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**Iryna Voloshchuk**
Assocciate Professor,
Department of Theory, Practice, and Translation of the English Language,
Faculty of Linguistics,
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"
ORCID 0000-0002-1487-4732
*irina_voloshuk@ukr.net*

**Nataliia Glinka**
Assocciate Professor,
Department of the Ukrainian Language, Literature and Culture,
Faculty of Linguistics,
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"
ORCID 0000-0001-7249-3615
*nvglinka@ukr.net*

**Anastasiia Zarva**
Student of Master Program,
Faculty of Linguistics,
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"
*zarn4505@gmail.com*

# IDEASTHESIA IN COMMUNICATION OF TECHNOLOGICAL IDEAS: LINGVO COGNITIVE APPROACH

The article explores the cognitive concept of ideasthesia, which means sensing complex ideas or perceiving their meaning in communicating technological ideas, particularly in presentation (idea pitching). The research focuses on how sensory experiences influence the perception of complex concepts, examining the multimodal approach to idea communication in product presentations. By analyzing case studies of Bill Gates' TerraPower start-up and Apple's iPhone 16 presentation, the article demonstrates how the effective use of sensory-triggering language, multimodal visuals, and storytelling can enhance audience engagement and convey innovative concepts more persuasively. The authors emphasize the role of emotional sensations and multimodal presentations in creating impactful narratives that connect technological innovations with user experiences. The linguistics analysis embraces the usage of specialized terminology, emotive vocabulary that emphasizes the advantages of technology, imaginary words. Complex syntactic constructions that allow detailed disclosure of ideas and concepts, rhetorical questions, and motivational sentences to attract the attention of the audience, clear text structure congruent with multimodal elements appealing to universal values. The article highlights the importance of the stage from stimulating sensory pathways to concept formation in competitive startup communication, showing how companies can successfully bridge technical information with consumer-oriented messaging. Through examples of visual storytelling, emotional engagement, and multimodal demos, the study illustrates how ideasthesia enhances the cognitive impact of technological ideas on target audiences. The findings contribute to understanding how startups and technological companies can utilize cognitive science to improve the persuasiveness of their communication strategies and foster stronger connections with consumers, investors, and partners.

**Keywords:** startup discourse; ideasthesia; the idea pitching; multimodal communication; sensory-triggering language.

## 1. INTRODUCTION

**Formulation of the problem.** In today's competitive entrepreneurial landscape, effective communication of new ideas or ventures is important. As Kotler and Armstrong (2020) note,

"Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return" (p. 7). This holds true whether the idea is a revolutionary technology, an innovative product, or a groundbreaking service. We immerse into the communication strategy of disruptive technological ideas from the optics of their potential for empowering innovation and entrepreneurship. The idea pitching or ideation is a rhetorical phenomenon in professional communication that has both informative and performative dominants, which is realized by communicative strategies such as intellectual empowering of the addressee and the strategy of their emotional regulation.

**The article aim** is to explore the cognitive concept of *ideaesthesia*, which means sensing concepts or perceiving meaning in the process of idea communication, and demonstrate how ideasthesia enhances the cognitive impact of technological ideas on target audiences. Our research is based on the concept by Danko Nikolic, *Synaesthesia* as an *Ideasthesia – cognitive implications* (Nikolić). He claims that ideasthesia sends a considerably different message than the union of senses does. This is the transferring stage from perception to concept formation. In our research, we conceptualize ideasthesia as a cognitive phenomenon that explores new ways of expressing ideas through sensory experience to conceptual understanding. We investigate an ideasthesia approach in idea communication, combining multimodality, developers' design thinking, and the emotional engagement of the audience in idea presentation.

## 2. RESEARCH METHODS AND MATERIALS

Effective communication and marketing strategies are grounded in various theoretical frameworks that provide insight into consumer behavior, market dynamics, and the diffusion of innovations. Everett Rogers' Diffusion of Innovations (DOI) theory is one of the most influential theories in this context. According to Rogers (2003), the diffusion of innovations is "the process by which an innovation is communicated through certain channels over time among the members of a social system" (p. 5). The DOI theory identifies five key attributes that influence the adoption of new ideas: relative advantage, compatibility, complexity, trialability, and observability.

