Yes, we can! is the most famous political slogan of our times, a slogan that propelled many people into action in favor of then prospective president Barack Obama. Interestingly, the politician and his advisors chose the slogan implying that *change can happen* (with the use of verb *can*), rather than a phrase employing an adjective *change is possible*. Similarly, advertising slogans such as *Just do it* often use verbs to persuade people into buying decisions or pro-health choices. In this project, we propose Social Grammar Model (SGM) that clarifies such triggering role of verbs. In the SGM, we claim that verbs are typically associated with activities, and because of that carry also social meaning linked to agency—a fundamental dimension of social perception addressing goal attainment. In this project by means of nine studies we aim to establish and advance the knowledge on the role of verbs (in comparison to adjectives and nouns) in processing and shaping social reality.

The first line of research focuses on the understanding of a basic difference in the processing of grammatical categories of verbs and nouns. To tackle this problem, we will employ the EEG methodology, in particular the modulation of early and late event-related brain potentials because this method allows for the understanding of the course of time involved in processing stimuli. The results of the studies conducted until now widely varied because studies used words that differed not only with the grammatical categories but also with meaning – typically used verbs referred to actions and nouns to objects. Therefore, we will use the pseudo-words paradigm (meaningless words clearly indicating a grammatical form) to test the pure contribution of the grammar class without any further influence of previous knowledge related to the meaning of the words or to familiarity because of frequency of use. In the first line of research we will also address the function of the verbs in the processing of information. We postulate that verbs are related to agency. As agency is particularly important from the perspective of the self and self-oriented goals, the verb-agency link should be most visible in reference to the self-referring information. As the processing of the personal pronoun *I* is associated with the activation of the same brain regions as processing of verbs, self-referring verbs are likely to be processed preferentially over self-related adjectives and nouns and all other-related stimuli.

The *second line of research* focuses on implications of the SGM verb-agency link regarding behavior intentions. In the planned studies participants will evaluate short slogans using either verbs or adjectives (e.g. 'we help/act' or 'we are helpful/active'). Participants will be asked to evaluate the conveyed sense of agency and communion next to the potential success of the slogans. We hypothesize that slogans employing verbs (as opposed to adjectives) evoke actions through priming agency. This knowledge may inform future research regarding the role of language in persuasion and in social change, as well as have the potential to be utilised in political, social or advertising campaigns. Within the second line of research we will also examine whether agency-linked psychological states or themes associated with agency are accompanied by differential usage of verbs. In these studies we will utilize a special algorithm that allows tagging parts of speech thus enabling a detailed grammatical analysis. We will collect excerpts of freely produced written text of a wide sample of participants and examine these utterances in terms of the number of verbs, adjectives and nouns used. In addition, scales measuring, agency, depression and social status shall be collected. This kind of study shall allow us to correlate the use of verbs with personal agency and other agency-related measures. Moreover, with the use of the described algorithm, we shall examine the use of grammatical categories in various publicly available corpora. In particular, we will analyse whether the use of verbs is associated with other content related to stereotypically agentic rather than non-agentic topics. Examining the use of grammatical categories with reference to agency-related correlations with text corpora opens a new door to insights from big data textual information.

To increase the significance of this research and to ensure the generalizability of the model's predictions, we need to apply a multi-language and a multi-method perspective. In conclusion, examining the role of linguistic cues in the processing, interpretation and expression of psychological phenomena opens an important route toward understanding the complex role of language and social phenomena—here, with regard to the social side of grammar.