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## ПСИХОЛИНГВИСТИКА КАК ИНСТРУМЕНТ УГЛУБЛЁННОГО ИЗУЧЕНИЯ РЕЧИ И ЯЗЫКА

PSYCHOLINGUISTICS AS A TOOL FOR IN-DEPTH STUDY OF SPEECH AND  
LANGUAGE

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**Аннотация.** Психолингвистика, будучи наукой относительно новой, способна предложить свой собственный подход к изучению речи и языка. Её история, берущая своё начало менее века назад, разнообразные методы и междисциплинарность, обусловленная пересечением с многочисленными науками, после разбора и объяснения, подчёркивают уникальность этой науки, которая даёт возможность по-новому посмотреть на тему языка и речи. Молодая наука имеет достаточно теоритических ресурсов, чтобы предложить новый подход к вопросам, сложностям и задачам, появляющимся на пути речи и языка.

В данной статье она представлена в качестве уникального инструмента, способного раскрыть определённые аспекты языка и речи. После объяснения ряда особенностей психолингвистики, был проведён эксперимент, в котором наглядно был продемонстрирован один из экспериментальных методов психолингвистики на примере анализа двух собеседований с кандидатами на должность торгового представителя. Формат собеседования был выбран с целью получить как можно больше информации в обстановке, располагающей к оживлённому и детальному диалогу, для получения информации широкого спектра, как о прошлом с настоящим, так и о возможных планах на будущее кандидатов. Данный эксперимент позволил проанализировать реплики кандидатов и получить обширную информацию о них. Опыт работы, недостатки характера, вероятные риски работы с кандидатом, его будущий потенциал и многое другое. Анализ речи во время психолингвистического эксперимента позволяет получить понимание многих особенностей конкретного человека и принять дальнейшие решения относительно дальнейшего взаимодействия с ним. Данный эксперимент является одним из примеров применения психолингвистики в качестве инструмента углублённого анализа и изучения языка и речи, позволяющий получать достоверную информацию для различных целей.

Таким образом психолингвистика предлагает новые и уникальные методы и подходы к современным проблемам, не всегда решаемым иными методами. Статья наглядно демонстрирует эффективное применение психолингвистики в качестве инструмента углублённого изучения и анализа языка и речи, который может применяться для решения широкого спектра задач.

**Abstract.** Psycholinguistics, being a relatively new science, is able to offer its own approach to the study of speech and language. Its history, which dates back less than a century ago, a variety of methods and interdisciplinarity due to the intersection with numerous sciences, after analysis and explanation, emphasize the uniqueness of this science, which makes it possible to look at the topic of language and speech in a new way. The young science has enough theoretical resources to offer a new approach to the issues, difficulties and challenges that arise in the way of speech and language.

In this article, it is presented as a unique tool that can reveal certain aspects of language and speech. After explaining a number of features of psycholinguistics, an experiment was conducted in which one of the experimental methods of psycholinguistics was clearly demonstrated by analyzing two interviews with candidates for the position of a sales representative. The interview format was chosen in order to get as much information as possible in an environment conducive to a lively and detailed dialogue, to obtain a wide range of information, both about the past and the present, and about possible plans for the future of candidates. This experiment made it possible to analyze the replicas of candidates and obtain extensive information about them. Work experience, character flaws, the likely risks of working with a candidate, his future potential and much more. Speech analysis during a psycholinguistic experiment allows you to gain an understanding of many features of a particular person and make further decisions regarding further interaction with him. This experiment is one of the examples of the application of psycholinguistics as a tool for in-depth analysis and study of language and speech, which allows obtaining reliable information for various purposes.

Thus, psycholinguistics offers new and unique methods and approaches to modern problems that are not always solved by other methods. The article clearly demonstrates the effective use of psycholinguistics as a tool for in-depth study and analysis of language and speech, which can be used to solve a wide range of tasks.

**Ключевые слова:** Психолингвистика, методы психолингвистики, эксперимент, речь, язык, междисциплинарность.

**Keywords:** Psycholinguistics, methods of psycholinguistics, experiment, speech, language, interdisciplinarity.

## **Introduction**

Psycholinguistics is a modern discipline that arose at the intersection of psychology and linguistics and deals with the study of human speech, its origin, information transmission and functionality.

Psycholinguist Dan Slobin, describing psycholinguistics as a science, pointed out that its methods and tasks are aimed at the study of language and speech. Her focus is on

the problems of philosophy, psychology, such as the nature of the development of human language and mind, and others.