According to Rogers (2003), "getting a new idea adopted, even when it has obvious advantages, is difficult" (p. 1). Entrepreneurs and innovators face the daunting task of developing their ideas and effectively communicating their value proposition to potential investors, partners, and customers.

Content analysis of our research is conducted on a range of communication materials related to the startup "TerraPower" and the iPhone 16 launch, namely, press releases, website content, social media posts, advertising campaigns, and public presentations. In the startup environment, idea presentation is studied from the interaction of verbal (startup pitch decks – information dominant in the ideation process) and visual modes (visual communication tool, for instance, Venngage for Business, which helps to convey complex content in a more visually appealing way – performative dominant in the ideation process). Iryna Voloshchuk (2023) delved into the linguistic status of ideation in startup discourse, focusing on the interaction of informative and performative dominants in the ideation process.

Smith and Zook (2019) argue that "companies with a clear and compelling value proposition are more likely to attract investment and achieve market success". Similarly, Keller (2020) argues that "building a strong brand is essential for new ventures, as it helps establish credibility, differentiate from competitors, and create emotional connections with customers".

In the context of innovative technologies, Christensen and Raynor (2003) emphasize the importance of understanding customer needs and targeting the right market segments. They note that "successful innovators carefully study customers' needs and develop products that meet those needs better than existing alternatives". This highlights the critical role of market research and customer insight in developing effective communication and marketing strategies.

We analyze how communicative strategies leverage ideasthesia in promoting disruptive technologies based on the case studies of Bill Gates' nuclear startup TerraPower and Tim Cook's

iPhone 16, and how they employ principles of ideasthesia to create a more impactful presentation. By linking product concepts with sensory experience, they evoke multimodal idea perception, creating emotional interfaces that align with the users' cognitive processes.

In the iPhone 16 Pro presentation, emotional sensations are created by showcasing how the Camera Control and 4K120 video capture users' cherished memories with stunning detail.

Emphasizing features that allow users to immerse in excitement and personal connection with the product makes it more desirable.

To activate the imagination and sensory sensations of consumers, the presentation uses words that appeal to visual, auditory and tactile sensations. The description of the new "*vibrant colors*" of the display and "*studio-quality sound*" not only informs but also evokes sensory sensation (for instance, grapheme-colour synaesthesia or chromesthesia – sounds trigger the visualization of colors). This reinforces the feeling that the user is not just buying a product but is immersing in a full multi-sensory experience.

For instance, terms like "*studio quality audio*", "*vibrant displays*", and "*immersive Spatial Audio*" trigger auditory and visual imagery. Additionally, descriptions of Photographic Styles like "*rich tones*", "*dramatic black-and-white*", and "*natural look*" tap into the visual sensations.

Launching a new idea can be challenging, especially in crowded markets or when introducing unfamiliar concepts. According to Rogers (2003), "getting a new idea adopted, even when it has obvious advantages, is difficult" (p. 1).

Recent research has shed light on the importance of strategic communication and marketing in the success of new ideas. For example, a study by Smith and Zook (2019) found that "companies with a clear and compelling value proposition are more likely to attract investment and achieve market success".

**Stripe** articulated its value proposition as "*seven lines of code to accept payments*". This straightforward wording instantly explained the core value of the product to developers. As a result, the company raised over $2 billion in investment and reached a valuation of $95 billion, becoming one of the most valuable startups in the world.

**Netflix** initially presented its value proposition as "*unlimited access to movies with no late fees*", which directly addressed the core problem of video rental customers. The company later transformed it into "personalized entertainment anytime, on any device", which accurately reflected the new audience needs of the streaming era. The clarity of this proposition helped attract millions of subscribers and major investments.

