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THE LINGUISTIC STATUS OF IDEATION IN STARTUP DISCOURSE

The paper is devoted to the study of the linguistic status of ideation in startup discourse and its influence on the promotion of innovations in the context of digital marketing in Technology for elaborating on effective professional and marketing communication. The development of startups is the practical discipline that embraces the toolkit of methods to work out, generate, and promote ideas, and their analysis to find out the effective investment policy. Specific language means and strategies are used to present ideas, concepts, and solutions. In the startup environment, they are studied from the point of view of the interaction of verbal (startup pitch decks – information dominant in the ideation process) and visual modes (visual communication tool Venngage for Business which helps to convey complex content in a more visually appealing way – performative dominant in the ideation process). The rhetorical aura of the ideator (ethos, logos, pathos) and his synergistic enthusiasm (entrepreneurial spirit and dynamism) are determined separately, aiming at conveying innovative ideas to attract investments and build effective communications with clients. *Information dominant ideation* is updated with a logical presentation of arguments, facts, statistics, and persuasive evidence that confirm the idea's value and convince the audience of the startup success. *Performative dominant ideation* is actualized by multimodal interactivity that activates the perception of the idea by the audience, through the interference of verbal and visual means stimulated by neurotransmitters. Among these we single out the use of emotionally colored words, metaphors, and stylistic techniques that cause emotional resonance in the audience, acting on consciousness and subconsciousness. The research is based on the platforms Techleaders Talks, Keynote developers speakers, and IT Arena startup competition. As a result of the research, it was determined that idea pitching is a rhetorical phenomenon of professional communication that works in the paradigm of design thinking and has a clear toolkit aimed both at attracting the attention of investors and the inquisitiveness and interest of the audience. Aspects of idea pitching, such as the ideator's rhetorical aura, synergistic enthusiasm, persuasive argumentation, and multimodal interactivity are highlighted and their functions in the presented startup ideas are determined. The article also analyzes Google startups from the point of view of linguistic means of presenting the startup's philosophy, mission, values, and culture.

Keywords: startup discourse, information dominant ideation, performative dominant ideation, strategies and tactics of the idea pitching, the rhetorical aura of the ideator.c

1. INTRODUCTION

Formulation of the problem. The article is devoted to the linguistic-cognitive analysis of the principles of structuring and presentation of ideas in a new genre of engineering discourse in a startup format. The idea pitching in startups is the process of creating and presenting an idea, the communicative success of which can be turned into a profitable business.

The strategic communicative goal of ideation is the implementation of a certain innovative idea into social practice through influencing the recipients — investors. The structural and semantic patterns of the ideational speech are fragments of speech (according to Kaysina (2016) passages, which are divided into the narrative, expository (explanatory), persuasive, and descriptive) characterized by structural-compositional, lexical-grammatical, stylistic, and multimodal variations [1,123].

2. RESEARCH METHODS AND MATERIALS

The scholars investigate the problem of ideation in various aspects. For example, D. M. Kaisina (2016) studies implicitly/explicitly persuasive and explicitly/implicitly persuasive passages in ideation and singles out a narrative passage, a descriptive passage, which serves as indirect proof of the value of an idea and an indirect incentive to join to the realization of the idea in social practice [1, 122]. O. Kachmar, V. Eremenko (2021) focus on revealing patterns of communicative influence on the recipient by varying serious and humorous tonality in an idea speech (on the basis of the TED platform) [2,]. D. Graham, T.T. Bachmann (2004) relies on the recognition and creation of an idea both on a person's ability to think logically and on the process generation of abstract or concrete objects [3], J. Lakoff, M. Johnson (1980) focus on the strategies of the communicative goal of the addressee and the "force" of speech influence on the addressee [4].

