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СИНТАКСИЧЕСКИЕ И СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ЭКОНОМИЧЕСКОГО ДИСКУРСА

Настоящая статья посвящена экономическому дискурсу, рассматриваемому с точки зрения его лингвистических характеристик, а именно его синтаксических и стилистических особенностей. Целью статьи является структурированное исследование экономического дискурса как понятия, что предполагает рассмотрение таких вопросов, как определение и классификация концепта, выделение его целей и источников формирования. Фокусом данного исследования являются средства массовой информации, рассматриваемые как наиболее продуктивный на сегодняшний день источник экономического дискурса.

В данной статье разъясняется основополагающая цель экономического дискурса – оказать воздействие на получателя информации и стимулировать определенный взгляд на предмет обсуждения, что, в конечном счете, составило основу представленного лингвистического анализа.

Автор указывает на широкий спектр синтаксических и стилистических аспектов, являющихся ключевыми для формирования как содержания, так и формы экономического дискурса, а также приводит характеристику наиболее распространенных синтаксических и стилистических средств, используемых в рамках экономического дискурса в целях акцентирования

значения высказывания, дополнения и усиления его информативности и экспрессивности, привлечения внимания читателя, провокации определенных ассоциаций в соответствии с интенциями автора.

Автор приходит к выводу о том, что различные источники экономического дискурса, которые по большей части представлены средствами массовой информации, способствуют передаче экономической социокультурной информации массовой аудитории. Учитывая сказанное, делается предположение о том, что синтаксические и стилистические особенности экономического дискурса целесообразно описывать и исследовать в аспекте данных целей.

Ключевые слова: экономический дискурс, средства массовой информации, коммуникация, синтаксические особенности, стилистические особенности, массовая аудитория, коммуникативная интенция.

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SYNTACTICAL AND STYLISTIC PECULIARITIES OF ECONOMIC DISCOURSE

The present paper deals with economic discourse from the perspective of its linguistic features, namely its syntactic and stylistic peculiarities. The article aims to provide structured coverage of economic discourse as a concept, which implies consideration of its definition, purposes, classification and sources. The study centers around mass media as the most productive source of economic discourse to date. The author also analyses theoretical and practical aspects of syntactical and stylistic resources employed to shape the content and form of economic discourse.

The paper explicates the overriding aim of economic discourse, which is to influence the recipient and stimulate a specific take on the subject of discussion, which ultimately underlies the linguistic analysis provided.

The author points to a wide range of syntactic and stylistic aspects which are key to both the content and form of economic discourse, and gives an account of the most widely used syntactic and stylistic means employed in the framework of economic discourse in order to highlight the meaning of the utterance, update and strengthen its informational capacity and expressiveness, attract the readers' attention, bring about certain associations as consistent with the author's intentions.

Ultimately, the author concludes that various sources of economic discourse, which are predominantly media sources, help transfer economic socio-cultural information to mass audience, which, in turn, underlies the corresponding aims of economic discourse. Given that, it is assumed that the syntactic and stylistic peculiarities of economic discourse should be described and studied against the backdrop of these aims.

Keywords: economic discourse, mass media, communication, syntactical peculiarities, stylistic peculiarities, mass audience, communicative intention.

Introduction

Researchers distinguish two approaches to the definition of "economic discourse". According to the first direction of the economic discourse - is a text system, which arises under the influence of various factors (extra-linguistic, pragmatic, sociocultural, etc.) and are united by one theme.

According to the second approach, the economic discourse is presented as a communicative event, integrative set of separate communicative acts in the economic sphere. Verbal result of this discursive activity is economic texts.

So, under the economic discourse it is understand the totality of speech acts in the sphere of economy, also created by

professionals, non-specialists and journalists oral and written texts or fragments, which reflect the realities of the economic world.

The purpose of the economic discourse is 1) coverage of events in the economic life of the community; 2) informing about the state of the economy; 3) the formation of a certain relationship to various changes and motivation for certain actions; 4) creation of economic theories; 5) research directions of economic development and living standards.

Depending on the economics sector economic discourse can be divided into financial discourse (finance and credit), accounting discourse (accounting and audit), tax discourse (tax business and insurance), and business discourse (business activity and trade) (Malyuga, 2008).