**Impossible Foods** focused on creating plant-based meat that "*looks, cooks and tastes like real meat*" (example of lexical-gustatory synaesthesia). This clear value proposition has attracted both environmentally conscious consumers and meat lovers looking to reduce their carbon footprint. The company has raised over $2 billion in investment and has successfully entered the mass market.

Similarly, Keller (2020) argues that "building a strong brand is essential for new ventures, as it helps establish credibility, differentiate from competitors, and create emotional connections with customers".

Analysing TerraPower's communication and marketing strategies and Apple's presentations, the following effective principles were identified:

First of all, both companies emphasize communicating the value proposition. For example: TerraPower focuses on safe, clean and affordable nuclear energy as a solution to global energy and climate challenges. Apple emphasizes innovation (*groundbreaking features*, *revolutionary technology*, *next-generation capabilities*), usability (*intuitive interface*, *seamless experience*) and integration into its product ecosystem (*perfectly integrated with iOS*, *works seamlessly with all your Apple devices*) when presenting the iPhone.

Adapting messages to different audiences is an important principle. TerraPower uses technical language when communicating with regulators and the scientific community (using terms like *traveling wave reactor technology*, *molten chloride fast reactor*, *neutron physics*, *nuclear fission processes*, *thermal hydraulics*), but simplifies communications for the general public and local communities, focusing on understandable benefits like *clean energy*, *reliable power*, and *job*

*creation* Apple also masterfully balances technical features for enthusiasts with clear benefits for general users.

Building trust through transparency and expertise is key. Terra Power proactively shares research and test results, and engages reputable experts and partners. Trust building by Terra Power centers on their active publication of detailed nuclear reactor performance data and safety analysis reports, making complex technical findings accessible to both industry specialists and the public. Their released research covers crucial aspects like *molten salt behavior* and *neutron physics in traveling wave reactors*.

Through regular community forums and technical workshops, Terra Power creates opportunities for direct dialogue between their scientists and local stakeholders, where experts can directly address concerns about radiation safety and environmental impact based on empirical test results rather than theoretical models. analysis. The experts' key function is providing independent verification of Terra Power's claims - for instance, when concerns arose about *sodium coolant reactivity*, outside specialists confirmed the effectiveness of the company's innovative safety systems through *rigorous*, *comprehensive*, *validated*, *thoroughly-tested* and *peer-reviewed* independent testing and analysis. This approach of coupling transparent data sharing with external expert validation helps establish Terra Power's credibility as they work to advance nuclear technology. Apple demonstrates the process of developing and testing new features in detail, supporting claims with data and use cases.

Visualization and storytelling are powerful tools in the ideasthesia process. TerraPower uses 3D models, infographics, and video to explain complex technical concepts. TerraPower effectively uses visualization through detailed 3D animations that show the step-by-step process of their traveling wave reactor technology, demonstrating how neutrons move through the fuel assembly and how the innovative cooling system functions. Their infographics break down complex nuclear processes into digestible segments, showing radiation containment layers through cutaway diagrams and using color coding to illustrate temperature variations in the reactor core. Through documentary-style videos, they capture the journey of their scientists and engineers working on breakthrough solutions, making their innovation process more relatable and human. Apple presentations are known for their immersive visuals and emotional stories of how their products improve people's lives (Apple's visual storytelling showcased a young filmmaker using ProRes video to capture their grandmother's traditional cooking techniques, preserving family heritage through technology. During the Vision Pro announcement, they demonstrated how a father could use the device to read bedtime stories to his children while traveling, complete with animated 3D characters that seemed to float in the room. Their MacBook Air presentations often feature real stories from creators, like a music producer in a remote village who used the laptop's long battery life to record local musicians or a medical student who relied on its performance for complex 3D anatomical modeling). These narratives demonstrate the cognitive concept of ideasthesia, which connects product technical specifications to meaningful human experiences, framing product features through emotional sensations.

Both companies transform technical specifications into compelling visual narratives that help the audiences perceive through different technological domains.

