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THE IMPACT

OF TRANSFERRED INFORMATION ON THE EXPLICIT AND IMPLICIT SYSTEM IN THE MEDIA MARKET

IMPACTO DE LA INFORMACIÓN TRANSFERIDA EN EL SISTEMA EXPLÍCITO E IMPLÍCITO EN EL MERCADO DE LOS MEDIOS DE COMUNICACIÓN

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ABSTRACT

The goal of this research is to analyze the encoding-decoding relationships that occur in the communication process based on the brain mechanism. It is established how this process in communication is not covered by the cerebral hemispheres but by the mechanism of implicit and explicit systems. The received information enters one of these systems in accordance with the tactics of processing and regulates the subsequent human activity. Throughout the study, the symptoms of the explicit and implicit systems were explained in parallel, and the roles of these systems in human behavior were determined. The peculiarities of these two different phenomena have been revealed based on the media market, which is relevant to the process of communication. Advertising acts, created based on pre-planned intentions, more accurately demonstrate in this regard the form in which the buyer's activity is manipulated. Thanks to studies conducted, it is known that the manipulation of the activity of the opposite side is carried out by the implicit system. Implicatures, which have a special place in the implicit system, are considered as the main concepts here. According to the results of the study, it is possible to influence the implicit system and regulate future activities based on expressions used correctly and appropriately from a pragmatic point of view in any communication process.

Keywords: Explicit memory, implicit memory, encoding-decoding, prefrontal cortex, episodic memory, semantic memory

RESUMEN

El objetivo de esta investigación es analizar las relaciones de codificación-decodificación que se dan en el proceso de comunicación a partir del mecanismo cerebral. Se ha establecido cómo este proceso en la comunicación no está abarcado por los hemisferios cerebrales, sino por el mecanismo de sistemas implícitos y explícitos. La información recibida ingresa a uno de estos sistemas de acuerdo con las tácticas de procesamiento y regula la actividad humana posterior. A lo largo del estudio, se explicaron en paralelo los síntomas del sistema explícito e implícito y se determinaron los roles de estos sistemas en el comportamiento humano. Las peculiaridades de estos dos fenómenos diferentes se han revelado a partir del mercado de los medios de comunicación, que es relevante en el proceso de comunicación. Los actos publicitarios creados sobre la base de intenciones previamente planificadas demuestran con mayor precisión a este respecto la forma en que se manipula la actividad del comprador. Gracias a los estudios realizados se sabe que la manipulación de la actividad del lado opuesto la realiza el sistema implícito. Aquí se consideran como conceptos principales las implicaturas, que ocupan un lugar especial en el sistema implícito. Según los resultados del estudio, es posible influir en el sistema implícito y regular las actividades futuras a partir de expresiones utilizadas correcta y adecuadamente desde un punto de vista pragmático en cualquier proceso comunicativo.

Palabras clave: Memoria explícita, memoria implícita, codificación-descodificación, corteza prefrontal, memoria episódica, memoria semántica.

INTRODUCTION

In our globalizing world, the effects of development dynamics can be observed in various fields. This dynamics of development manifests itself clearly in the processes of mutual exchange of information. Undoubtedly, information plays a critical role across various domains. For example, in business-to-business (B2B) marketing, the information a company provides significantly impacts purchasing entities' decision-making processes (Saura et al., 2019). As information literacy grows increasingly important in society, with organizations requiring these skills for many jobs, it has become imperative for university students to develop strong information literacy skills during their education (Sanchez-Ruiz & Blanco, 2018). In education, information technology is pivotal in meeting learners' needs and enabling more accessible, effective learning environments (Kanojia, 2019). Additionally, in healthcare, focusing on information, motivation, and behaviors is key to improving adherence to screening programs (Fontaine et al., 2010; Sarzynski et al., 2019). Information security is also of great importance for organizations to safeguard sensitive data and ensure operational continuity (von Solms & van Niekerk, 2013). In all these contexts, information is vital for sound decision-making and outcomes. The examples underscore how essential information is in countless aspects of modern life today since it confers advantages and influences processes.

In this context, information science emerged as an interdisciplinary field that leverages insights from library science, computer science, engineering, linguistics, and psychology aiming at devising techniques and technologies for aiding in the management and protection of information, encompassing processes such as collection, organization, storage, retrieval, interpretation, and utilization. The overarching goal is to bolster and optimize the intricate processes associated with both storing and transferring information. It amalgamates diverse concepts and approaches to innovate new systems and devices, facilitating how humans navigate extensive information in the modern era. In general, information science adopts a comprehensive and integrated perspective across areas like classification, data analysis, information systems design, and human-computer interaction to enhance information practices effectively (Editors of Encyclopaedia Britannica, 2021).