There are several definitions of psycholinguistics:

1. Psycholinguistics is a science that studies the processes of speech formation, as well as the perception and formation of speech in their correlation with the language system.
2. Psycholinguistics studies those processes in which the intentions (speech intentions) of speakers are transformed into signals of the code adopted in a given culture and these signals are transformed into the intentions of listeners. Thus, psycholinguistics deals with the processes of encoding and decoding, since they correlate the state of messages with the state of communication participants (Ch. Osgood).
3. The subject of psycholinguistics is the relationship of personality with the structure and functions of speech activity, on the one hand, and language as the main component of the image of the human world, on the other (A.A. Leontiev).

The object of psycholinguistics is the language and speech of a person used by him for different purposes and in different situations.

The subject of psycholinguistics is the process of creating and perceiving signs language in the minds of their native speakers. Thus, psycholinguistics by object coincides with linguistics, and by subject and methods – with psychology, studying generation, functioning and structure of the psychic reflection of reality.

### **The reasons for the emergence of psycholinguistics**

Before I tell you a little bit about history of psycholinguistics, I have to explain why did it actually appear. Sciences can't just appear out of nowhere, it is obvious, there always must be a reason. The reason why psycholinguistics was created is the demand. Questions which could not be solved by linguistics and psychology as different, separated sciences.

Psycholinguistics emerged as a practice-oriented concept. In the 1940s and 1950s, there were a number of problems that could be solved only with the help of new knowledge, thanks to an interdisciplinary approach.

1. In the context of population migration, a number of issues have arisen related to teaching foreign languages to different groups of the population:

- What is the optimal organization of language material in a foreign language textbook, depending on the age of the student and the stage of training? At what age can children be taught a foreign language? How to do a bilingual student in the shortest possible time? How to master someone else's culture? Teachers of a foreign language could not answer these questions, it required the involvement of psychological knowledge.

2. When teaching a native language, it was also not completely clear how the rules of language use are understood if adults do not formulate them when teaching children. There was a problem with the education of mentally retarded children, deaf-mutes and deafblind.

3. When transmitting information over a distance via communication channels using technical means, signalmen often received distorted messages. Therefore, scientists turned to the problems of encoding and decoding messages in connection with the structure of language and the psychology of human understanding of information.

### **History of psycholinguistics in faces**

In this chapter I would like to introduce a short retelling of how this interesting science was born. I will tell about those, who stood at the very origins of psycholinguistics. Their original thoughts and ideas.

Psycholinguistics originated in the middle of the XX century. It was first mentioned as an independent science in 1953 at the International Seminar on Interdisciplinary Relations (Bloomington, USA), held under the patronage of famous American scientists – psychologist Charles Osgood and anthropologist, ethnographer Thomas Sibeok. The term "psycholinguistics" was first mentioned in an article by the American psychologist N. Pronko. Meanwhile, psycholinguistic ideas arose long before 1953 years. We can say that the forerunner of psycholinguistics was the creator of scientific linguistics – Wilhelm von Humboldt. It is to him that the idea of speech activity and the understanding of language as a link between society and man belongs. Humboldt wrote that language is a part of culture. In his opinion, language is the main activity not only of the human spirit, but also of the national spirit. Humboldt's concept of "national spirit" includes the mental makeup of the people, their way of thinking, philosophy, science, arts and literature. He believed that the "spirit of the people" and

the language are so closely related to each other that if one exists, the other can be deduced from it. An important point of Humboldt's theory is that he considers language to be an "intermediate world", which is located between the people and the objective world surrounding them: "Each language describes a circle around the people to whom it belongs, from the limits of which you can get out only if you enter another circle." Man, according to Humboldt, it turns out to be completely subordinate to language in its perception of the world. Humboldt believed that language is both a sign and a reflection. Language defines thinking, transforms the world around us into ideas, "verbalizes" them. Defining language as a condition of communication, Humboldt argued that "no one understands words completely in the same sense, and small shades of meanings shimmer throughout the entire space of the language, like ripples on water when a stone falls. Therefore, mutual understanding between the speakers at the same time is a misunderstanding, and agreement in thoughts and feelings, and at the same time disagreement."