For example, step-by-step disclosures help *keep suspense*. TerraPower gradually announces advances in technology development and construction of the first reactor. TerraPower masterfully builds anticipation through their milestone announcements, starting with their 2021 revelation of selecting Kemmerer, Wyoming as their demonstration reactor site, which generated initial public interest. They followed this by sharing detailed geological survey results in early 2022, demonstrating the site's suitability and safety features. Later that year, they captured attention by unveiling the completed engineering designs for the sodium cooling system, accompanied by successful test results from their scaled prototype.

In 2023, they maintained momentum by announcing the start of site preparation work, including groundbreaking footage and local employment statistics. Their most recent updates have focused on the fabrication of key reactor components, showing real-time progress through time-

lapse videos of manufacturing processes. Each announcement builds upon previous ones, creating a narrative thread that keeps stakeholders engaged while demonstrating steady progress toward their 2028 operational goal.

The ideasthesia approach in communication helps maintain public interest by building credibility through consistently delivering promised milestones, effectively managing expectations, and showcasing TerraPower's systematic approach to nuclear innovation. Apple creates excitement through leaks and teasers before the main presentation.

TerraPower actively engages with regulators, local communities, and partners. Apple works with developers, content creators, and accessory manufacturers before new product releases. This approach, known as "design thinking," involves the continuous involvement of stakeholders at all stages of project development and implementation. This open dialog and collaboration are key to creating successful and viable solutions that meet the needs of different users.

A focus on broader context and impact is also important in exploiting ideasthesia. TerraPower is positioning itself as part of the solution to climate change and energy security. TerraPower connects its nuclear innovation directly to urgent global challenges, highlighting how its Natrium reactor could prevent 2 million metric tons of carbon emissions annually compared to fossil fuel alternatives. They share specific examples of potential impact, like their projection that one TerraPower plant could power 400,000 homes while creating 2,000 construction jobs in local communities. Their messaging emphasizes how their technology helps regions transition from coal plants by repurposing existing infrastructure and maintaining energy sector employment, as demonstrated in their Wyoming project, where they are converting a former coal plant site. Apple emphasises contributions to privacy, sustainability, and accessibility of technology. Apple demonstrates their broader impact through concrete initiatives like its 2030 *carbon neutrality commitment*, backed by specific achievements such as powering all its facilities with 100% renewable energy and using recycled materials in its products. They showcase real-world privacy applications, like their App Tracking Transparency feature that has prevented over 1 trillion unauthorized tracking attempts, according to their reports. Their accessibility impact comes to life through stories of individuals using features like VoiceOver, sharing how a blind photographer used iPhone's Camera with VoiceOver to pursue professional photography, or how AssistiveTouch enabled a user with limited mobility to fully operate their device. Apple quantifies its environmental impact by noting that its iPhone 15 manufacturing process uses 100% recycled cobalt in batteries and 75% recycled aluminum in the enclosure, while its stores and offices already operate on clean energy, preventing 2.1 million metric tons of CO2 emissions in 2023 alone.

Using the authority of leaders reinforces the message. Bill Gates as founder of TerraPower, brings credibility and attention to the project. The presence of well-known personalities and opinion leaders can significantly increase public confidence in an initiative and its perception.

## 3. RESULTS AND DISCUSSION

The cognitive phenomenon ideasthesia embraces effective congruency of intratextual information and multimodal sensation to create cohesive narratives. Throughout the presentation, Apple maintained effective congruency of intratextual information by grounding its technological advancements in broader social, cultural, and historical contexts:

For instance, Racial and social movements, Equity and Justice Initiative tied the product launch to demonstrate Apple's commitment to using its platform to drive positive societal change.

By referencing past events (flashback narration), such as the killing of George Floyd and the subsequent societal shifts, Tim Cook seamlessly integrated these issues into the narrative, giving the iPhone 16 launch a sense of urgency and relevance.

To analyze the ideathesia principles employed by Bill Gates' TerraPower and Tim Cook's iPhone 16 presentation, we used the content analysis of their presentations.

