة الأغاني المستخدمة في الإعلان من خلال تبني نظرية الإسلوبية الإدراكية. ويقدم البحث ضمن هذا الحقل المعرفي معلومات ممكن أن تُسهم في معرفة كيفية تفاعل العمليات الإدراكية في ذهن المتلقي مع الخيارات اللغوية لتشكيل تفسير الخطابات وتأثيرها. أسئلة البحث: (١) كيف تعمل سمات الإسلوبية الإدراكية على تعزيز تأثير الأغاني في الإعلان؟ (٢) كيف تُشكّل السمات الاسلوبية الإدراكية متبنيات العملاء وسلوكياتهم؟ ولدراسة أسئلة البحث، أُستخدم في هذا البحث أسلوب التحليل النوعي. وتتكون البيانات المستخدمة من أغنية أُستخدمت في أحد الإعلانات والتي ستتم دراستها للكشف عن العناصر الأسلوبية الإدراكية وتأثيرها على وجهات نظر المستهلكين وسلوكياتهم. وعند تطبيق إطار الاسلوبية الإدراكية المتعدد، يفترض الباحث أن تجلّي الجوانب الاسلوبية الإدراكية في الأغاني يُثري وظيفتها في استيعاب وجذب الجمهور المستهدف. تُظهر نتائج البحث أفكاراً للمعلنين، حيث تقدم وجهات نظر حول كيفية التفاعل بنجاح من خلال الأغاني مع الجمهور المستهدف وكيفية تقييم تأثير جهود القائمين على الإعلان

الكلمات المفتاحية : : الجانب المثالي، الآلية البلاغية، التنافر المعرفي، المزج المفاهيمي، الإدراك المتجسد

Evaluating the Effectiveness of Songs in Advertisements: A Cognitive Stylistic Study

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Abstract

Advertisements fulfil a significant role in social life by directing and guiding consumer actions and practices and shaping cultural norms. They not only support products and services but also reproduce and strengthen societal standards and norms. This paper explores the functionality of songs used in advertising within the field of cognitive stylistics. This field of research offers useful information into how cognitive processes and linguistic choices interact to form the interpretation and influence of discourses. The research questions are: (1) How do cognitive stylistic features enhance the influence of songs on advertising? (2) How do cognitive stylistic features shape customers' attitudes and behaviours? To examine the research questions, this paper uses a qualitative analysis method. The data is made up of a song used in advertisements, which will be investigated to detect cognitive stylistic elements and their influence on consumer viewpoints and behaviors. We hypothesize, through applying the mixed cognitive stylistics model, that the manifestation of cognitive stylistic aspects in songs enriches their functionality in grasping and captivating the intended audience. The findings have themes for advertisers, offering perspectives on how to successfully interact with their target audience through songs and how to evaluate the effectiveness of their advertising efforts.

Keywords: Idealistic aspect, rhetorical mechanism, cognitive dissonance, conceptual mapping,

1. Introduction

With respect to the functions and processes of language and cognition, are they related or different? As stated by Croft and Cruse (2004), cognitive linguistics focuses on the belief that language and cognition are deeply intertwined, shaping a single mechanism. This cognitive viewpoint diverges from established or conventional linguistic approaches, which often consider language and cognition as distinct areas of research (Fitch, Hauser and Chomsky 2005). Considering this perspective, traditional linguistic theories commonly present language superiority as a formal system aside from other cognitive practices. From this viewpoint, language is perceived as a different cognitive function with its own set of standards and linguistic structures, detached from other cognitive processes. However, even in this closely connected context, their association is marked by complexity. From cognitive and linguistic perspectives, detecting the relationship between cognition and language raises a question to what extent cognitive processes affect the way in which we see or understand the world around us. This viewpoint concerning the influence of language on our cognition gives a clear idea to reconsider that individuals' communication is not only a matter of expressing simple words or expressions but it is a matter of portraying the world how it is. In this regard, different studies have been accomplished by Roberson 2005, Kay Regier 2006, and Winawer 2007 proved that colour names as a good example to show to what extent these names and their implications are different from one language to another.