Wilhelm von Humboldt's student G. Steinthal, unlike his teacher, who considered language in its dialectic – both as a process and as a given, and as part of human mental activity, and as a social phenomenon - understood language only as a process. G. Steinthal wrote about language: "It is not a resting entity, but ongoing activity... Language is something that exists like gunpowder, but the process is like an explosion." G. Steinthal considered language exclusively as an individual psychological education. The mechanism of individual speech activity G. Steinthal understood as follows: "We must clearly distinguish between three points that act when speaking: organic mechanics, psychic mechanics and the conceptual or ideological content to be expressed.... The purpose of speech is to represent and display the content with the help of psychic and organic mechanics." For G. Steinthal, the term "conceptual content" is the content of individual consciousness revealed by introspection. The concept of the psychology of peoples, or folk psychology, put forward by G. Steinthal, considers the psychology of peoples as "explanatory" for history and other sciences about man and his spiritual activity. These studies made possible the emergence of ethnolinguistics in the XX century. G. Steinthal argued that the word and concept, sentence and judgment, grammatical categories and logical categories are not and cannot be identical. He

defended the position of different types of thinking, each of which corresponds to its own logic.

Another follower of Wilhelm von Humboldt is the Russian linguist Alexander Afanasievich Potebnya. According to Potebna, the speech act is an exclusively psychic phenomenon, but the language, the word, introduces a cultural, social beginning into this act. The domain of language is far from the same as the domain of thought: "Language objectifies thought. Thought is idealized through the word and freed from the influence of direct sensory perceptions. Language is also a condition for the progress of peoples, which is why it is an organ of thought of an individual."

The so-called young-grammatical trend in linguistics of the XIX century (G. Paul, K. Brugman) considered language not as a process or a set of processes, but as a system of "mental images" or associations. G. Paul wrote: "The psychic takes place in a single soul, according to the general laws of individual psychology," and since language is a psychic phenomenon, "all linguistic creativity is always individually", and individual psychology is a "law-setting" science for linguistics. Moreover, "the psychic side of speech activity, like everything else psychic, can be known only directly, by self-observation." According to G. Paul, all language tools are stored in the sphere of the unconscious in the form of a complex mental formation consisting of a variety of concatenations of ideas. This makes it possible for what was already in it to reappear in consciousness, and hence the possibility of understanding or pronouncing what was previously understood or pronounced. From this it follows, in his opinion, that "every grammatical category arises on the basis of a psychological one."

A completely opposite position was taken by the great linguist I.A. Baudouin de Courtenay, for whom language (in a broad sense) was at the same time, it is "a certain complex of well-known components and categories that exist only in abstracto" and "a continuously recurring process based on the sociable nature of a person and his need to communicate his thoughts to other people."

The founder of linguistics of the XX century, Ferdinand de Saussure, clearly distinguished language itself as an abstract supra-individual system, language ability as a function of an individual (both of these categories he combined in the concept of



language, or speech activity) and speech (parole) – an individual act that implements language ability through the medium of language as a social system.

To the concept of F. de Saussure is close to the concept of Lev Valerianovich Shcherba, who introduced the concept of "psychophysiological speech organization of an individual", which "together with the speech activity caused by it is a social product". This "speech activity" is "processes speaking and understanding." Finally, L.V. Shcherba speaks about the "language system", emphasizing that it is "a kind of social value, something unified and binding for all members of this social group, an objective given in the conditions of life of this group." It was the views of L.V. Shcherba that had the strongest impact on the emergence of the domestic direction of psycholinguistics.

An important trend in world psychology at the beginning of the XX century is associated with the so-called behavioral ("behavioral") psychology. Its most prominent representative are the works of Leonard Bloomfield. For Bloomfield, language is a simple quantitative addition to other stimuli, linguistic forms simply provide subtle, specific and subtle coordination than other means, but it does not differ qualitatively from other stimuli and is only "a form of behavior through which an individual adapts to the social environment."

Thus, all the theories described above allow us to conclude that:

- language is the activity of the human spirit;
- the language reflects the culture of the people;
- language includes a mental component;
- language is a condition of thought;
- language is a condition of communication;
- language regulates human activity.

In the history of psycholinguistics, there are at least three directions: associative, transformationist and speech-activity psycholinguistics. The founder of associative psycholinguistics is C. Osgood.

Transformational psycholinguistics was created by the school Miller-Chomsky.

The formation of speech-activity psycholinguistics by L.S. Vygotsky.