3. RESULTS AND DISCUSSION

The purpose of our scientific paper is a linguistic-cognitive analysis of the presentation of an innovative idea as a component of the cognitive paradigm design thinking in such a compositional frame: introduction and initial conversation to break the "ice" **(Introductions and Icebreakers);** definition of startup values **(Vision and Values);** provoking inquisitiveness **(Engaging delivery, elaborating sensory boosters by highlighting the key pain points and vocal delivery skills);** compelling, engaging business plan **(Insight Mining);** outline of the problem **(Challenge Framing);** communicating an idea **(Idea pitching);** solving a problem **(Tantalizing benefits);** visualization of prototyping **(Prototyping).**

We analyze the communicative situation of the innovative idea presentation by well-known developers who use the compositional elements of their design thinking to the general public. We conducted a logical-semantic analysis of the multimodal text of their ideas presentations in which the text, sound, and video sequence were means of stimulating the receptors of the addressee's various senses and also acted as mediators in the communication process. That is, the content of the presentation was based on the interaction of different modes that stimulated the perception of the idea by the audience, and we studied the linguistic status of the idea through three semantic functions: *conceptual* (the interaction of the idea and the real needs of the audience), *communicative* (the relationship between the addressee and the recipient) and t*extual* (lingual and para lingual means of presentation ideas). As Tech leaders, presenting their products and ideas we made the rhetorical analysis of their styles on the example of Apple, Uber, and Airbnb. We structured their rhetorical and presentation techniques by identifying the stages in the ideation:

Introductions and Icebreakers is actualized by an initial tease: *I'm really excited to be here today. I'll show you some stuff that's just ready to come out of the lab, literally, and I'm glad that you guys are going to be among the first to see it in person because I think this is going to really change the way we interact with machines from this point on [5].*

Insight Mining by Emphasizing Innovation and User Experience (Apple):
Today, I'm thrilled to unveil our latest creation, a groundbreaking device that will revolutionize

the way you interact with technology. Just like Apple, we believe in pushing boundaries and delivering an unparalleled user experience. Our product seamlessly blends cutting-edge technology with intuitive design, empowering our customers to unleash their creativity and unlock new possibilities [5].

Vision and Values *— Disrupting Industries and Transforming the World (Uber): At, we're not just here to disrupt an industry; we're here to transform the way people experience. Taking a page from Uber's playbook, we're revolutionizing the industry by leveraging technology to create a seamless and efficient solution. Our platform connects users with [service] like never before, making it easier, more affordable, and more accessible. Together, we're reshaping the landscape of industry and empowering people to embrace a new era of service [6].*

Challenge Framing by creating a Global Community and Redefining Hospitality (Airbnb): *Imagine a world where every traveler can feel at home, no matter where they go. Inspired by the success of Airbnb, we're building a global community that connects travelers with unique and immersive experiences. Our platform is not just about accommodations; it's about fostering connections, embracing diversity, and redefining hospitality. With [Company Name], every trip becomes a journey of discovery, and every stay becomes a cherished memory [7].*

Idea pitching. Content analysis of the professional presentation of ideas by developers of companies such as Apple, Uber, and Airbnb usually takes place with the help of various communication strategies. Having worked out the strategies and tactics of idea presentation by technological leaders, we created our own methodology of idea presentation in the innovative startup format, which has the following strategies and tactics:

1. The strategy of intellectual orientation is realized by such tactics as:
   • Definition and interpretation of scientific and technical notions
   • Rational argumentation
   • Effective congruency of multimodal information
   • Graphical visualization

The first tactic is the visualization of the product by definition and interpretation of scientific and technical notions. The aim of this tactic is to prepare a potential consumer for the perception of the information through the "image-sense" mode by explaining the semantics of a word or statement, revealing the meaning of special concepts, terms, and images. Sometimes a demo is stunning enough that it allows an audience to imagine truly exciting applications and implications. And then the demo becomes not just a demo, but a vision of the future.

This means that we show the product and explain its features so that people can more easily understand what it does. If there are complicated words or technical terms, developers explain them to make the information clear.

The second tactic of rational argumentation based on cognitive logic creates in the recipient mindset an interactive cognitive environment.

The developers provide logical reasons why their product is good. They try to make people think and make informed decisions by providing them with facts and arguments. For example, the discussion of Google's commitment to sustainability and ethical values can resonate with a socially conscious audience. In this communicative situation the rational argumentation is realized in:

the attributive clauses
We're here in Brooklyn, New York at National Sawdust, a modern community music venue just a few steps away from our newest Google Store, which opened earlier this summer.

the clause of time
When we first put Tensor to work in Pixel 6, it was a huge step 4:25 forward, delivering amazingly helpful, Pixel-only experiences, like Live Translate, Magic Eraser, and Real Tone.