Related to the connection between the impact of language on individuals' thinking, Ottenheimer and Pine (2019) made a reference to the two hypotheses regarding the notion to what degree language has either deterministic or relative impact on the way of perceiving the world. Linguistic determinism hypothesis proposes that language completely controls and regulate how we perceive, while linguistic relativism hypothesis suggests that language to some extent (not entirely) has an impact on our understanding to what is going around us bearing in mind that each hypothesis has its own evidence. More than one study detected by Whorf (1956), Hill and Mannheim (1992), Hickmann (2000), and Kennison (2013) gave prominence to the linguistic determinism regarding time and space conceptual viewpoints, while others showed limited linguistic consideration associated with these two concepts. This ongoing discussion also evokes important philosophical inquiries about the essence of reality, human cognition, and culture. For instance, if language governs and shapes how we think, it sparks inquiries about the relationship between language and reality. Can language determine our ability to perceive reality transcending the boundaries of our linguistic level? If language influences our perception of reality, does it stimulate challenges related to the connection between language and culture in shaping our world perspectives? In what way can we integrate these distinctions and find areas of agreement for communication and understanding? Besides, the discussion also connects to the nature of human cognition. If language shapes our views, it raises questions about the relationship between linguistic expressions and the mind. Does language act only as a tool for thinking and perceiving, or is it a fundamental component of our cognitive processes?

Within the domain of cognitive linguistics, which came into view in the 1970s, language is not only a mechanism of random symbols but arises from how speakers create meaning through the use of cognitive processes. Within this perspective, language is realized as a manifestation of our cognitive patterns and mental constructions rather than as an independent mechanism. As asserted by Perlovsky (2009), the reason behind developing cognitive linguistics is "to unify language and

cognition, and to explain the creation of meanings" (pp. 247-48). In addition, meaning in language arises through an intricate interplay between perception and communication. Those who use language rely on their past experiences and mental representations to create new meanings employing various linguistic and cognitive strategies. Perlovsky's viewpoint confirms the primary function of language in human's cognition and gives emphasis to the value of understanding the interconnection between language and other cognitive processes.

From a cognitive perspective, understanding language is a result of different language processes or different cognitive processes. Cognitive processes, such as memory, perception, and social interaction are essential for creative communication and serve as a key element in shaping various dimensions of human cognition and behaviour. Language users must proficiently comprehend the linguistic signs to ensure successful communication. This perception correlates with Geeraets and Cuyckens' (2007, p. 5) viewpoint that "the basic function of language involves meaning". Besides, individuals might successfully transmit their intended messages and foster reciprocal interaction through active participation in encoding and decoding linguistic sign processes.

Moreover, Geeraerts and Cuyckens (2007) pointed out that experience, as a social embodiment, determines communicators' meaningful expressions. They focused on the key role of individuals' experience in directing and guiding communication procedures through expressing and understanding purposeful expressions. In parallel with Geeraets and Cuycken, Perlovsky (2009) confirmed the significance of embodied cognition, where cognitive activities are embodied in people's experience. He asserted that our perception and comprehension of conceptual abstractions is rooted in people's sensory experience. Besides, MacWhinney (1998) and Gibbs (2005) stressed the importance of the role of bodily experience with the surrounding world. Interacting with the outside environment and perceptual stimuli in one hand, and language in the other hand, helps in our thinking and expressing. In this context, a number of research justify the perspective that bodily mechanisms are directly associated with cognitive mechanisms and both work on shaping human's cognition and information processing (Butterworth and Hadar 1989; Krauss 1998; Mayberry and Jacques 2000). Here the role of cognitive stylistics comes. Cognitive stylistics, as a multidisciplinary approach, provides insightful analyses of the intricate interactions between cognition, language, and embodiment, opening the way for a better understanding of human communication and cognition.