This history of psycholinguistics in faces is something that can't be explained briefly in one article plus this is not the main topic of my article, in that case if I would have to explain the history of psycholinguistics very briefly, using few numbers and names then the development of psycholinguistics began in the USA in 1958 after the publication of Noam Chomsky's book "Syntactic Structures". In Russia, the founder of psycholinguistics is the psychologist Lev Vygotsky, who in the 1920s and 1930s studied human speech activity using psychological approaches. He justified the organization of the process of the emergence of speech, which develops from an internal motive, which turns into a thought, is formulated into a word and then realized. The emergence of such a discipline in the space of related sciences is explained by the fact that society has a need for psychological knowledge of the phenomenon of speech, that is, it is necessary to study not only the anatomy of language (linguistics), but also how language exists in real society – something that no one has been interested in yet. And linguists and psychologists were the closest to these requests.

### **Interdisciplinarity of psycholinguistics**

The range of problems that psycholinguistics deals with is quite wide. Within the framework of psycholinguistics, there are works focused on philosophical problems of linguistics and psychology. These include: Works on the problems of the interaction of language and thinking, language and consciousness; problems of the formation of human consciousness in ontogenesis and phylogeny; problems of the emergence of sign thinking.

Hermeneutics is also close to psycholinguistics as the science of understanding texts. In it, as well as in psycholinguistics, the postulate of the multiplicity of interpretations of the text is accepted.

There are a number of problems in psycholinguistics that affect areas related to cultural studies and national psychology. The general position here is the statement that the discrepancies in the linguistic pictures of the world are due not only to the structure of the language, but also to the different vision of the world of native speakers of this language.

Psycholinguistics is also close to sociolinguistics. One can also talk about ideological language as an object of psycholinguistics.

In Russian psycholinguistics there is a section related to mass communication. The theory of mass communication studies the perception of radio texts, the effectiveness of television, the impact of newspaper texts, the influence of political posters and slogans on a person's consciousness, advertising (for example, the mechanism of satiation – the loss of the meaning of a word with repeated repetition or non-situational use). Psycholinguistics is closely related to the linguistics of the text, where the text is considered statically as a finished product of writing and speaking. In psycholinguistics, the text is considered dynamically – as a product of speech activity. The main techniques and methods of research in the framework of psycholinguistics are borrowed from psychology. That is why it is often considered a subsection not of linguistics, but of psychology.

### **The problem of terminology and the boundaries of scientific research**

According to linguist Tatiana Chernihiv, the interdisciplinary concept of "psycholinguistics" did not exist for a long time – linguists considered developments in this area their field of study, and psychologists – their own. Each of these areas had its own special accents in the study of the connection between the human brain and language.

At its core, psycholinguistics today is one of the first scientific directions that speak about the close relationship of language (speech), thinking and human consciousness. Such conclusions were the result of many years of parallel studies by psychologists and linguists of such phenomena as:

- the nature of language and thinking;
- the assumption of the dialectical unity of speech and thinking;
- patterns of language formation;
- principles of language acquisition, speech development.

It was the results of research in the fields of linguistics and psychology that made it possible to assume that the connection between human thinking and forms of speech is

closer than previously assumed. Therefore, from the point of view of psycholinguistics, language is not only a means of communication, but also a reflection of culture and spirituality.

Today, the research of psycholinguistics is closely connected with such sciences as philosophy, psychology, linguistics, semiotics, semantics, logic, sociology and medicine.

### **The subject of psycholinguistics and the main principles of research**

The interest of psycholinguistics is focused on the study of human speech activity using psychological methods of observation and interpretation. The concept of speech itself is defined by psycholinguists as a universal means of communication for the purpose of developing various types of activity – labor, cognitive or gaming.

Investigating the nature of language as a form of human activity, scientists identify two possible hypotheses of the origin of language:

- Language as an instinct (Noam Chomsky, Steven Pinker);
- Language as a hereditary reflex (Frederick Skinner).

Psycholinguistics does not have a clearly defined subject – the study of speech is a complex and multifaceted concept. Therefore, her scientific interest is focused on the intersection of the relationship between psychology and linguistics and provides for such areas:

- psychological and linguistic aspects of human speech;
- the use of language in communication, its social, political and psychological aspects;
- mechanisms of implementation and functions of speech in society;
- problems of speech realization, communication limitations;
- the language system and its structure;
- the relationship of the psyche and language;
- different types of communication (oral, written)

Despite the diverse subject, there is only one object of research – a person, a native speaker, and his speech communication.

