



## Using Emotive-Evaluative Vocabulary to Express Conflict Situations on Twitter

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### Abstract

Emotive words are often used to express emotional responses explicitly in situation of conflict. It is important that the speaker should be aware of the meaning and functioning of the emotive vocabulary when applied. The purpose of this study was to examine how emotive vocabulary can affect communicators in expressing conflict. The qualitative content analysis method was used to analyze the data collected from conflicting situations in popular social networks of 51 randomly selected users. Each of them showed their emotional reaction to a stated event using emotive words and statements colloquially. The users were divided into two groups having positive and negative value judgments. Since communicants most often expressed negative emotions (e.g., anger, irritation, hatred) in revealing the conflict, they consequently used negatively colored vocabulary. A close observation of their vocabulary revealed a connection between conflict and emotional labor of the user, giving conflict itself a negative connotation. The study also revealed that there exists a major relationship between emotive vocabulary and conflicting situation, wherein emotive words helped the user to influence and persuade, argue and, in some cases, manipulate the situation. Emotive words were also found to be a key means of expressing emotions of the interlocutors through verbal components and reactions. These findings would prove useful to researchers and media personnel in the field of media linguistics, psycholinguistics and neurobiology and help understand the behavior of both senders and recipients of emotive vocabulary.

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## Introduction

Linguistic tools allow a person to express any emotions directly or indirectly (Nurmaxamatovna, 2019). Since much of human communication carries an emotional component, the vocabulary that helps express emotion is significant. Emotive vocabulary is defined as a set of words with emotive semantics in the status of meaning and connotation (which consists of components of emotional, expressive, stylistic and functional evaluation); and words expressing strong feelings (Polyakova & Suvorova, 2019). This means that the

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emotional-evaluative vocabulary is stylistically marked. Instead of simply describing people's interests, emotive words change and intensify them. They present an interest in the object, instead of claiming that the interest already exists (Stevenson, 1937). There are many studies of emotive vocabulary in poetry (Gafni & Tsur, 2021), fiction (Kurbanalieva & Omarova, 2021), political writings (Macagno & Walton, 2010a; Macagno & Walton, 2014) and colloquial communication (Couper-Kuhlen, 2012), because the emotional side of human life is organically linked to activities in all its forms and spheres.

To achieve a state of interpersonal rapport, one must be able to relate emotionally to the interlocutor, and one must be attuned to expressing emotions, which are influenced by both linguistic and paralinguistic factors. Real communication is filled with an emotional spectrum. When speakers fail to do so, conflicting exchanges occur as one possible consequence (Baele, Sterck, & Meur, 2016). Although conflicts lead to divergence and disengagement, they nevertheless occur as collaborative acts: discussion, debate, argument, etc. It follows that the real argument that people use in communication is not a strictly structured set of statements. Thus, the emotional aspect of a real argument occupies an important place in it (Dignath, Eder, Steinhauser, & Kiesel, 2020). On the other hand, conflict can be positive and constructive too, as it can often produce new ideas, solve problems, provide an opportunity for people and teams to expand their skills, and foster creativity. Conflict is also often helpful to explore opposing ideas in order to devise a breakthrough.

Monitoring performance for conflicting thoughts, feelings, and behaviors is at the core of responding flexibly in complex and unpredictable environments (Dennis et al., 2013). Theories emphasizing the integration of emotion and control require unequivocal evidence that even seemingly innocuous conflict tasks can elicit canonically affective responses (Macagno & Walton, 2019). Some believe that appealing to emotion is a popular logical fallacy that is addressed in formal logic. Logic as a method seeks to remove ambiguity from clear reasoning. Consequently, the analysis of natural language arguments requires other methodological foundations that informal logic provides.

Emotive words and representations should elicit emotional responses, but this pattern may not always be unambiguous. There are several statements related to emotion in argumentation during conflict. First, "appealing to emotion" can be a logical error and occurs when a speaker manipulates the emotions of the interlocutor or audience. There are also many varieties of this fallacy associated with a wide range of emotions, such as appeals to pity, ridicule, appeals to fear, etc. (Macagno & Walton, 2019). Second, "emotional language" refers to the tone of the speaker, his/her expressions, and phrases. This aspect is rather psychological, although it plays a significant role in the conversation (Macagno & Walton, 2019).