2. Cognitive stylistics

Traditional stylisticians and later structuralists overlooked the significance of cognition in deciphering style as an important issue. Stockwell argued that the traditionalists viewed the spoken or written language as "the location for meaning and aesthetic form" (2016, p. 218). Furthermore, in the broad subject of cognition and language, other scholars have highlighted the importance of cognitive stylistics, stating that at the meeting point of linguistic areas, cognitive discipline, and literary studies, cognitive stylistics is a complexly developed multidisciplinary field. Its main goal is to enhance our understanding of language use by combining linguistic research with cognitive theories (Semino 2002; Semino and Culpeper 2002; Stockwell 2002; Gavins and Steen 2003).

Cognitive stylistics gives emphasis to the function of the creative process in comprehending and interpreting literary texts. In this sense, West (2016) affirmed that cognitive stylistics conforms to an established methodology that incorporates perspectives from cognitive psychology about how the

human mind commonly runs a thorough examination of the linguistic features of the text. When individuals interact with a poem, for instance, we shape specific viewpoints, understandings, or emotional responses. Along with this, one of the objectives of cognitive stylistics is to provide an organized method for these insights, explanations, and emotions by bearing in mind both the language used in the literary text and our awareness of how human cognition engages with the external world. Therefore, this approach combines conventional stylistic examination with a structured and conceptual investigation of the cognitive structures and processes participating in producing and interpreting language (Semino and Culpeper 2002).

What is more, the concentration on classical stylistic analysis has conventionally centered on the collaboration between language and its impacts on readers by using linguistic frameworks to predict meaning. Cognitive stylistics develops upon this tradition by methodically deriving linguistic analysis from approaches that correlate linguistic choices to cognitive processes. The identification of linguistic features such as diction, sentence patterns, and symbolic language is the first step. These linguistic features can offer insights into the author's intended meaning and the cognitive processes underlying the text production.

After identifying linguistic choices, the second step includes analyzing cognitive structures with the help of which the cognitive practices engaged in text interpretation. As an example of this viewpoint, cognitively, the stylisticians can examine the writer's use of metaphor and to what extent metaphorical uses participate in evoking pre-existing knowledge and then in text comprehension. To conclude the role of cognitive stylistics, cognitive stylistics extracts benefits from different branches of knowledge (such as cognition, psychology, linguistic disciplines, and literature) to interpret texts. Also, stylistician's efforts in mixing cognition with the linguistic features participate in uncovering the hidden meanings (metaphor as an example). Besides, stylistician (through cognitive stylistics) works on readers' reactions, simply because readers' reactions play a key role in providing valuable feedback and shows readers' engagement and understanding of the material presented.

3. Advertising Language

Because of interdependency and interconnectedness between language and advertising language, the relationship between language and advertising is a complex one. Researchers concentrates on identifying such complex connection, explores how theories from one disciplines inform or encounter the other, incorporates different findings from various branch of knowledge to foster interdisciplinary comprehension of the text. Researchers like Lutz (1985), Petty and Cacioppo (1986), Haugtvedt et al. (1992), Gorn et al. (1997), Pechmann and Shih (1999), Pieters and Wedel (2004), and Ruiz and Sicilia (2004) investigated a detailed and comprehensive analysis of advertising language from a cognitive perspective. In this regard, to clarify one of the researchers' contributions, Haugtvedt et al. (1992) focused on the role of memory in information processes and understanding the text. They examined how the role of personality dimensions affects consumer's reactions, how it is necessary that language of advertisements manipulates aesthetic components and narratives to draw the consumer's attention. In agreement with this, Pieters and Wedel (2004) affirmed the necessity of combining theoretical frameworks with the realistic materials to stimulate the consumer's viewpoints concerning marketing and decision making. They also referred to eye-tracking technique and how this technique contributes to consumers' interacting with content, then to make sure that basic message is detected and perceived by the consumers. They stressed that since there is more eye

movement, data has been at hand from a considerable number of customers engaging with advertisements, businesses may now make knowledgeable design choices for different visual representations of brand value, such as goods, websites, and advertisements.