The fundamental principles of psycholinguistics are statements:

- all forms of speech occupy an important place in human life and are used for certain purposes;
- speech is a diverse system that combines lexical, semantic, morphological and syntactic aspects of language;
- the integrity of speech activity is manifested in the relationship between the internal necessity of a person and the implementation of a particular structure of the language under the influence of external factors;
- the semantics of speech is always determined by the activity and purpose of communication;
- there is always an inextricable and complex connection between speech and a person, it manifests itself in a simultaneous combination of worldview, social necessity, mental and external conditions;
- the genetic principle reveals many aspects of the use of language in different periods of life: first, a person forms oral speech, then "kinetic" and written (also, with age, a person's speech can change – from simple to more complex, and vice versa).

Depending on the subject, approach and methodology, psycholinguistics can study language and speech at different levels of formation. Each speech activity includes the following stages of implementation:

- Motive, the need for expression.
- Analysis of the situation – unilateral or multilateral.
- Making decisions and choosing the form of expression using verbal or nonverbal speech activity.
- Performing an action.
- Merging or not merging results with motives.

Describing the subject area of interest, psycholinguist Steven Pinker designates it as follows: "Psycholinguists are interested in mental processes that last several milliseconds".

### **Psycholinguistics today**

Linguist Tatiana Chernihiv argues that the field of psycholinguistics research is still poorly formed, and prefers to use the term "experimental psychology". Therefore, depending on the place and role of psycholinguistics in the research of the human mind, psycholinguistics can be interpreted ambiguously:

- as a field of knowledge;
- as a method for the study of linguistic phenomena.

The main goals that scientists are working on in this field are the knowledge of the relationship between language and the human brain, understanding how language is laid in our head (mental lexicon). Scientists suggest that a certain mental algorithm is involved in this, helping to produce the necessary speech during communication. So, during a person's growing up, this algorithm somehow adapts to the culture of the environment in which he is located (Noam Chomsky's theory).

Such prerequisites of modern psycholinguistics were laid by another of the founders of this science – George Miller, in the 1970s. Then he conducted a psychological experiment that proved that when perceiving complex grammatical expressions, the human brain usually converts the perceived information into basic and simpler structures. For example, the sentence "Is the artist painting a new picture" will be reformatted into a simpler sentence "The artist is painting a new picture".

Thus, psycholinguistics refers to those areas of science that help to understand how our psyche, memory and attention work.

### **Psycholinguistic analysis, it's methods and practical application**

I would like to talk about the psycholinguistic analysis of the text first. Since business correspondence and documentation are a special case of text. In turn, the text of this complex semantic formation has a number of psycholinguistic characteristics that are absent from a word, phrase or phrase. These include integrity, coherence, and creolization. In addition, the text retains traces of nonverbal behavior of communication participants, and it has a high degree of interpretativeness.

There are a number of psycholinguistic methods by which analysis can be carried out.

### **ictionary method**

Psycholinguistic methods include the method of analyzing a conceptual dictionary. This method is a tool that allows you to identify the level of preparedness of the reader. It helps to determine how adequately he perceives the text of the message, in order to subsequently adjust his impact, optimize the use of documents.

### **Research methods**

There are four groups of research methods used in psycholinguistics in the analysis of documentation and business correspondence: organizational, empirical, processing, interpretative. Using the methods of the first group, a psycholinguistic study of the patterns of formation and implementation of speech activity is organized.

### **Organizational methods**

A comparative method, the essence of which is to compare different groups of subjects or different aspects of speech activity. For example, groups of individuals with the norm and pathology of speech (aphasia, alalia, dysarthria, dysgraphia, etc.) are compared. The method is very popular, and with its help, a lot of valuable information has been obtained about the processes of generation and perception and fixation of speech in the text version. For example, the study of aphasia allowed us to talk about speech as a multi-stage and multi-operational process (F. Gall – the beginning of the XIX century, X. Jackson – 60-80-ies of the XIX century, A. Kussmaul – 70-90-ies of the XIX century, A. Peak – the beginning of the XX century, etc.), about the functional nature of speech and the existence of different levels of its organization (X. Jackson), about the reality and autonomy of various operations in the speech process, in particular, semantic, syntactic, lexical operations, etc.

The method of "cross-sections" also applies to comparative ones. In this case, any phenomenon is studied in people of different ages. For example, the ability to compose detailed coherent utterances in children of two and a half, three and three and a half years; or the peculiarities of writing in students in the first and second half of the year, etc. The comparative method was brilliantly applied by L.S. Vygotsky to study the

patterns of formation of external "egocentric" and internal speech during the ontogenetic development of the child.

