SOLAB

The Neurocognitive Impact of Affective Framing in Language on Human Decision-Making

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Abstract

Affective framing in language plays a crucial role in shaping human decision-making. Emotional content embedded in linguistic structures influences how individuals perceive risks, evaluate choices, and make judgments under uncertainty. Understanding the neurocognitive basis of this influence is essential in the context of modern communication. This interdisciplinary study integrates theories from cognitive neuroscience, framing psychology, and discourse analysis. A review of key empirical studies involving neuroimaging, behavioral experiments, and discourse-based manipulations was conducted to identify the core mechanisms through which affective language impacts cognition. The findings suggest that affective framing activates specific brain areas involved in emotional processing, such as the amygdala and ventromedial prefrontal cortex. These activations bias attention, risk perception, and decision outcomes. Framing effects were more pronounced in high-stakes or emotionally charged contexts. Affective framing operates through identifiable neurocognitive pathways to shape human behavior and thought processes. These insights can guide ethical communication strategies, particularly in political messaging, health campaigns, and media narratives, where emotionally charged, language is used to influence public opinion.

Keywords: Affective framing, Neurocognition, Decision-making, Emotional language, Cognitive bias

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