In addition to this, in the domain of advertising theory, Ruiz and Sicilia (2004) noted that advertisements that align with how consumers normally process information— they concentrate on factual elements or a mix of information and emotions— tend to provoke a more positive perception of the advertisement, enhanced intention to purchase, and deeper consumer commitment to the brand. To put it another way, Individuals are more inclined to respond positively and establish stronger ties with the promoted brand when the style and content of the advertisement correspond to their preference to process and understand information. This puts emphasis on the significance of understanding how consumers assimilate information and modify advertising messages in appropriate manner to accomplish the planned goals with respect to customers' viewpoints, objectives, and commitment. They also recommended that convincing appeals have a greater persuasive power as soon as the essence of the appeal aligns with, instead of inconsistencies, the people's personality-style choices for information dealing out. Thus, those with an innately understood critical thinking style are further influenced by comprehensive and integrated information, like images, compared to those with a systematic processing style.

4. Methodology

This paper aims to investigate the effectiveness of the song "*To Dream the Impossible Dream"* (Appendix 1), presented in a Honda vehicle advertisement. "Honda's Impossible Dream" is a two-minute and thirty-one-second-long television advertisement. To broadly and systematically study the influence of the song, an eclectic analytical framework is adopted. Through conducting cognitive analysis, we attempt to understand the complex cognitive factors influencing the effectiveness of song by bearing in mind: (1) cognitive aspects of the stylistic features; (2) cognitive mechanisms; and (3) cognitive aspects of the socio-cultural perspectives, broadening our comprehensive knowledge of the role of song in advertising. Using an eclectic cognitive stylistic model allows us to emphasize the critical impressions, main beliefs, and expectations that form our cognitive aspects.

To reinforce our cognitive stylistic model, data was collected concerning Honda vehicle advertisements from an online source, namely, Honda Advert: Impossible Dream (TVspotblog1, 2010).

4.1 Cognitive Aspects of the Stylistic Features

The first section of our linguistic model concentrates on the cognitive aspect of the stylistic features of the song. This dimension explores the cognitive linguistic practices of repetition, metaphor, parallelism, and emotive language. By examining the patterns and variations of these stylistic structures, our target is to match meaningful perceptions to their linguistic intentions and the considerable effect they bring to our perception.

4.1.1 Repetition

As a prominent aspect in all kinds of literary discourse, repetition is essential for transmitting meaning and confirming that the receiver is deeply captivated. In the text under analysis, repetition, as a linguistic choice, offers certain implications:

1. Idealism: repeated patterns such as *"to dream the impossible dream"* and "*To reach the unreachable star*" provoke in consumers' minds the significance of tracking ideal dreams and ambitions.

2. Emotions: Phrases such as *"To fight the unbeatable foe"* and *"To bear with unbearable sorrow"* express emotional effect. The poet's persistent commitment is expressed through repetition, which reinforces the emotional impression of these experiences.

3. Enhancement through rhetorical techniques: Repeated linguistic forms, like "*To right the unrightable wrong"* and "*To fight for the right",* remain memorable and create an unforgettable brand. They also work as rhetorical techniques to confirm the major theme, the search for ideal products.

4. Rhythmic characteristics: Rhythmic features are reinforced by the repetition of similar structures. The poem accomplishes an interesting rhythm flow by repeating important linguistic choices, like the repetition of 'To' followed by a verb phrase: *"To dream the impossible dream"*, "*To fight the unbeatable foe"*, "*To bear with unbearable sorrow"*; repetition of "*To*" followed by an action, *"To run where the brave dare not go", "To try when your arms are too weary"*; repetition of '*To'* followed by description "*To right the unrightable wrong"*, and "*To love pure and chaste from afar"*; repetition of '*To'* followed by an intention: "*To reach the unreachable star"*; repetition of "*No matter*": *"No matter how hopeless"*, "*No matter how far"*; repetition of "*For*"*: "For a heavenly cause"*, *"For this glorious quest"*. These repetitions build a sense of rhythm and stress the thematic motifs of the poem.