The longitudinal method.

These are "longitudinal", as a rule, long-term observations of the development of a particular component of speech activity in a certain person or group of persons. The longitudinal method is most often used in studies of language acquisition by children. This method is applicable in the selection of candidates. Here the main emphasis is placed on the candidate's ability to compose a business text.

The complex method is interdisciplinary research. As an example, we can cite the study of the memorization process and the compilation of sentences of various constructions in various speech perception conditions (in the presence of any psychological "noise", "interference" and under normal conditions) in combination with the use of EEG and myography.

### **Empirical methods**

Objective observation.

Thus, the study of reservations, "mishears", "descriptions" or "outlines" allows us to identify many specific properties of speech processes, as well as cases of speech behavior of the subjects of interest to researchers. In particular, using this method, it was found that the program for constructing speech utterances is usually built not "piecemeal", but in whole large "blocks", since in the above errors subsequent elements often take the place of the preceding ones. For example: "Tomatoes should be washed washed" (trace: "there is"); or "The juice was delicious, sour" (right: "delicious"). – Self-observation. As an example, A. Einstein's well-known observation of the process of his theoretical thinking, in which, according to the scientist, there are no words; words are hardly found by him to describe an already completed thought process. Empirical methods also include conversation, questionnaires, questionnaires, tests and a number of others.

### **Interpretive methods**

Processing method.



These are various statistical methods, a method of describing the obtained research data. Interpretive methods occupy a special place in psycholinguistics (in particular, due to the insufficient development of experimental research methods so far). A scientific fact taken by itself, not included in a certain system of knowledge (scientific hypothesis, theory), does not mean much. For example, if we have established that the phrase "Cat catches a mouse" consists of a sequence of phonemes /c//a//t//c//a//t//c//h//e//s//a//m//o//u//s//e/, then this does not mean that the perception (recognition) of this phrase (as well as all others) in the listener occurs gradually. In fact, it is constructed in a fundamentally different way: large segments of speech (words and whole phrases) are distinguished in the perceived sound stream, all language operations are involved in the perception process – syntactic, lexical, morphological, morphological-syntactic, phonemic and phonetic), various pragmatic factors (knowledge, attitude to speech perception, etc.), as well as heuristic operations (anticipating possible fragments of a phrase or the entire speech utterance as a whole).[36][[] I would like to once again draw attention to the fundamental principle of scientific research, including business texts: in order to correctly interpret and understand certain facts, they need to be considered in a system of scientific representations.

## **Experiment**

The most informative and objectively reliable is the experimental method, which consists in organizing a purposeful study of any aspects of speech activity and language signs. As A. A. Leontiev points out, any experiment is aimed at putting the subject in a situation of "controlled choice", although the choice and decision may be unconscious.

## **Semantic differential method**

It serves to construct subjective semantic spaces and refers to scaling methods. The latter are used in psychology in order to obtain quantitative indicators for assessing attitudes to certain objects. Both physical and social processes can act as an object in this case. In psycholinguistics, text can also act as objects of research. Semantic

differential in psycholinguistics is a method of quantitative (and at the same time qualitative) indexing of the meaning of a word using bipolar scales, each of which has a gradation with a pair of antonymic adjectives.

**Psycholinguistic analysis of speech, business documentation and correspondence as an alternative method of personnel evaluation.**

Today, candidates, as a rule, carefully prepare for an interview - independently or with the help of consultants. And the classical methods of personnel assessment developed over the years are becoming less and less effective, which makes it much more difficult to obtain reliable information and, as a result, make the right decision. Under these conditions, alternative assessment methods come to the fore. One of the main features of the modern labor market of the Russian Federation (and especially the Moscow labor market) is a good awareness and a high level of training of candidates. Applicants try to think carefully about the structure of behavior at the interview, prepare answers to standard questions, come up with reliable-sounding stories from their "professional biography", whose veracity is difficult to verify.

Psycholinguistic analysis of speech and text is obviously not the easiest method of evaluating a candidate. But it works well in those cases when the applicant is trained to pass interviews and gives so-called "socially desirable" answers instead of honest ones. Also, this analysis allows you to identify the real motivation of a person, in which, perhaps, he himself is not fully aware. It is possible to understand whether a potential employee will fit into the corporate culture of your company, whether he will work with his boss and whether, in principle, he is suitable for the position he is applying for. At the same time, only very experienced professionals can perceive the meaning of what the applicant is telling and decompose the features of his speech into components. What should the others do? There are two options. The first is to conduct an interview together, so that one specialist conducts a conversation, and the other at this time is engaged in psycholinguistic analysis. The second, more realistic option is to record the interview on a dictaphone and calmly analyze it afterwards. If you warn the candidate that a record is being made and explain that you would like to be able to

refresh your impressions of the interview, which are invariably erased after communicating with other applicants, then hardly anyone will mind.