It is important to notice that the process of exchange of information consists of at least two sides, and takes place based on the encoding-decoding characteristics of semiotic units. In the human body, any encoding and decoding process is carried out thanks to the brain cells. Using signs, whether simple or complex, the speaker tries to create a certain feeling in the person receiving the information (Freeman, 2000). Here, the manipulation of the speaker reminds of a strategic plan with a specific intention and purpose. According to the theorists of the act of speech, the speaker, who is trying to convey information to the other party, intends to create the perlocution effect he intended on the addressee through the illocutive force in the coded speech acts. It is not an easy process to create an intentional perlocutionary effect in a person of the period of [in this day and age] development of technology and science (Bersi et al., 2019).

Considering the above, this research article aims to examine the encoding-decoding relationships that occur in the communication process based on the brain mechanism. The identification of codes of special importance in the speaker-addressee match is regulated by two systems. Usually, something in the brain is analyzed and stored in memory, which is an important process related to attention. "In classical psychology, the process of analyzing the existing object is called perception... Then the memory, which keeps the image of the object in itself, begins to function." (Jinkin, 1982, p. 46). The process of processing neurons in this work has a greater position. It is known that the brain is the most complex object that exists in the universe and continues to be discovered based on recent developments in neurology. Usually, the mechanism of action of the brain is analyzed by scientists on the model of cerebral hemispheres (Scheier & Held, 2006). However, the analysis of the relationship between the tongue and the brain based on this model sometimes does not give sufficient results in studies. In this regard, researchers who have tried to identify the problems facing them have recently directed their research on the explicit and implicit systems over the cerebral hemispheres of the brain.

DEVELOPMENT

Implicit and explicit information manifest themselves in the mind in different ways and different names call the storage of received information in memory due to its local differences. Thus, conscious memory of something happens in explicit memory while unconscious memory happens in implicit memory. In most cases, a person needs to memorize some information for a specific purpose because he or she needs it. For example, facts such as memorization of the Pythagorean theorem, the valences of the elements in the Mendeleev table, etc., are considered obligatory memorized points in memory to successfully complete certain exams at a certain age. Such information is stored in the explicit memory of the brain and is sometimes used in later life in accordance with the requirements of the career of some individuals. Such facts

are also called declarative memory. Through declarative memory, something can be consciously remembered or explained (Dew & Cabeza, 2011).

In general, all plans established by the speaker by the intensities are projected based on the system of explicit and implicit. Most of the information transmitted is usually received unconsciously by the human brain. In such cases, the opposite side is sometimes manipulated through this information. At this time, neurons exhibit different performances. Here it is possible to observe both exogenous processes which are controlled through the media market and endogenous processes which arise in the form of the person himself. For example, for a person who is tired of the hard routine of winter, any usual leisure advertising made during the summer season can lead to cognitive processing of something later. In such cases, sometimes the person who accepted this information will carry out the activities adapted to this message in the future. In this direction, Joseph E. Ledoux made an interesting magnetic resonance tomography and identified two main tables of neurons related to explicit attention and implicit reception. Here, the explicit process of activity awakens the prefrontal cortex and the hippocampus, where the memory is located, and the interaction of these parts leads to recall and deeper memorization (LeDoux, 2000).

The explicit part is an autopilot that has cognitive control. Its two main types are distinguished (Scheier & Held, 2006):

- Episodic memory - this is a long-term memory of a person connected with concrete situations. For example, the day we spent yesterday, the kindergarten period, etc.

- Semantic memory - it is related to the general content of facts, names, and other information. For example, one of the conversations of an acquaintance, a special birthday present, etc.

The explicit part, which contains the facts of episodic and semantic memory, accurately reflects what is happening in reality. People use this system just like a pilot controls his plane. It has an equivalent of computing power which goes into working memory and is taken is equal to 7 data units that can be processed simultaneously. For example, a 7-digit phone number. Through an explicit system, one can analyze the value of profit, compare prices, or make plans for the future (Scheier & Held, 2006).

However, the unconscious process that creates non-explicit knowledge is implicit perception and implicit memory. B. Sharp claims that every part of conscious processing is very important for the weakest implicit memory (Sharp & Romaniuk, 2010). Implicit memory is different from the functions of the explicit memory. It is also referred to as autopilot, and works independently, but has no cognitive control. The implicit process involves the striatum, partial amygdala, and the last part of the limbic system. Sometimes knowledge is acquired here through unconscious repetition. For example, driving a car, writing, working on a computer, etc. The competence gained in this process owes its success to the repetitions in that field. In this regard, regular repetition is supported by representatives of limbic ideas. As they say, “Repetition is the mother (basis) of knowledge”.