4.1.2 Metaphor

From cognitive perceptions, metaphor and cognition are interconnected. Metaphoric expression plays the role of both a rhetorical technique and a central cognitive mechanism by which we realize and perceive abstract notions by relating them to real-world examples. In this advertisement, the metaphoric cognitive stylistic interpretation brings to mind different meaningful perspectives:

1. Conceptual blending: The metaphoric expression '*To dream the impossible dre*am' blends the concepts of dreaming and impossibility. This blending constructs an inspiring cognitive space that enables listeners to conceive and mediate an impressive inspiration, regardless if it at first seems beyond one's grasp. Blending these concepts motivates listeners to activate their imaginative perspectives, think through opportunities, and broaden their insights into what can be achieved. Considering it from a cognitive viewpoint, the advertising may match Honda vehicles with the idea of following goals and dreams. The belief of having and driving a Honda, as a productive and reliable vehicle, resonates deeply with the metaphorical elements of dreaming and impossibly unreachable dreams. The advertisement indicates how Honda offers advanced technology and innovative styling that enables drivers the opportunity to sense the unimaginable, challenge boundaries, and find new prospects. Another configuration may put emphasis on the reliability of Honda, which suits the

endurance and endless commitment revealed by the metaphor. The advertisement can draw attention to how Honda has been designed with technological innovation to overcome obstacles, similar to individuals who work hard to achieve their dreams. Also, it is possible to create a narrative that blends the striving for dreams, ambitions, and the conception of exploring new grounds with the features of Honda, such as reliability, advanced technology, and performance.

2. Cognitive dissonance: *'To dream the impossible dream'* entails a divergence between dreaming, which is commonly associated with imagination and creative thinking, and the idea of impossibility. This type of cognitive dissonance inspires the audience to contemplate contradictory perspectives and motivates them to re-evaluate their preconceived ideas about what is possible. Harmonizing the metaphor *'To dream the impossible dream'* with Honda vehicle advertising can create encouraging cognitive dissonance. This blending can spark passion, determination, and the impression that dreams can be accomplished. A positive shift in the recipients' cognition may be triggered by the integration of motivating targets and their view of Honda as a reliable brand, inspiring others to follow their dreams regarding Honda products.

3. Embodied cognition: Taking into account the context of embodied cognition of the metaphor *'To dream the impossible dream'*, our sensory-motor mechanism and concrete experiences determine our cognitive perception of abstract concepts. We can understand the metaphor bearing in mind embodied cognition by taking into consideration the following perspectives: (a) Embodied experience: The metaphor of following a motivated and impossible goal makes use of the intellectual and cognitive mechanisms of dreaming, which includes thoughts, visual realization, and emotional engagement. With this symbolic representation, dreams are comprehended as cognitive simulations, giving a standpoint of working towards the impossible; (b) Sensory-motor integration: The metaphor offers tangible sensory-motor practices (motor responses aroused by sensory inputs) to the intellectual indication of following an impossibly impossible goal. It assimilates the sensory mechanisms of dreaming, involving emotional engagement, cognitive visualization, and physical experiences. Audiences can grasp the metaphor through their own embodied dreaming understandings owing to this integration.

4.1.3 Parallelism

With the application of parallel grammatical structures, lines like the following are parallel ones: *"To fight the unbeatable foe"*; *"To bear with unbearable sorrow"*; *"To run where the brave dare not go"*; *"To right the unrightable wrong"*; *"To love pure and chaste from afar"*; *"To try when your arms are too weary"*; *"To reach the unreachable star"*; *"No matter how hopeless"*, *"No matter how far"*. cognitive understanding of such parallelism can be realized as:

1. Prominence: Parallelism points to repeated thoughts, stressing their importance and creating rhythmic patterns that captivate the recipient. It sheds light on striving towards remarkable targets and unshakable determination while emphasizing the determination and passion revealed throughout the parallel structure. Parallel patterns like repeating the phrase *'to + verb + the + adjective/noun'* put emphasis on each specific situation identified in the text.