The presentations included *real-time demonstrations* and imagery to bring the product to life.

*The live demos* acted as the new user interface improvements, like the Smart Stack and App

Library, and were accompanied by dynamic visual examples that showcased how these features would improve usability in everyday scenarios.

Through a combination of rational argumentation, sensory engagement, and emotional regulation, Apple's presentation on the iPhone's camera capabilities and user interface improvements was both intellectually stimulating and emotionally captivating. *The live demonstrations of real-time* editing and enhanced night mode provided a synesthetic approach to the product's performance, allowing the audience to visualize the benefits immediately.

Thus, by blending logical reasoning with sensory experiences and emotional resonance (ideasthesia), Apple crafted a presentation pitch that effectively communicate the advantages of its latest iPhone advancements. Finally, a comparative analysis of ideasthesia is conducted to identify similarities, differences, and best practices between the TerraPower and iPhone 16 cases. By comparing the communication and marketing strategies of ideasthesia used in these two different contexts (a nuclear startup and a smartphone launch), we can gain insights into the principles and tactics that contribute to success.

The content analysis of narratives showed a strong emphasis on TerraPower's mission to provide clean, safe, and affordable nuclear energy. The content analysis of TerraPower's startup demonstrates consistent promotion of the company's mission through various communication channels. First and foremost, the company actively emphasizes the environmental aspect of its technology, highlighting the narratives that its reactors can produce *zero-carbon electricity*, which directly contributes to the fight against climate change. This consistent promotion of the company's mission *to deliver clean, safe, and affordable nuclear power* is evident across its various communication channels, demonstrating a clear and coherent focus on its overarching objectives. By repeatedly underscoring the environmental benefits of its technology, TerraPower, in promotion narratives, effectively positions itself *as a key player in the transition to a more sustainable energy future.*

The safety of the technology is also a key element of TerraPower's communication. The company details the passive safety systems of their Natrium reactors, which do not require external power or operator intervention to prevent accidents. Narratives, which are regularly published in technical papers and give presentations demonstrating their multi-level protection system and *innovative nuclear safety solutions*.

In the aspect of *affordability*, TerraPower emphasizes the *cost-effectiveness of its technology*. The company presents calculations showing how its reactors can provide a stable baseload at competitive prices. They also emphasize the ability to locate plants in remote areas and integrate them with renewable energy sources.

In social media and public appearances, TerraPower representatives often address the topic of *energy justice*, touting the potential of their technology to provide access to electricity for developing regions. For example, the company has published *stories about how their nuclear reactors can help communities in Africa and Asia that are suffering from energy poverty, highlighting specific projects and their impact on improving quality of life through reliable electricity access*. By consistently emphasizing this aspect of its mission, TerraPower demonstrates a commitment to using its innovative technology to promote greater energy equity and support underserved populations in gaining access to clean, affordable power. The education component also plays an important role in TerraPower's content strategy. The company creates informative videos, infographics, and articles that explain how its reactors work in simple language. This helps dispel myths about nuclear power and builds trust in the technology among the general public. For example:

- *Improved efficiency and fuel utilization in some advanced designs may lower operating costs.*

- *Modularity and scalability of some advanced reactor types could allow utilities to better match power supply to local demand.*

The company uses infographic and comparative data analyses to back up its claims about the benefits of the technology.

Graphical elements in the presentation were essential to reinforcing the ideasthesia. Key examples include:

The use of color to symbolize luxury and professionalism, such as the introduction of the new titanium, presented as a status symbol.

*The sleek, metallic visuals complemented the overall message of premium design and durability*.

Symbolism was evident in animations depicting the seamless transition between apps, symbolizing a smooth user experience. Additionally, pie charts and animations of reduced carbon emissions highlighted Apple's ongoing environmental initiatives.

These visual cues reinforced the intellectual orientation by bridging the technical aspects of the iPhone with culturally relevant symbols and imagery.