Implicit perception and implicit memory are understood as the driving force of the subconscious. Here man acts as the “obedient” victim of hidden instincts. Some kind of given information invisibly governs human activities. This form of memory is a memory that is both involuntary and unplanned. Riding a bicycle, hitting the ball, collecting bread in a toaster, etc. such cases come true thanks to the implicit system. We do not consciously remember them, we just receive them. This memory is the kind that most often affects human behavior. Even during the conversation, such nuances are common. The ideas that arise with implicit memory, in turn, are and can then be decoded in accordance with the existing implicit memory.

Emotions, automatisms, spontaneous actions, and intuitions are controlled by the implicit system. In addition, the information received by the visual, odor, taste, typewriter, and acoustic parties is processed by the implicit system. Gerald Zaltman, a professor at Harvard University, noted that 95% of our behavior is controlled by an implicit system (Zaltman, 2003, p. 40). Christian Scheier and Dirk Held also believe that most of the information in our brains is remembered almost unconsciously. People often do not have time to think about something in detail (Scheier & Held, 2006, p. 48). For this reason, most decisions are made implicitly.

Implicit thinking and implicit decisions are more effective and quicker. From prehistoric times, this system was used to regulate social change. The survivor did not have much time to think about facial recognition or signal evaluation. In modern times, the person who further develops this feature, in many respects, pays more attention to the use of automatic memory devices than to conscious thinking. This is done, as N.I. Jinky notes, with a “living memory” created by childhood with the ability to recognize different things. It is gradually built, formed, and emerges as we encounter new information. So the old memory comes to the aid of understanding something. Against the background of old memory, new memory is formed (Jinkin, 1982, p. 51).

It is possible to observe the influence of the implicit system on a person more clearly in advertising, which has become an integral part of modern times. It is known that in the life of each of us, advertisements and the information transmitted by them, regardless of us, constantly build certain contacts with our brains. It is possible to observe popular multi-level advertising models in various types of commercials or advertising boards, which are used in our daily lives in modern times. From the moment we wake up in the morning until the end of the day, messages from radio, television programs, social networks, posters we see on the streets, in the markets, etc. are actually considered special codes. All discourses related to advertising cover our daily lives. Language and its units are a special means of influence for advertising. Only the power of these means of influence is stronger and more effective than the usual speech process. These types of information, which can directly influence the neural system, have recently become the object of several studies (Raab et al., 2009). The number of research works carried out in this field is increasing day by day to obtain results in the field of marketing. The main purpose of the topics studied in this context is related to what events occur in the human brain when making decisions (Häusel, 2007, p. 9).

Indeed, advertising is one of the main tools that create initial impressions in a person and even control human behavior. Given the linguistic and extra-linguistic means used in advertising, the meanings of explicit and implicit, and the sending and receiving parties, they can also be considered as acts that serve the process of communication in their position. Advertisements, such as ordinary conversational acts, are among the most relevant examples of verbal and nonverbal information and are aimed at specific purposes through the use of various sign systems. In accordance with the structure of the communication process, two important aspects of active and passive dependence are also considered in this process. The active party that creates and transmits information in advertisements is the producer, and the passive party that receives and decodes the sent information is the audience. In advertising, as in any addressee, the active party has a special intensity in the first place. But these intentions are calculated in a pre-planned manner, unlike ordinary negotiation acts, and according to the plans, manufacturers have the intention to attract more attention to the product, accelerate sales, and increase revenues.

It is known from the research that to increase the effectiveness of advertising in recent years, implicatures are used. According to the English linguist and philosopher Herbert Grice, who laid the foundations of the Implicature theory, the acts of speech occur in two situations: What was said? What was meant? The philosopher calls implicatures meaning that goes beyond what is said (Grice, 1985). These types of information are data that are not contained in the text but decoded by the speaker in the subtext. Through these unusual expressions, it is possible to directly influence the recipient's implicit system, in which the addressee's activity is manipulated. Such situations often have a positive effect on the customer and often create the desired effect. As a result, marketers who strive to achieve good results in production services achieve their intentions and goals.

Implicatures, which form the basis of the implicit system, are considered important expressions that affect human feelings and emotions. "From the point of view of anatomy and physiology, it is possible to distinguish emotions and rationality in the brain" (Scheier & Held, 2006, p. 26). Indeed, the product presented by touching human emotions has a positive effect on the human brain. Emotions are a complex psychophysiological process, divided into two types: primary (cognitive) and secondary (psychological) (Buser et al., 2007, p. 123). Primary emotions include emotions such as grief, joy, nervousness, sadness, surprise, anger, fear, and so on that we are born with. The secondary or subsequent emotions arise from the accumulation of primary emotions and our lifelong learning process. These emotions are triggered when the memory activates itself. These kind of emotions arise either directly from experience, or from past memories.