2. Triggering of cognitive schemas: Parallel structures motivate the audience's cognitive schemas, which are mental paradigms or knowledge arrangements that have an impact on the processing and organization of human knowledge. Recipients with some sort of difficulty are aware of the patterns and realize the repeated thoughts due to their parallel formation, inspiring recognition, and familiarity. It stimulates the audience's preconceived knowledge and expectations, which activate their cognitive processes. The Honda brand advertisement holds cognitive schema stimulation since it tracks the same structure. The advertising is consistent with schemas connected to need, adventure, and the search for importance by associating the metaphor of dreaming, a seemingly unreachable dream, with the physical characteristics of Honda. Expressions such as *"No matter how hopeless"*, and *"No matter how far"* stimulates schemas interconnected to determination and the unwillingness to give up.

3. Reinforcing the theme: Parallel structures enhance the theme of courage and commitment to motivated objectives by giving emphasis to the impossible, mastering difficulties, and upholding loyalty to an individual's main beliefs through repeated actions. From a cognitive standpoint, the Honda vehicle advertising strengthens this theme by using parallel linguistic patterns and stressing the deep association between seeking exceptional dreams and the unique characteristics of Honda vehicles.

4. Aesthetic attractiveness: By constructing a mood of cohesion, coherence, and rhythm, parallel forms enrich the aesthetic attractiveness; that is, the repetition of certain grammatical structures increases the harmonious arrangement and poetic feature. It fascinates the audience on both rational and emotional criteria, motivating them to be aware of the creative aspects of language.

4.1.4 Emotive Language

Passionate language that provokes deep emotions and arouses an effective reaction is labeled as emotive language. A number of lines in the selected poem use emotive language to stimulate a cognitive and emotional response. Here are some examples of emotive language:

1. Emotional engagement: By using passionate language that arouses definite emotions, emotional commitment increases the audience's engagement with the poetic implications by grasping their concern and stimulating compassion with the existing thoughts through emotional impact. From a cognitive stylistic viewpoint, the poetic lines employ emotional language to bring to mind feelings of desire, ambitious areas, and unbroken commitment. Expression selections such as *"reach the unreachable star"*, *"try when your arms are too weary"*, and *"Love pure and chaste from afar"* transmit an insightful desire to master challenges. These feelings profoundly influence the audience as they are in connection with their ambitions, hopes, and challenges, building a deep emotional bond with the poem.

2. Evocative imagery: Sentimental language commonly employs evocative imagery that enables customers to build a reasonable cognitive picture. It increases the cognitive impact of the poem by motivating their thoughts and creating an emotional reaction. The practised integration of imagery permits the audience to imagine the challenges, aims, and feelings being shared. The contrasting imagery of the poem like *"To love pure and chaste from afar"*, and *"To right the unrightable wrong"*

enhances the interest in listeners' minds. These contradictory expressions capture the addressee's awareness and stimulate them to consider the prospects for mastering challenges and accomplishing their motivated goals. The remarkable imagery gives the Honda vehicle advertisement a profound and sentimental impact. It enriches the belief that Honda vehicles are designed for individuals who dare to dream and are willing to embark on remarkable journeys. The expressive imagery reinforces the cognitive stylistic appeal of the advertisement by evoking vivid mental depictions and captivating the dreams and emotions of the audience.

