

THE MOTIVATIONAL AND NON-MOTIVATIONAL POWER OF WORDS ON SOCIAL MEDIA: A PSYCHOLOGICAL ANALYSIS**Bahodirova Azizabegim Shavkat qizi**Asia International University
2-FT(o')-24 Group Student**Abstract**

This article investigates the motivational and psychological effects of words on social media from a scientific perspective. In the context of globalization, language is analyzed not only as a medium of information transmission but also as a factor influencing human consciousness, emotional states, and behavior. The study explores the relationship between speech, thought, and attention within psycholinguistics and sociolinguistics frameworks. Drawing on the ideas of Charles Bally, Jon Assaraf, and Bob Doyle, the article scientifically substantiates the positive and negative consequences of verbal influence. The findings contribute to improving speech culture on social media platforms and emphasize the importance of responsible language use in contemporary digital communication.

Keywords

Globalization, social media, power of words, motivational speech, non-motivational speech, psycholinguistics, sociolinguistics, speech culture, information manipulation, psychological impact, language and cognition, communicative influence, positive and negative discourse, thought–attention–outcome, internet communication, speech psychology.

Introduction

In today's era of globalization, social media has become an integral part of human life. These platforms serve not only as channels of communication but also as spaces for information dissemination, expression of opinions, propaganda, and influence. Consequently, the power of words on social media has become more significant than ever.

Words are not merely tools of communication but possess psychological and social power. Particularly in online environments, every written word reaches hundreds or thousands of people. Positive words inspire hope, confidence, and motivation, whereas negative words, insults, falsehoods, or gossip adversely affect psychological well-being and can create distrust, pessimism, or even conflict within social contexts.

Today, many individuals transform their lives through motivational speech, inspiring texts, and positive messages on social media. At the same time, irresponsible use of language can lead to information manipulation, discrimination, and psychological pressure.

Psycholinguistics studies language as a real psychic unit, including speech production models, speech culture, speech pathology, and the interaction between thought and language. The Swiss linguist Charles Bally (1865–1947) is particularly noted for his work on the study of emotional speech. According to Bally, effective (emotionally charged) speech serves two primary purposes:

1. To express the speaker's emotions and moods and provide evaluative feedback on the communicated information.

2. To influence participants in communication by employing specific linguistic means.

Bally's concept of language as a tool of influence remains highly relevant today, particularly in discussions of psycholinguistics, communicative linguistics, and pragmalinguistics. G.M. Nasirova emphasizes that individuals' sociopolitical views are shaped by language, and that meanings generated through linguistic elements provide insight into human behavior.

The theme of this study, "*The Motivational and Non-Motivational Power of Words on the Internet*", intersects psycholinguistics and sociolinguistics. Every post, comment, or status update can affect others' emotions, thoughts, and behaviors. The nature of this influence can be categorized as:

1. **Motivational Power:** Positive words inspire and encourage individuals. For example, phrases like "You can do this" or "You are strong and capable of overcoming any obstacle" on platforms such as Telegram, Instagram, or TikTok are used to provide psychological support, increase self-confidence, or motivate action. Their effectiveness arises from emotional resonance.
2. **Non-Motivational Power:** Negative words affect the mind negatively, e.g., "You will never succeed" or "No one values you". Such statements increase stress, pessimism, and self-doubt. Rapid dissemination of these words on social media intensifies psychological pressure.

From a psycholinguistic perspective, studies focus on how words are encoded in the human mind and the emotional responses they elicit. Non-motivational words often carry negative semantics, harsh phonetics, and rejection or denial structures. In contrast, motivational words are characterized by positive semantics, soft phonetics, and syntax that conveys confidence.

Psychologically, social media operates on a principle similar to the law of attraction: individuals encounter posts that align with their predominant thoughts. Positive content stimulates dopamine release, reinforcing engagement with the topic and shaping attention. This concept aligns with the ideas presented in *The Secret*, which posits that thoughts, feelings, and language attract corresponding life experiences:

Thought + Attention = Outcome

Researchers such as Jon Assaraf note that individuals often focus on undesired circumstances rather than desired goals, which reinforces negative outcomes. Bob Doyle emphasizes that the law of attraction responds to thoughts rather than judgments of good or bad.

This approach confirms the psycholinguistic principle that recurrent words and ideas on social media create stable psychological states in individuals. Therefore, the motivational mechanism outlined in *The Secret* offers a scientific basis for understanding the power of words in contemporary internet communication.

Conclusion

Language and speech remain fundamental factors influencing human consciousness. Words on social media not only convey information but also shape psychological states, decision-making processes, and social behaviors. Through content and tone, speech can generate either positive motivation or negative emotional effects. Conscious and responsible use of language enhances communicative effectiveness and promotes a healthy social environment in digital spaces. These

findings demonstrate the relevance of studying the psychological mechanisms of language influence in modern linguistics and communication research.

References

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