

## **Notions are not just visual reflections of reality**

At the same time, notions are not just visual reflections of reality. They differ from perception in that, as a rule, they are more or less generalized. Not only individual analyzers are involved in the process of the emergence of perceptions, but also the time connections created by them on the basis of the first signal system. In addition, the content of a submission is put into a certain language form.

Thus, the second signal system also has a considerable influence on the formation of views. Views act as a form of sensual reflection of reality, which includes some points of logical cognition, and concepts are the main elements of the latter. That is, we can say that in the cognitive process are similar not only the stages of cognition, but also the form.

At present, there is a need to consider psycholinguistic features in the media stream. Advertising is a socially organizing force of a special order. Speaking about advertising as an instrument of public influence, it is necessary to emphasize the specificity of speech and visual mechanism of perception of information. Still have problems with writings, check out [CustomWritings](#).

After all, as you know, human intellectual activity is always a kind of recognition or processing of information, and this is what explains the relevance of this study. Specificity of verbal and figurative thinking consists that this thinking is always emotional, that is operates not only on imagination, intellect, but also on moral and aesthetic feelings.

Among them the methods and techniques of representation of advertising production which are based on visually-audience structure as a result of which in consciousness of the person the image with concrete advertised product is laid down and perception of a word is already attached to a concrete subject or image. As a result of such a correlation in the human brain there is an object representation (an image of an object perceived from memory), reflecting this single object in all its specific peculiarities.

The specificity of the advertising language implies organic unity of the individual and universal principles, as through the prism of common and well-known images and objects is presented its understanding, its interpretation. In this regard, it is very important to "find" the key linguistic details and peculiarities for the listener, reader and viewer to understand.