It follows that the use of emotive words goes against the traditional logic of the view of what an argument in conflict should be. However, emotive words help to achieve the following goal: to exert a noticeable influence on the judgment and decisions of the audience/interlocutor. To analyze their effects, two related dimensions must be considered: on the one hand, their logical function as implicit and concise arguments, on the other hand, their rhetorical effect, which is to excite emotion (Macagno & Walton, 2019).

However, for the current study, the author aimed to specify the context in which conflict is used, specifically in connection with negative emotions. The purpose of the study was therefore to show how the use of emotive vocabulary affects communicators in revealing conflict. It makes an original and reflective exploration of how emotive words are used and function in conflict and its disclosure. This study highlights the peculiarities of using emotive vocabulary in conflict situations. Achieving this goal requires solving the following tasks: (1) Explore the relationship between the emotional and logical components of conflict; (2) Derive more or less obvious and intensive signs of emotional communication in conflict; (3) Analyze emotive lexical units in conflict situations between communicants; (4) Compare findings with studies of a similar nature; and (5) Trace and describe the peculiarities of the use of emotive words and reactions in communication. This study was motivated by the need to conduct new research at the intersection of such sciences as linguistics and psychology, and to become the basis for further research and experiments.

## Literature review

The connection between emotions and human speech is studied by representatives of different branches of knowledge: psychologists (Estes & Adelman, 2008; Russell, 2003), linguists (Foolen, Lüdtke, Racine, & Zlatev, 2012), physicians (Kensinger & Corkin, 2004), sociologists (Estes, Jones, & Golonka, 2012; Van Kleef, 2009), psycholinguists (Citron et al., 2016; Karabulatova, Aipova, Butt, & Amiridou, 2021). Poems can be viewed as aesthetic objects that generate subjective experiences that are different for each reader (Gafni & Tsur, 2021). The purpose of the study was to test the different factors that can affect emotional perception of the quality of a poetic text. This article uses a method to quantify these subjective experiences. Participants were given three parallel passages and asked to describe the perceived emotional qualities of the passages. The descriptions were quantitatively analyzed using additional rating tasks and the structural theory of phonetic symbolism. To understand the contribution of sound patterns to the emotional quality of a poem, one also needs a structural theory that projects emotions and speech sounds onto the overall dimensions. It can be concluded that the focus of this article was to analyze the reader's perception of emotive words in poetry and what emotions they can evoke.

In fiction the emotive vocabulary was considered on the basis of specific examples of creating images in William Golding's novel *Lord of the Flies* (Kurbanalieva & Omarova, 2021). Describing the main characters, the author focuses on their speech, special emotional reactions and relationships that make their image coherent. This points out the functions of emotive vocabulary in fiction. It allows the writer to create a psychological portrait of the character, an idea of the world depicted in the text, to evaluate the characters, and to directly influence the reader. Speaking of the scientific style, it is one of those that are devoid of emotive designs. On the contrary, infinitive constructions are used in this context. They are compact and concise, but a complex sentence with a clear hierarchical structure is more convenient for an adequate perception of complex material. Excessive emotiveness is not appropriate in such a text (Bezwan, 2021; Volkova, Remennikova, & Vecherinina, 2021).

As noted above, political figures also actively use emotive words in their texts. They can change judgments, arouse emotions, and influence decisions. The author provides tools for analyzing the structure of the reasoning behind conclusions in order to explore the conditions for their use and their persuasive effect (Macagno, 2014). The analysis of persuasion mechanism triggered by such words involves a complex systematic relationship between values, decisions and emotions. It was based on the Italian political campaign of 2013, namely the arguments with different strategies to manipulate emotions used by political candidates. While some emotional reactions may be seen as valid for good reasons, others are unreasonable and may become unacceptable. Logical analysis of the grounds of emotion can be used as a tool to describe when and how emotions are used to distort reality, namely when and why they may be "unreliable". Emotional words have been described as powerful and dangerous tools for both the audience and the speaker.