As you know, each word contains a naming and evaluation part. Usually, during the interview process, the candidate controls the naming part much more and the evaluation part noticeably less. In the process of business communication, especially if it lasts at least an hour, it is impossible to constantly monitor both the naming and evaluation parts. The rating (indicator) can be positive or negative. "Positive indicators include the following: "gives more opportunities", "I succeeded", "I succeeded", "I achieved", "I was able", "I had an opportunity", "I began to make a career", "I achieved results", etc. The negative ones include the following: "I had to", "I had to be content", "unfortunately", "not satisfied", "everything", etc. It should be noted that positive and negative indicators should be considered based on the context of a specific business conversation. It happens that indicators that are usually considered negative play a positive role, and vice versa." Being generally effective and useful, this personnel assessment tool does not always fully meet the needs of recruiters.

### **Channels of perception**

By adapting the psychological analysis of speech to the specifics of recruitment and combining it with linguistic analysis of speech, a highly effective tool for personnel evaluation was obtained - linguistic and psychological analysis of speech. For example, during the interview process, it is very often necessary to determine a person's tendency to abstract or concrete thinking.

### **Speech analysis**

Each category is characterized by the use of "their" words.

Visuals prefer the following words: to see, to consider, to observe, to look, to seem, point of view, view, form, bright, dim, vague, etc.

Audials: speak, listen, be silent, call, talk, voice, silence, sound, loud, quiet, noisy, loud, aloud, silently, etc.

Kinesthetics: taste, weight, heat, strength, sigh, feel, feel, press, smooth, hard, soft, slippery, cold, etc.

Discrete: think, guess, remind, know, forget, opinion, belief, memory, thinking, smart, etc.

All words, in addition to the naming function, also have an evaluation function. If we identify in the candidate's speech the assessments that he unconsciously exposes to various people, events and factors, then his personality will manifest itself more vividly.

Examples of positive indicators: "I succeeded", "I succeeded", "I achieved", "I was able", "I had an opportunity", "I achieved results", etc.

Examples of negative indicators: "I had to", "had to be content", "unfortunately", "not satisfied", etc.

Some words and phrases may change their indicator depending on the context of a business conversation.

### **Practical examples.**

Here is an example from practice. "The interview was conducted with a candidate for the position of a sales representative. Positive indicators will be marked with a plus sign, negative indicators with a minus sign (linguistic analysis of speech); the letter "a" - a tendency to abstract thinking, the letter "k" - a tendency to concrete thinking (psychological analysis of speech).

Example.

"I graduated from a technical university, but, unfortunately (-), I was not able (-) to get a job in my specialty, since engineers now, it seems, are not needed by anyone. At least, without work experience. Therefore, I had to (-) go into sales, since this is the only direction where there are no special requirements for candidates, but you can earn (+) normal money. I tried (+) in one small distributor company to start a career as a (+) sales representative, and I succeeded (+). Little by little I started to get involved, and I liked it (+). I began to achieve (+) certain results, my supervisor began to praise me (+), and this was reflected in the salary. In this work, the main thing is not only to communicate correctly with the client, but also to listen carefully to his wishes. I think (k), now I'm quite happy (+) that everything turned out this way."

From the point of view of linguistic analysis of speech, it can be said that the experience of finding a job in the specialty of this candidate was negative, which makes him still remember it with bitterness. In addition, initially the candidate had no motivation to develop in sales, he went there out of desperation. However, over time, he was able to gain a foothold in a new role for himself and began to achieve success. Now he is enthusiastic about working in sales. In addition, it is possible that the recognition of the head is the main motivating factor for the candidate. From this example, it can be seen that linguistic analysis of speech (and especially the analysis of the evaluation component of words) allows a recruitment specialist to understand the applicant's attitude to various fields of activity, see his priorities, identify motivating factors that are significant for him. This approach also helps to find out how the candidate actually evaluates his experience, leadership style preferences and requirements for future work. From the point of view of psychological analysis of speech, the candidate is more inclined to abstract thinking, therefore, it is highly likely that he will be most successful in a position that requires a creative approach to work (for example, as a sales representative who actively works with clients). This candidate is most likely a visual, which means that it will be difficult for him to concentrate while working in a shared office with a large number of employees.