3. Persuasive influence: Emotive language can persuade addressees by touching their emotions and shifting their attitudes. The poetic lines seek to persuade individuals of the status of the presented goal. They inspire recipients to advocate the goals communicated in the poem, provoking deep emotions. The poem has a persuasive impact owing to its use of imperatives, emotional construction, and themes of determination. The listeners are stimulated by these stylistic and linguistic strategies, which successfully alter their viewpoints and behaviour on the side of the Honda brand. A number of infinitives like *"To reach"*, *"To bear"*,' *"To fight"*, and *"To dream"*, are used, raising a sense of determination. The poem offers addressees to detect the theme of the Honda vehicle advertisement and see themselves as people proficient in realizing their ambitions through the skillful application of imperative language.

4. Cognitive appraisal: The audience's cognitive appraisal processes are triggered by passionately emotive language. As customers comprehend the meaning of the employed emotive language, they actively integrate their individual experiences, interpretations, and standards into the appraisal processes. The emotive language allows listeners to think of its thematic notions and emotional reactions. The poem uses cognitive appraisal by offering morally challenging values and motivated goals. This inspires consumers to appraise their skills, principles, and inclination to devote time, and effort to accomplishing sensible aims. The poem expands audience engagement with the advertisement message and the Honda brand by promoting cognitive engagement. For example, the mental appraisal begins by investigating its presentation of high and seemingly unreachable objectives, such as mastering undefeatable obstacles, experiencing terrifying grief, and going where the brave fear to go. These thematic barriers motivate the listeners to appraise the concerns and evaluate their durability, strength of mind, and courage.

4.2 Cognitive Mechanisms

This part examines cognitive mechanisms such as cognitive simulations, conceptual blending, and reasonable inferences. These cognitive mechanisms act together with the audience's prior knowledge, prospects, and feelings. Comprehending the cognitive mechanisms activated by the song offers perceptions into how it holds consumers' interest, arouses emotional reactions, increases message memorization, and ultimately impacts their awareness and viewpoints toward the Honda brand. The following features add to the understanding of the cognitive mechanisms:

1. Cognitive simulations: By using definite linguistic choices and rich descriptions, the addressees are involved in cognitive simulations, creating a mental representation. They can conjure up images of the action portrayed in the poem, such as dreaming, challenging undefeatable opponents, experiencing hurting grief, and more. For instance, the expression *"To run where the brave dare not go"* conveys various implications: (a) Adventure and discovery: The linguistic choices denote an

essence of adventure and a wish to discover unidentified spaces. It motivates people to challenge themselves, go beyond their comfort zones, and take stimulating steps; (b) Bravery: This wording indicates bravery, showing an inclination to take hold of opportunities, challenge difficulties head-on, and cope with challenging situations. It captivates those who are brave in their following extraordinary experiences.; (c) Exceptional experiences: The expression points to that the Honda vehicles being marketed can travel to unfamiliar or unknown places. It denotes that vehicles can without difficulty overcome rocky environments, and challenging off-road excursions; (d) Breaking obstacles: The wording transfers the impression of going against what is normal. It stimulates people to master challenges to achieve their aims.

2. Conceptual blending: This kind of mapping blends intangible concepts to more tangible or common ones. From a conceptual viewpoint, the expression "To try when your arms are too weary" indicates: (a) Dreams and accomplished goals: the phrase motivates consumers to do everything possible to achieve their dreams; (b) Acceptance of the inevitable: It inspires individuals to go beyond their ease and comfort space to overcome difficulties; (c) Dependability and persistence: it points to one's persistence regardless of his extreme emotional and physical tiredness to make one's way.

3. Reasonable inferences: An expression like "*To bear with unbearable sorrow*" implies inferences of emotional determination to accomplish goals in spite of intense and profound sorrow. In the same context, the phrase "*to be willing to march into Hell for a heavenly cause*" hints at inferences of perseverance regardless of burdens, specifically through the use of contrasting images of "*Hel*" and "*heavenly cause*". In addition, inferences of social and cultural can be realized through expressions like "*To right the unrightable wrong*" and "*To fight for the right*" which highlight morality and denote a moral awareness of integrity to justice.