A watch needs to be able to dress up for a night out, and be 6:48 durable enough to go with you When you're camping or rock climbing [8].

During the development phase, we encountered some challenges, but we successfully overcame them.

Previously, our team had been working on this project for several months:
the clause of place

In the cloud computing space, we've expanded our data centers across multiple regions.

Across the globe, users rely on our services daily.

Within our Android ecosystem, developers worldwide contribute to app innovation.

the clause of reason

Due to increasing user demand for faster search results, we implemented a new indexing algorithm

In response to security concerns, we introduced two-factor authentication as a mandatory feature

Given the increasing complexity of cyber threats, we've bolstered our cybersecurity measures.

the clause of purpose

In order to enhance user experience, we've redesigned the user interface with a focus on simplicity and ease of use

We've introduced machine learning algorithms to our recommendation system to personalize content for users.

With the goal of expanding our market presence, we're launching our products in emerging markets.

the clause of consequence

By leveraging AI-driven chatbots, customer support response times have been cut in half, resulting in higher customer retention rates

After implementing agile development methodologies, our software release cycles have become more efficient, allowing us to introduce new features more frequently.

Through partnerships with local schools, we've increased access to technology education, leading to a rise in skilled tech talent in the region.

the clause of condition

If our research yields promising results, we will explore the feasibility of launching a new product line in the coming year.

Provided that market trends continue as projected, we anticipate strong growth in the wearables sector over the next fiscal year [8].

The third tactic consists of effective congruency of multimodal information.

Visual Aids such as slides, images, videos, and infographics to illustrate key points and make the presentation visually engaging. Demonstration of the Pixel 7's features in real-time or through video demonstrations. This allowed the audience to see the product in action.

TensorFlow is an open-source machine learning framework developed by Google. It is used for building and training machine learning models, making it a valuable tool for AI and data science applications.

Google Cloud AI Platform is a machine learning and AI development platform that allows organizations to build, train, and deploy machine learning models at scale on Google Cloud [8].

The fourth tactic of innovative product updates graphically attractive visualization: *Briefly presented basic information on updates (with a photo):*

Like making your photos that are blurry sharp in the blink of an eye, and magically erasing distractions in your pictures. Or automatically reducing background noise on the other end of your phone call. And protecting you from robo-callers and spam texts. Or helping you understand more than 100 different languages with Lens in your camera. You'll even know whether you should rest today or go for that extra mile on your run. Pixel devices handle all that for you, thanks to our combination of foundational technologies: AI, Android, and Google Tensor [8].

2. Next tactics realize **the strategy of emotional regulation:**

- **Emotional regulation** (creating a mood — explication of a positive mood through the implementation of an idea into social practice).
- **Informative signaling** — narrative interference of modes to create Surprise, Trust, Anticipation, Suspense, Jaw-dropping etc.

Emotional regulation is creating a mood — to evoke positive emotions by showing how the product can make the lives of customers better or solve their problems. The idea of a product is

illustrated in situations that make people happy through the dreamscape effect by evoking in the recipient mindset imagination, invention, innovation, design, and vision. This ability help to pattern the world and then re-pattern it to create a world that doesn't actually exist but someday might. The dreamscape effect has been among TED's most thrilling speakers. They speak not of the world as it is, but as it might be. When these talks are done right, they get an audience's hearts to pound and their minds to explode with a sense of possibility.

The emotional states are regulated by emphasis on the Unique Selling Proposition (USP), what sets for example the Pixel 7 apart from other smartphones, discussing how the Pixel 7 aligns with users' needs, desires, and aspirations.

The tendency to evoke the recipients' positive emotions through such linguistic means as:

Rhetorical questions perform the function of dialogue between the speaker and the audience and also boost inquisitiveness:

"What if your smartphone camera could capture breathtaking moments in stunning detail with just a single click?"

"Have you ever experienced a phone that adapts to your needs, making your day smoother and more efficient?"

"Can you imagine a world where your smartphone battery lasts all day, no matter how demanding your tasks?"

"What if your smartphone not only connected you with the world but also helped protect your digital life with the highest level of security?"

"Is it possible to have a device that seamlessly blends style, innovation, and sustainability in one package?"