I will give another example.

"I got a degree in engineering, but, unfortunately (-), my career in this field did not work out (-). After all, female engineers have to (-) put a lot more effort to prove their aptitude, and it is possible to start earning (+) normal money only after years of secondary (-) works. So I had to (-) decide to go into sales. I tried (+) to start a career (+) in a small company selling construction equipment, and I began to succeed (+). Thanks to (+) the main specialty, it was easy for me to understand the product, and I was able to (+) speak the same language with customers. The results appeared quickly (+), the customers were satisfied (+) and the management too (+). Now I feel that I have reached the ceiling in my current job (-), and I would like to develop (+) in this area further."

From the point of view of psycholinguistic analysis of speech, it can be said that the applicant's work experience in the specialty was negative, she still remembers this stage

of her career with sadness. Initially, she had no desire to engage in sales, the step into this profession was out of desperation. But the girl quickly got used to the new role and began to enjoy it. The main motivating factors for her are: good money, the approval of others (including the boss) and the opportunity to apply the knowledge gained at the university. She does not like to stop there and is looking for prospects for development. "There are people who are primarily driven by the desire for something (motivation "to ..."), and people whose main priority is to avoid something (motivation "from ..."). And, of course, there are many intermediate gradations.

Avoidance is characterized by the frequent use of negative particles and prefixes, the words "normal", "acceptable", "adequate".

Aspiration is reflected in positive formulations.

When the candidate's speech is dominated by aspiration, but occasionally there is a denial, it usually indicates a negative experience in the past, which the candidate would like to avoid at a new job. If such situations are unlikely in our country, then this fact can be ignored. If avoidance indicates a zone of persistent demotivation, then it is worth taking this into account. In order to avoid misunderstandings, it is better to focus on this issue. For example, we talked to two applicants, each of whom, talking about their wishes, applied the avoidance formula: "adequate guidance." With the help of psycholinguistic analysis, the following data can be obtained:

Orientation to the implementation of procedures – orientation to the search for opportunities;

Orientation to the content of the work (interaction with figures, documents, equipment) – orientation to interaction with others;

A loner is a team player;

The degree of excitement of the candidate (if it is important to assess stress resistance);

And much more.

It is possible to identify such character traits as demonstrativeness, a tendency to get away from difficulties, a desire to "go with the flow" or, conversely, an active and conscious life position, etc.

Of course, it is impossible to make a decision based solely on the results of linguistic and psychological analysis of speech, but in combination with other methods of

evaluating candidates, this approach can significantly increase the objectivity of the assessment. Of course, the effectiveness of the use of linguistic and psychological analysis of speech largely depends on the qualifications of the recruiter. The use of this method requires long training, attention and the ability to simultaneously perceive several layers of information. The recruitment specialist will have to allocate, analyze and record in real time not only the naming, but also the evaluation part of the candidate's speech, while constantly maintaining visual contact with the interlocutor and observing his nonverbal manifestations - and this is not at all easy. On the other hand, this method has been tested within a single company and has already proved its usefulness, having a positive impact on improving the efficiency of the recruitment process. Therefore, the efforts spent on the introduction of psycholinguistic speech analysis as an alternative method of evaluating candidates will be fully justified.

### **Conclusion**

Despite the fact that psycholinguistics originated more than 50 years ago, the basic ideas about its research subject are rather vague, it does not have a clear field of knowledge, and, moreover, its own scientific tradition. This discipline is developing as a specific discipline, which largely depends on the results of research in such humanities as psychology, linguistics, sociology, cultural studies, etc.

One has only to agree that the most persistent theory to which psycholinguists turn is the theory of Chomsky's universal grammar, which reveals the main aspects of human speech behavior.

The most popular problems in psycholinguistics:

- the study of the child's speech, its assimilation and age transformation;
- speech, defects, deafness;
- the place of speech in social interaction;
- evaluation of propaganda texts;
- language and cognition.

Despite the fact that at the time of its emergence, psycholinguistics was a field of interest for both linguists and psychologists, today more interest and research is carried



out by psychologists. According to Steven Pinker, the interests of modern psycholinguists are aimed at studying the human understanding of language, the mechanisms of production and ways of mastering the language of both native and foreign.

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