

Kurbatova, T., Maslova, Y., Nastenka, S., **Savytska, L.** and Romanchuk, S. (2025). The Interplay of Language and Thought in Shaping Organizational Cognition: Insights from Cognitive and Neurolinguistics. *International Journal of Organizational Leadership*, 14(First Special Issue 2025), 679-688.

ABSTRACT

The study is devoted to analysing the relationship between language, thinking and brain processes that reflect cognitive models in linguistics and neurolinguistics. The relevance of the work is stipulated by the need to understand how language structures form conceptual models, influencing cognitive processes and perception of reality, which is critical in interdisciplinary research. The study aims to identify the synergy of cognitive linguistics and neurolinguistics, which contributes to understanding the mechanisms of cognition and knowledge structuring. The study uses the method of cognitive modelling to analyse linguistic concepts and their connection with mental structures. The results show that concepts such as WAR, TIME, and LIFE are categorised through mental structures and conceptual metaphors. The concept of WAR in Western cultures is associated with heroism, while in other cultures, it is associated with destructive consequences. The concept of TIME is perceived as a resource, similar to money, which can be spent or saved. The conceptual metaphor LIFE IS A JOURNEY shows life as a journey with challenges and achievements. The conceptual sphere encompasses the interaction of universal concepts and culturally specific elements that influence the formation of a mental picture of the world. Language structures knowledge through frames, prototypes and scenarios, creating tools for organising cognitive experience. Neuro-linguistics has established the role of brain mechanisms, such as the activity of Broca's and Wernicke's areas, in ensuring speech activity. The linguistic relativity hypothesis also supports the relationship between language and thinking, which shows the influence of linguistic categories on the perception of the world. The results confirm the importance of an interdisciplinary approach to analysing language, thinking, and brain processes to understand the nature of human cognition.

Keyword: Cognitive linguistics, Concept, Discourse, Communication, Neurolinguistics, Prototype