"Have you ever seen a smartphone that pushes the boundaries of technology while remaining accessible and user-friendly?"

"What if your smartphone could become an indispensable tool that enhances your productivity and creativity every day?"

Evoking positive emotions of the addressee is stimulated by using various positive **adjectives**:

"And the iPhone holds its value longer than any other smartphone. This is good for our users, and good for the environment since it helps conserve finite natural resources.

*iPhone 15 has **an all-new design** that`s simply **gorgeous**.*

*Our **amazing** community of developers has made the Dynamic Island even more useful by expanding what it can do.*

*It provides **an exceptional viewing** experience, with thinner borders, **rich** color, and support for Dolby Vision. And now, it's even **brighter**.*

*iPhone 15 has an entirely new advanced camera system. It is designed to help our users take **fantast**ic photos of everyday moments in their lives. We`re always looking for ways to make it easier for everyone to take **gorgeous** photos"* [5].

Narrative interference of modes/semiotically different "texts" triggers the visual communication signals combined with common storytelling and visuals that is, ways of their interaction in the unfolding of the "story" to create an emotional state, for example, Surprise, Trust, Anticipation, Suspence:

*Ladies and gentlemen, get ready for **the adventure of a lifetime**! I'd like to first talk to you about two big things that are happening in the world **right now**. To start, I want to address the topic of racism, inequality, and injustice, and **recognize the pain** being felt throughout our nation, especially in our black and brown communities after the senseless killing of George Floyd. Two weeks ago, we announced Apple's Racial Equity and Justice Initiative. Over time, this initiative will challenge systemic barriers that limit opportunity for communities of color[10].*

Speakers use words and expressions that help people feel certain emotions, such as surprise, trust, or expectation. This helps to make the message more memorable. To simplify complex technical concepts **speakers use metaphors and analogies.** Metaphorical argumentation is one of the most common ways of persuading recipients. It allows ideators to turn to the common fund of knowledge, thereby creating a kind of common platform, based on which the speaker can develop his point of

view. Therefore, the emotional variety of the pragmatic function of the cognitive metaphor is used to influence the emotional volitional sphere of the recipient and create a suitable mood or attitude to certain events of the audience. For example, the presentation of Pixel 7's:

*Prepare to be amazed by the breathtaking visuals, as you explore the ....and its enchanted surroundings. Feel the thrill of learning new spells, the **touch of ancient books**, **the aroma of magical ingredients**, and the motion of dueling with fellow wizards.*

As we can see from the example an explanation is the act that consciously adds a new element to someone's cognitive map or rearrange the existing elements metaphorically. Thus, metaphors are the key tools needed to explain and bring speech to life.

*Like making your photos that are blurry sharp in **the blink of an eye**, and magically erasing distractions in your pictures.*

*And of course, **your phone is your most constant companion**.*

*The Pixel 7's camera is your **window to the world**, capturing moments with the clarity of a high-resolution lens*

*Our AI technology acts as a personal assistant, seamlessly adapting to your needs **like a trusted friend***

*The Pixel 7's battery life is **a marathon runner**, going the distance without breaking a sweat*

Our commitment to sustainability is the beating heart of the Pixel 7, infusing eco-friendly materials and practices into its DNA

*The Pixel 7's design **is a work of art**, where form and function dance in perfect harmony*

*Navigating the Pixel 7's interface is **like a breeze through open skies**, thanks to its user-friendly design [8].*

Engaging delivery strategy is realized by communicative enthusiasm and dynamism which we assume is the rhetorical aura of the ideator. Dynamic speakers use variety in volume, rate - 150-170 words, pitch (combination of high and low voice), and rhythm (pause before a big idea to create suspense). To rhythmize the text, the speaker uses anaphora, epiphora, and repetition. For example, anaphora gives the rhythm of the text:

***Ultra** is the most advanced Apple Watch, it`s perfect for anyone who wants the biggest display and longest battery life with a stunning design. Over the last year, **Ultra** has helped people accomplish extraordinary feats, like summiting the tallest mountains, completing demanding endurance races, and diving the world`s oceans.*

***Ultra** is a precision tool designed to go farther, higher and deeper than any Apple Watch has before.*

***Ultra 2** gets the powerful new S9 SiP.*

***Ultra 2** also has a new advanced display architecture that pushes the brightness to a massive 3000 nits [9].*

Tone and Pace: The speaker's tone and pace contribute to the persuasive nature of the presentation. The enthusiastic tone and deliberate pace help the speaker maintain the audience's attention and convey the significance of the product. For example: *I thought it'd be interesting to think about what if you're on a slow network or a constrained device, can we emulate this;*

I personally love to see something like this existing data-reduced variance of the sit;

I personally love these 3D models, love model viewers;

Adaptive module serving is something I'm excited about.