Colloquial speech has been analyzed for the functioning of emotive vocabulary in it (Couper-Kuhlen, 2012). This article explores the discourse-analytic representation of preference as it applies to a set of affective manifestations made relevant by the unambiguous refusal of a request or offer in everyday conversation. Deviant contexts are considered in which the speaker first demonstrates one affect, although another may be available, and indeed, later it manifests itself in a more covert form. By affectivity the author means the manifestation and management of increased emotional involvement. Thus, the article analyzed which emotionally colored words can be used by interlocutors as a type of reaction to various situations. These studies prove that emotive vocabulary is characterized by such categories as figurativeness, evaluativeness and expressiveness.

Conflict implies a clash of parties, a state of confrontation between partners in the process of communication over mismatched interests, opinions, communicative intentions that are revealed in the situation of communication (Dahrendorf, 2017). Speech conflict occurs when one of the parties consciously and actively performs speech actions to the detriment of the other and that can be expressed by appropriate - negative - means of language and speech. Such speech actions of the speaker - the subject of speech - determine the speech behavior of the other side - the addressee: he, realizing that these speech actions are directed against his interests, undertakes response speech actions of this kind, expressing attitude towards the subject of speech or interlocutor (Gauvin, De Baene, Brass, & Hartsuiker, 2016). Conflict refers to the interference of irrelevant goals of emotional stimuli with relevant goals that usually need to be suppressed through control mechanisms to optimize behavior. Generally, negative stimuli are prioritized for processing, so they are processed faster and therefore can improve behavioral performance in cognitive contexts at the expense of more processing resources (Jawaharrani, Lekshmi, & Vasantha, 2022; Yang et al., 2016).

From the perspective of the pragmatics of emotional communication, it is important to identify a comprehensive working category of markers capable of detecting and integrating the speaker's attitude and the modality of conversational content. An attempt to develop a perspective on the analysis of emotions that focus on the organization of social practice has been made within the framework of long human interaction (Goodwin, Cekaite, & Goodwin, 2012). A careful analysis of emotion explores its primary organization as false within the framework of personality psychology.

Emotional engagement is analyzed in spoken language and storytelling, namely, in live dialogues and telephone conversations (Selting, 2010). It uses three types of resources: (1) verbal-segmental representation: rhetorical, lexical-semantic, syntactic, and phonetic-phonological resources; (2) suprasegmental vocal display: resources from the prosody and voice spheres; (3) visual or "multimodal" resources: facial expressions, gestures, and body language. The author reconstructs how verbal, vocal, and visual cues are deployed simultaneously to maximize interlocutors' understanding and engagement. There are a wide range of theoretical issues in pragmatic theory: embodiment and complexity in the acquisition and analysis of spoken language; stylistic markers as social, emotional, and cognitive indicators; semiotic markers of personality and identity attitudes (Caffi, 2013). The challenge for pragmatics is to understand language use as part of a living and complex emotional, psychological, cognitive, social, and communicative system (Caffi, 2013).

It is worth noting that the above-mentioned studies lack or touch superficially the analysis of the lexical components. The methodologies are based on human communication behavior and the emotions that arise

during conversation. However, their importance for this study is that without understanding the connection between emotions, speech and cognitive abilities, it is impossible to conduct a detailed analysis at any level of the language system (in this case, at the level of vocabulary).

When it comes to the vocabulary elements, affective and psycholinguistic norms are provided for 619 German idiomatic expressions, exploring the relationship between the affective and psycholinguistic properties of the idiom (Citron et al., 2016). German speakers evaluate each idiom for emotional significance, arousal, recognizability, semantic transparency, imagery, and concreteness. They also described the figurative meaning of each idiom and assessed how confident they were of the ascribed meaning.