Using this feature of the brain, marketers try to achieve their goals by touching human emotions through the implications they use in advertising. "Emotions are all located in the brain. The brain functions exactly like a system that processes information. There are two separate parts of this system. The first of these is the limbic system, which is located at the root of the brain, connected with the hypothalamus, and the other processes emotions. But both parts are anatomically closely related" (Felix, 2008). The two root fields of the limbic system are responsible for behavior and emotions. The hippocampus has a central structure for memory. It is of great importance for the long-term storage of new information. Amygdala roots are important for emotional preparation and learning process (Häusel, 2007, p. 9). Both amygdala and hippocampus are closely related to the hypothalamus. The hypothalamus is shown as the center of the brain that is associated with stress. He is an important organ that controls the hormonal system and the nervous system. The hypothalamus, on the other hand, controls human emotions in combination with the limbic system.

Any means of advertising that affects the human brain in any form, trying to manipulate it, facilitates the operation of

the explicit system and has the ability to directly influence the implicit system. Implicit market knowledge is formed by similar market signals that need no explanation. These signals are created on the basis of communication models that can maintain their effect for a long time. As if confronted with the same stimuli, an internal counter is activated in the human brain. The stimulus is very familiar and pleasant to the recipient of the information. Advertising information related to the implicit system is managed by an autopilot compatible with that system. "The autopilot controls 95% of the implicit system. It loves small stories, characters, hates facts and logic, as a system that is productive, intuitive, spontaneous, and makes decisions in two seconds" (Domning et al., 2009, p. 87). As a result, a special trust is formed in the receiver with a positive reputation. Thanks to the information provided, the work of advertisements, which exclude the explicit system from the encoding-decoding process, is aimed at the implicit system. In neurology, this is called cortical relaxation. Thanks to the advertisements, the customer who chooses the preferred brand reduces activity in the cortex, thereby introducing more blood into the brain zones related to feelings, self-perception, and effective activity. As a result, the work of the brain becomes easier (Ohnemus, 2011). In fact, in this process, a person is guided by the archaic limbic system. Experts who are well aware of this activity of the brain mechanism are increasing the number of artificially effective types of advertising that will affect the implicit system. These are the "manipulative" forces that advertising critics have repeatedly warned about.

Researchers who approach advertising manipulation from the opposite side explain it differently. For example, in his studies, Ernst Poppel shows that in typical emotional advertising, the limbic system is not activated at all. Also, there is no "buy button" that directs people to buy and sell without control. On the contrary, in brands that cause positive emotions, the prefrontal cortex is always affected. This cortex is the area that consciously manages activity. And the famous limbic amygdala is activated not from talking to young, beautiful, charming people under the blue sky, but from danger, fear, hatred (Pöppel, 2002). Neuroscience studies from this position show that the cortex is involved in the arousal of emotions. The limbic system, on the other hand, does not freeze in the archaic animal development stage, but rather it interacts neuronal[ly] with the young cortex. According to E. Haimerl, who supports these ideas, feelings are in fact assessments that require cognitive participation. No sensation can be felt without the presence of the cortical field (Haimerl, 2007).

Research conducted in this direction reveals that the greatest intention of marketers who create all the ads is to make a lot of money from the customer base. The success is achieved by awakening the customer's implicit system. The brain, which is controlled by the implicit system, is enchanted by the information automatically transmitted. The decision to buy something is not actually a decision made by the customer, but a manipulative game based on the information transmitted. The language units used in place create conditions for the successful conclusion of this road. However, from the point of view of the researchers of the opposite party, it is clear that at any time the acquisition impulse carried out by the implicit system in the form of autopilot can be stopped by the prefrontal cortex. For example, any person who likes a dress that is expensive, tries to get it with the operation of the implicit system. According to researchers who evaluate the explicit system, the amygdala alarm plays in the client who takes the liked dress, and at the same time, the prefrontal cortex realizes, albeit very calmly, that it is not worth spending money and the activity is finally stopped.

CONCLUSIONS

Acceptance of any advertising text is determined by the level of the audience, regardless of the difference between the explicit or implicit system. The same advertisement can create different impressions on the recipients of the information. This is one of the things that complicates the work of the manufacturer of the advertised product. In this context, implicit data should be determined by the opposite party itself. Opinions not provided in the direct text are left to the addressee. In today's world of commercials, it is difficult to find points where implicit information is not processed. Sometimes it seems more convenient to attract the attention of an audience annoyed by the large number of ads. According to the research, it is possible to note that such manipulations can manifest themselves not only in acts used by the media market but also in ordinary communication processes. On the other hand, it seems possible to influence the implicit system of the brain through linguistic and non-linguistic expressions. In this regard, a broader definition of the signs associated with the implicit system and its management can clarify a number of aspects related to language and thinking in future activities.

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