As we can see the ideators transmit their message with enthusiasm and energy to spark interest and inquisitiveness and keep people's attention.

Pause and emphasize make the message more attractive and interesting to the investors. Adjusting speaking pace and tone to match the client's mood creates the significance of idea pitching.

4. CONCLUSIONS

In conclusion, we note that ideation is a rhetorical phenomenon in professional communication that has both informative and performative dominants, which is realized by communicative strategies such as informative intellectual adjustment of the addressee and the strategy of emotional regulation

of the addressee, as well as a number of tactics. We see the prospect of further research in the development of a toolkit for the implementation of communication strategies for the presentation of innovative engineering ideas in the Ukrainian startup environment to attract foreign investors, as well as to formulate the criteria for an effective presentation.

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Ірина Волощук, Наталія Глінка, Леонід Сац. Лінгвістичний статус ідеації у стартап дискурсі. Стаття присвячена вивченню лінгвістичного статусу ідеації у стартап дискурсі та її впливу на просування інновацій у контексті цифрового маркетингу за допомогою технологій розробки ефективної професійної та маркетингової комунікації. Розвиток стартапів – це практична дисципліна, яка охоплює набір методів розробки, генерації та просування ідей, а також їх аналіз для визначення ефективної інвестиційної політики. Конкретні мовні засоби, що реалізують комунікативні стратегії і тактики, використовуються для представлення інноваційних ідей, концепцій та рішень. У стартап-середовищі вони вивчаються з точки зору взаємодії вербального (стартап пітчінг – інформація, що домінує в процесі створення ідей) і візуального режимів (візуальний комунікаційний інструмент, який допомагає наочно передавати складний контент у привабливий спосіб, що створює перформативну домінанту в процесі ідеації). Окремо визначено риторичну ауру ідеатора (етос, логотип, пафос) та його синергетичний ентузіазм (підприємницький дух і динамізм), спрямований на донесення інноваційних ідей для залучення інвестицій та побудови ефективної комунікації з клієнтами. Ідея інформаційної домінанти унаочнюється логічним викладом аргументів, фактів, статистики та переконливих доказів, які підтверджують цінність ідеї та переконують аудиторію в успіху стартапу. Перформативна домінантна ідея актуалізується мультимодальною інтерактивністю, яка активізує сприйняття ідеї аудиторією через інтерференцію вербальних і візуальних засобів, стимульованих нейромедіаторами. Серед них виділяємо використання емоційно забарвленої лексики, метафор, стилістичних прийомів, які викликають емоційний резонанс у аудиторії, діючи на свідомість і підсвідомість. Дослідження базується на платформах Techleaders Talks, спікерів- розробників Keynote та матеріалах конкурсу стартапів IT Arena. Новизна роботи полягає в опрацюванні лінгвістичного статусу ідеації у форматі стартап, а саме у розробці інструментів презентації ідеї (idea pitching). У результаті дослідження встановлено, що пітчинг ідей – це риторичний феномен професійної комунікації, який працює в парадигмі дизайн-мислення та має чіткий інструментарій, спрямований як на привернення уваги інвесторів, так і на допитливість та інтерес аудиторії. Висвітлено такі аспекти презентації ідей, як риторична аура ідеатора, синергетичний ентузіазм, переконлива аргументація та мультимодальна інтерактивність, а також визначено їх функції в представлених ідеях стартапу. У статті також аналізуються стартапи Google з точки зору мовних засобів представлення філософії, місії, цінностей і культури стартапу.

Ключові слова: стартап дискурс, інформаційна домінанта ідеації, перформативна домінанта ідеації, стратегії та тактики подачі ідеї, риторична аура ідеатора.