A person's changing emotions affect most aspects of his/her behavior (Kuperman, Estes, Brysbaert, & Warriner, 2014). At the same time, the authors argue that emotional factors are conspicuously absent from current models of word recognition. The study used a sample of 12,658 words. Multiple lexical and semantic control factors were also considered to determine the exact nature of the effects of arousal and valence on word recognition. Empirical patterns that converged, observed at the word level and in trial-level data from lexical decision and naming, indicate that valence and arousal exert independent monotonic affects: negative words are recognized more slowly than positive words, and arousing words are recognized more slowly than soothing ones.

It is important to understand the emotional meaning of a word and how it is used to create manipulation (Macagno & Walton, 2019). Emotional meaning is analyzed as an evaluative conclusion arising from the conclusions induced by the use of the term. It can be represented and evaluated by means of argumentation schemes. Evaluative inferences are seen as part of the emotional connotation of the word, which can be modified and stabilized through application in different contexts.

From aforementioned studies, one can conclude that there is a fair amount of research that analyzes emotions separately in terms of psychology and neurobiology, but there are no holistic studies that analyze the linguistic aspect of emotive vocabulary in conflict. Previous research has proven the specific impact of emotions on cognitive processes, from perceptual processing to cognitive control, of which emotions are usually reflected in negative stimuli, or emotions do not distinguish between negative and positive. However, they do not describe the relationship between conflict and negative emotions from a linguistic point of view. That is, limitations have been noticed in studies that deal with the connection between emotion and speech, and how this connection functions in real communication.

## Methods

- *Research design*

This study adopted a qualitative content analysis. It involves classifying data through careful reading using categories that are generated inductively (Graneheim, Lindgren, & Lundman, 2017). This method differed from those commonly used in analyzing oral conversations (Caffi, 2013; Couper-Kuhlen, 2012; Selting, 2010) in the following aspects namely, interpretation of phonological and tonal aspects of communication; connecting methodologies of integrated pragmatic analysis (Caffi, 2013) with those belonging to research on emotionality in spoken texts (Couper-Kuhlen, 2012; Selting, 2010); and linking linguistic, visual, psychological, and meta-communicative tools of analysis. The study comprised following three steps: (1) Searching and analyzing emotive lexemes in comments; (2) Their classification into groups; (3) Analysis of emotional and expressive coloring and thematic levels. Each user's message was viewed as a complex move that consists of several pivotal constructs (Selting, 2000). Based on this, 200 comments were analyzed that traced emotive vocabulary.

- *Research sample*

This study was made on the basis of materials from the social network Twitter. The development of social networks has undoubtedly changed the interaction between people, but on the other hand the growing amount of content created by users on the Internet has given reasons and opportunities for creating conflict situations between communicators. The participants in the study were a guy (supposedly) with the nickname "Nathaniel29" and fifty communicators who wrote various messages under his Twitter posts. Some of them participated in the discussion as like-minded people, while others positioned themselves as aloof and disgruntled commenters. This is the basis of the conflict. The study was conducted in the context of the English language and vocabulary of English-speaking participants.

- *Research instruments and procedure*

The use of the qualitative content analysis method implied a detailed manual reading of the comments by the researchers. Since the discussion turned out to be quite active and caused a lot of resonance, finding suitable messages did not become a big gap for research. Thus, among all those who have an emotive

vocabulary and are suitable for further analysis were selected. They were written out and structured using Google Docs. In Google Docs, the researchers singled out positive and negative lexemes separately. They were marked with different colors, which made it possible to describe the contrast of pronounced emotiveness. A small volume of messages made it possible to make a selection according to the criteria manually without the use of additional tools.

- *Data analysis*

The analysis revealed that the first post on a topic that resonated with readers was posted on Twitter in September 2020. In it, "Nathaniel29" described a life-changing moment without expecting an active response from the audience. The user told us that he left his wife because he fell in love with another woman; after several years, he realized that his wife had always been the best companion for him, and now he was trying to get back to her. The thread immediately began to gain popularity and retweets mainly due to the spread of commenters with a judgmental opinion. Because of this, the user gets confused and sometimes feels guilty. He seeks the understanding and sympathy of the panelists. Probably encouraged by the partial interest and support he received in this discussion, "Nathaniel29" writes a new thread to communicate his thoughts on his personal problem, but this time he receives mostly irritated, angry, incredulous, sarcastic responses.