TerraPower demonstrates an effective approach to stakeholder engagement through various case studies. First of all, the company is actively engaged with regulators, maintaining an ongoing dialogue with the US Nuclear Regulatory Commission (NRC) and participating in the development of the regulatory framework for new nuclear technologies.

The iPhone 16 case study showcased Apple's comprehensive multi-channel marketing campaign leveraging its strong brand loyalty.

The comparative analysis revealed similarities in how both companies leveraged their strengths and market positions but also differences in their focus - with TerraPower emphasizing leadership and Apple prioritizing consumer-facing tactics. The analysis underscored the importance of tailoring strategies to the specific idea and target audience.

## 4. CONCLUSIONS

This study has delved into the cognitive phenomenon of ideaesthesia and how its principles are elaborated in idea pitching employed by Bill Gates' TerraPower and Tim Cook's iPhone 16 presentation. The findings highlight the importance of developing a clear *value proposition*, tailoring strategies to the idea and audience, leveraging partnerships and leadership, and utilizing a multimodal approach to presentation engagement. The linguistics analysis embraces the usage of specialized terminology (*clean, safe, and affordable nuclear energy, zero-carbon electricity, energy justice, energy poverty*), emotive vocabulary that emphasizes the advantages of technology (for example, *clean, safe, affordable, reliable*), imaginary words *key player in the transition to a more sustainable energy future*, *consistent promotion of the company's mission*).

Complex syntactic constructions that allow detailed disclosure of ideas and concepts, rhetorical questions, and motivational sentences to attract the attention of the audience, clear text structure congruent with multimodal elements appealing to universal values (ecology, social justice).

Other avenues for future research include delving deeper into the concept of ideasthesia the cognitive phenomenon of multimodal thinking. It helps to generate concepts about visible reality, which is felt and expressed effectively promoting innovative ideas.

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**Ірина Волощук, Наталія Глінка, Анастасія Зарва. Ідеастезія у комунікації технологічних ідей: лінгвокогнітивний підхід.** Стаття досліджує когнітивне явище ідеастезії, що означає відчуття складних ідей або сприйняття їхнього значення під час презентацій технологічних ідей. Дослідження зосереджується на тому, як сенсорний досвід впливає на сприйняття складних концепцій, аналізуючи мультимодальний підхід до комунікації ідей у презентаціях продуктів. Аналізуючи кейси стартапу TerraPower Білла Гейтса та презентації iPhone 16 компанії Apple, стаття демонструє, як ефективне використання мови, що активує сенсорне сприйняття, мультимодальних візуальних елементів та сторітелінгу може підвищити залученість аудиторії та переконливіше передати інноваційні концепції. Автори наголошують на ролі емоційних відчуттів і мультимодальних презентацій у створенні впливових наративів, які пов'язують технологічні інновації з користувацьким досвідом. Лінгвістичний аналіз охоплює використання спеціалізованої термінології, емоційно забарвленої лексики, що підкреслює переваги технологій, уявних слів, складних синтаксичних конструкцій, які дозволяють детально розкривати ідеї та концепції, риторичних питань і мотиваційних висловлювань для привернення уваги аудиторії, а також чіткої текстової структури, що гармоніює з мультимодальними елементами та апелює до універсальних цінностей. Стаття акцентує увагу на важливості етапу стимуляції сенсорних шляхів до формування концепції у конкурентному середовищі стартапів, показуючи, як компанії можуть успішно поєднувати технічну інформацію із повідомленнями, орієнтованими на споживачів. На прикладах візуального сторітелінгу, емоційної залученості та мультимодальних демонстрацій дослідження ілюструє, як ідеастезія підсилює когнітивний вплив технологічних ідей на цільову аудиторію. Отримані результати сприяють розумінню того, як стартапи та технологічні компанії можуть використовувати когнітивну науку для підвищення переконливості своїх комунікаційних стратегій і створення сильніших зв'язків із споживачами, інвесторами та партнерами.

**Ключові слова:** дискурс стартапів; ідеестезія; пітчинг ідей; мультимодальна комунікація; сенсорно-тригерна мова.

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