4.3 Cognitive Dimensions of Cultural and Social Perspective

Within the framework of analysis, the social and cultural context carries out a critical role. The effect of cultural and social background is mirrored in advertising strategies, which ultimately shape how influential a song is. For that reason, we examine the cultural implications of the song, bearing in mind shared symbols, standards, and narratives. Moreover, we explore how the song makes a parallel with the target addressees' cultural background, confirming its resonance within their socio-cultural context. Here are some potential implications:

1. Idealism: A phrase like *"To right the unrightable wrong'"* implies a constant commitment to mending wrongs and enhancing interconnectedness. It communicates the impression that individuals have the capability to improve moral conduct. In this advertisement, there is some sort of conformity to correct wrongs and move closer to a progressed society by revealing the concept of correcting wrong beliefs. This indicates that individuals should not hesitate or be afraid to tackle wrongs, even if they seem undefeatable. The advertisement motivates addressees to have great dreams to achieve seemingly unachievable things. This desire encompasses looking for positive change, even with difficulties. Another phrase like "*To reach the unreachable star*" carries the detection of motivated goals. Broadly speaking, the advertisement uses certain linguistic choices that arouse a sense of determination to master difficulties. It captures the audience's idealistic aspirations and inspires them to participate against presumed wrongs. Idealism is fundamental to the whole message of the

advertisement, inspiring the target audience to have faith in the possibility of positive transformation and strive for a better future.

2. Romanticism and chastity: The phrase "*To love pure and chaste from afar*" reveals romantic emotions, it could suggest the following of a romanticized kind of love, albeit it is unattainable. Romanticism consistently considers the imaginative ability of individuals and the value of people's independence. The poetic line inspires addressees to struggle against undefeatable challengers and explore territories that even those who are most determined fear to proceed. Phrases, such as territories, *"To dream the impossible dream"*, territories and "*To reach the unreachable star*", mirror the impression of appreciating one's individuality and tracking desires that may seem beyond one's grasp. The wording demonstrates a principled vision of love when it denotes love as pure and uncorrupted. Considering this situation, chastity symbolizes pureness, commitment, and self-control. It entails a type of love that is far and unreachable, it could be stressing the impression of unattainable love. This awareness offers the text an emotional and romantic tone while also appealing to the goals of the addressees. Such lines indicate that Honda advertisement has an association with romanticism and chastity because it uses emotive and idealistic language to captivate listeners' awareness, stimulate them to accomplish their ambitions, and provoke an emotional state of idealized love and devotion.

5. Conclusion

The key intention of this linguistic cognitive analysis is to systematically analyse the effectiveness of the song *'To Dream the Impossible Dream'* presented in a Honda vehicle advertisement. Using an eclectic analytical framework that takes into account the cognitive scopes of stylistic features, cognitive mechanisms, and cognitive dimensions of the cultural and social context, helps in examining the emotional resonance and brand association aroused by the song itself. The findings had, to some extent, significant themes for marketers and advertisers, as integrating cognitive stylistic features into songs used in advertisements can make them more successful and appealing. Moreover, this paper increases our whole awareness of the purpose of songs in advertising by using theoretical frameworks that deepen our perception of what the consumer reactions are and offering practical intuitions that inform advertising strategies. Future studies in this field could further discover the cognitive perspectives of other stylistic features and study the impact of songs in different advertising settings. Delving into the complex dynamics between cognition, language, and advertising, can expand researchers' perception of definite engagement and persuasion strategies used, such as arousing feelings, creating persuasive narratives, founding brand identity, or incorporating clear calls to action.

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Appendix (1)

The Impossible Dream
To dream the impossible dream

To fight the unbeatable foe

To bear with unbearable sorrow

To run where the brave dare not go

To right the unrightable wrong

To love pure and chaste from afar

To try when your arms are too weary

To reach the unreachable star

This is my quest

To follow that star

No matter how hopeless

No matter how far

To fight for the right

Without question or pause

To be willing to march into Hell

For a heavenly cause

 And I know, if I'll only be true. To this glorious quest