The following parameters were taken into account when detecting linguistic markers in all research texts: linguistic (in its pragmatics), semantic, syntactic, stylistic, and rhetorical aspects; discursive, in particular related to meta-communicative, contextual, and co-textual strategies; and psychological, assessed by means of emotional techniques using markers of empathic closeness and softening. The study faced difficulties such as: it was not possible to typify (for age, gender, social status) the participants, because it was impossible to confirm that they were real people, capable of experiencing emotions, empathizing and arguing. This is because bots and people who impersonate others are active in social networks.

The ethical framework was not violated during the study, as all Twitter users used nicknames that hid their real identity.

## Results

The study resulted in understanding several features of the conflict between the sampled communicants. It was found that there emerged opposing views by "Nathaniel29" who himself refrained from arguments and hesitated to respond to criticism in his direction. It was felt that he experienced a spectrum of negative emotions, but did not express them, on the contrary, suggested users "not to waste time on insults". On the reader side, one can trace the following trend: 31 out of 50 active commentators participated in the conflict as opponents, while the rest defended the author. Due to the different reactions (partnered and hostile) to the posts in the dialogues, it was noticeable that the participants argued not with "Nathaniel29", but with each other.

Positive emotions rarely last as opposed to negative ones, which are summed up and remembered. In disclosing the conflict, communicants experienced the second type of emotion and, therefore, used negative vocabulary. Thus, the connection between conflict and cognitive labor gave conflict a negative connotation. The first and largest group of words were those with a negative value judgment. They were most vividly expressed in the comments under the posts (third and following), which revealed in detail Nathaniel29's problem essence and experiences. In them, the author reinforced the emotional position after receiving the first cold responses. This increased the number of negative, angry, and sarcastic responses, such as: "Serves you right!", "I totally disagree with what you did", "shame on you!", "let him get a slap on the wrist for cheating", "coward", "parasite", "snot", "slacker", "are you even ashamed?", "faithful...", and so forth. Users directly attacked and criticized Nathaniel29: "I think you missed your happiness," "That's definitely not how real men act...", "It's wrong to do that," "Don't you think that's completely irresponsible?", "horrible," "Deserved it," etc.

The second group of users which used the emotive vocabulary agreed with Nathaniel29's opinion, and tried to justify him and defend his position in the current conflict: "It's going to be fine," "Don't worry," "Good for you," "It's presumptuous to judge someone for love," "Maybe she was nagging her husband," "Poor thing," "Insanely romantic," "You're so sensitive!" "In your defense, I'd like to say...", "Yeah, you're downright Don Juan." The position of the interlocutors is mainly reinforced by the emotional techniques of social proximity: "we", "our", "empathize", "you always have our support". It is also worth noting the answers contrasted with the comments of the first group: "Get on with your life", "It's not for you to judge", "Keep your mouth shut", "That's a waste", "Shut up!", "Can we put him in the 'block'?", "Shut up", "Easy with the language", "boor".

Each of the groups of vocabulary is characterized by demonstrations of intensity, such as exclamation marks, hyperbolic images, and emoji. In addition to unwanted temptations in the form of rude and uncontrollable utterances, conflict can be induced in various explanatory frameworks that arise when one holds several incompatible ideologies that point to mutually incompatible responses. In the conflicting

online conversation that was analyzed, the author's emotional position takes a side opposite to that of his interlocutors in the message thread. Nathaniel's emotional position is built on semantic, coherent, stylistic, and rhetorical means, which indicate insecurity, low self-confidence. The emotional position of his interlocutors expresses the opposite opinion, characterized by confidence, certainty, and assertiveness. This discrepancy can be seen in the distribution of emotional techniques and words (e.g., the concepts of negative evaluation and distance). The communicants' expressions also represent lexemes with positive semantics (in particular, assurance, proof and quality).

The analysis was made on the basis of conflicts in media communication. The most vividly emotive vocabulary in social media conflicts is represented by negative comments from readers who express their (constructive or not) point of view, as various social media platforms allow millions of people to publicly share user-generated content (Giglou, Rahgooy, Razmara, Rahgouy, & Rahgooy, 2021). Despite the varieties of content types, a critical point of platforms like Twitter, Facebook, YouTube, and Instagram is that users can openly discuss content. Unfortunately, any user connected to any of the social media platforms will often face the risk of becoming a victim of harassment, profanity, hate speech expressed as racism, sexism, etc. Hate speech, which can manifest itself through emotive vocabulary, is generally defined as any message that demeans or insults a person, or a group, based on certain characteristics.

It is also worth considering that the conflict was in the realm of social media. This gives reason to believe that a similar argument in live colloquial speech may differ for at least the following reasons: First, in live communication, most of the emotions are expressed through a person's facial expressions and gestures. In social networks there is only a verbal component, and the nonverbal is minimal, at the level of emoji and pictures; second, social network users are not always aware of the limits of permissible statements, so they can often afford to express their emotions in a less restrained way than they would in real life; and Third, the conflict develops between strangers. If they knew each other in real life, the results would be very different.

Commentators' conversations are overflowing with poly-functional markers, which indicate the quality of the speaker's self-presentation, and the quality of her/his interaction with interlocutors at different levels (morphological, syntactic, stylistic, lexical and rhetorical). In this case the lexical level was considered. From the perspective of psycholinguistics, markers can act as signals of extra-linguistic behavior and attitudes: for example, they can index the speaker's affiliation with a particular social group, show his/her level of emotionality and involvement in the conflict. Consequently, more engaged communicators used more emotive words and utterances than those who were less engaged or tried not to react sharply because of the subject of the conflict.

A common characteristic of the communicants' speech is the use of emotionally expressive vocabulary at approximately the same level of quantity and frequency. It can also be roughly divided into two groups: positive reactions and negative reactions, which indicates a more aggressive or neutral manner of speech. For a deeper understanding of what guides conflict participants in their choice of emotive words, it is worth engaging research from psychology and neurobiology. This is also influenced by the following factors: age of the user, level of education, social status, psychological state. It is not possible to determine them reliably due to the rights of users in social networks.

## Discussion

The idea of strategic marking of discursive content has a long tradition in semiotic studies as well as in the social sciences. The signaling of speech markers of communicative activity contributes to the fact that participants can discuss needs, request, express information, and regulate personal relationships (Caffi, 2013). To compare the results, one could mention a similar study based on the correspondence of thirty users on an Internet forum (Bonelli, 2015). One speaker with his story and 29 users express their reactions, both supportive and condemning. A significant thing in this study is that the author is actively engaged in an emotional argument. One can see a detailed description of his reactions to negative comments, mood swings, and discontent. Based on this, emotive markers were identified that indicate a certain position of the participant in this situation.

However, in the case of this study, Nathaniel29 is completely disengaged from the dispute, taking the blows and allowing the participants to communicate among themselves, occasionally giving rise to discussion and further development of the conflict. From a linguistic point of view, the author does not examine the emotive vocabulary in detail, but rather selectively shows the reactions of commentators and emphasizes the author's emotional state, his experiences and feelings, as well as a step-by-step and detailed analysis of the story he tells. This study revealed the emotional position of the interlocutors based on their statements and markers. It turned out to be more emotionally neutral and less aggressive, as evidenced by the diagrams that show the percentage of emotional techniques (involvement, intimacy, etc.) on all sides of the conflict.

Another study that can be compared here is based on [Stevenson \(1944\)](#) theory, but differs from his positivist view, which defines emotional meaning as a behavioral effect ([Macagno & Walton, 2010b](#)). This study provided a better theoretical basis for explaining why certain words are persuasive, and to show how they work as implicit arguments based on the assumptions. The study used congruence theory to provide a linguistic framework for connecting a speech unit to the function it is supposed to serve in an argument. It proved the persuasiveness of emotional words and persuasive definitions as a consequence of non-obvious arguments that the interlocutor may not even realize. Thus, the analysis showed how the use of emotional terms was a powerful tool. Emotional methods of persuasion and argumentation were not used in the study, even though the participants were in the disclosure of the conflict. This was not the case because of the chaotic nature of the statements and the large number of communicators. In social networks users rarely express themselves in an argumentative and constructive way. More often it is the language of episcaricacy and hatred.

Emotional language theories often confuse the instinctive nature of "sound gestures" with what can properly be viewed as a linguistic dimension of "expressiveness" or emotional function ([Karabulatova, Ldokova, Bankozhitenko, & Lazareva, 2021](#)). This confusion has its roots in naturalistic or pragmatic conceptions of language, which direct attention to the participants of the speech event, to their emotional state when using linguistic material, rather than to the intrinsic value of linguistic elements in specific systems ([Stankiewicz, 1964](#)).

Monitoring of telephone conversations for emotive language was done on the basis of responses-refusals/avoidance of the conversation or vice versa-the initiative ([Couper-Kuhlen, 2012](#)). The fact that these alternatives are "ranked" in this way can be described in terms of the participants' preferences. The author focuses on describing the situations in which the conversation itself takes place and on its sound component, which cannot be considered in the case of correspondence in social networks. A similar study used a sample of 12,658 words and multiple lexical and semantic control factors to determine the exact nature of the effects of arousal and valence on word recognition ([Gafni & Tsur, 2021](#)). Convergent empirical patterns observed at the word and trial level data from lexical decision, and naming, indicate that valence and arousal have independent monotonic effects: negative words are recognized more slowly than positive words, and arousing words are recognized more slowly than soothing words. The three passages used in the experiment share a common theme of silence. Therefore, it is not surprising that words such as "*nostalgia*" and "*longing*" were common in participants' responses to all of them.

In literary discourse, emotive vocabulary is actively used, even more than in live dialogic speech ([Kurbanalieva & Omarova, 2021](#)). However, for the most part, it serves to describe characters, create their portraits and express their reactions. In this case, the coloring of the vocabulary (positive or negative) will depend on the genre of literature, the age of the reader for whom it is intended and other extra-linguistic characteristics.

## Conclusions, recommendations, and implications

The emotional aspect of a real argument occupies an important place in it. The results of this study show that from the psycholinguistic point of view, emotive vocabulary is an integral component in the disclosure of conflict. In revealing a conflict, communicants more often experience exactly negative emotions (anger, irritation, hatred) and, consequently, use a vocabulary of negative coloring. Thus, the connection between conflict and cognitive labor can give the conflict a negative connotation. Nevertheless, it is possible to distinguish two groups of emotive vocabulary in the existing conflict: words with a negative value judgment and the opposite group with a positive one. On both sides, the participants try to prove a point with their expressions: to defend the author or to condemn him, to give his position a subjective assessment. They do not get personal, observing certain boundaries, but it is worth noting that these boundaries are a bit blurred, if we talk about correspondence between strangers on the Internet. Participants in this study mostly avoided argumentation, turning to insults and subjective evaluation of what was happening. While words with emotional meaning fit into the logically good and qualitative structure of arguments quite harmoniously.

It turned out that emotional speech directly describes a person's opinion and often helps to influence the interlocutor even better than only in a rational way, using emotionally neutral words. Since the research was done on the basis of conflict on the Internet, this introduces certain adjustments and differences: hate speech, which can be expressed through emotive vocabulary is usually defined as any message that humiliates a person or group based on certain characteristics. The results are also influenced by extra-linguistic factors such as the age of the users, educational level, social status, and psychological state. This is because bots and people who impersonate others are active in social networks. These aspects raise many linguistic questions and open up the possibility for further research. The study results will be useful in the field of media linguistics, psycholinguistics, neurobiology, sociology and psychology. Further research is worth considering the aspect of normativity, credibility of statements on social media and constructive argumentation on all sides of the conflict.

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