It is important to specify the main sources of economic discourse. The first and main intermediaries of economic discourse are the mass media that obviously influence people and their ways of thinking (Malyuga, 2011).

Also, economic discourse identified as a number of professional discourses: industrial-economic, financial, economic, trade-economic, economic and theoretical, Economics and Statistics and so on (Likun, 2008).

Language of economic discourse is relevant in the selection of a variety of linguistic resources and grammatical forms, the use of economic vocabulary, terminology, vocabulary combination of different genres. This is due to the need to influence the recipient, to inform and motivate to action.

As one of the mass-media discourse types, the economic discourse takes an important place. It has a lot of features, but also has its own characteristics. There is every reason to believe that the analysis of the text is part of a discourse analysis, which includes the social determinants of production and perception of the text, and other mental processes.

Syntactic construction of the text in economic discourse is highlighted, it is a form of expression for relevant content, and

also it is a mean of expressing the influence function of the media, the right information and therefore the goal of communication.

It should be noted that the range of syntactic phenomena of the economic discourse of the media, particularly the Internet, is quite wide. These include:

1) elliptical sentences. An elliptical sentence refers to sentences with information missing. This form does not require an ellipsis. These sentences are grammatically correct only if the necessary information to understand the sentence has been supplied previously or is clear from the context of the sentence.

2) fragmentation, in particular parcelling, - division of a single utterance structure into separate independent components. Parcelling is deliberate intonation and positional allocation of members of a single syntactic structure with a view to updating them. At the heart of parcelling is an objective ability to speech using techniques of dividing the text to implement a communicative task.

3) introductory phrases - An introductory phrase is like a clause, but it doesn't have its own subject and verb; it relies on the subject and verb in the main clause. Unless the phrase is very short (fewer than 5 words) and begins with a preposition (*to, for, at, etc.*), there should be a comma between the introductory phrase and the main clause;

4) inserted components - the inclusion of additional, specific information to the ground saying;

5) mounting construction - adding to the basic post of additional clarifying; characterised by certain governmental formal means.

6) construction with a unfamiliar speech - the inclusion of the author's message speech of another person or source of information etc;

7) dialogic communication - realised in the genre of the interview.

These syntactic phenomena of the economic discourse of the media are the most common. They highlight a variety of

individual components of the text. In the communicative aspect is represented as emphasise of certain elements of the message in order to emphasise the importance of their meaning, to update and strengthen the informative richness, expressive expressiveness.

The importance of the economic lexicon for the functioning of society and especially in the media texts necessitates a careful consideration of its place in the system of the Russian and English language.

In addition to the features of the language, the style of a newspaper also has a number of distinctive features and design in the field of grammatical texts. And in the articles grammar messages become even more important than vocabulary.

Thus, the grammatical features of this style are the following linguistic phenomena:

a) *Compound sentences with multiple clauses*, such as:

This sentence begins with the name of turnover, followed by the clause of time, referring to the main clause (Tony Blair), which is subject to attributive clause. Such sentences briefly transmit the entire contents of the article as a whole, thereby respecting the principle of compression of the information in a newspaper style.

b) *Verbal constructions (infinitive involved, gerundive) and construction with verbal nouns*, for example:

c) *Sentences from the complex and subject to additions, especially nominative construction with the infinitive*:

This linguistic tool is also used in order to avoid mentioning the source of information, to submit an event or as an objective fact in order to remove responsibility from anyone for whatever message.

g) *Group of nouns performing attributive function*

The use of such structures allows for a more compact transition to provide information.

d) For a long time journalists held a special order of the words used in short messages, as well as at the beginning of newspaper and magazine articles.

Strict word order in the structure of the English sentence, as well as many years of journalistic practice is given the development of the so-called *rule of 5W* - who-what-why-how-where-when. From the point of view of sentences' parts this scheme is as follows: Subject - Predicate (Object) - Adverbial modifier of reason (manner) - Adverbial modifier of place - Adverbial modifier of time.

e) *Compound adjectives which also play a role of information compressor, so-called phrase words and even sentence words.*

Separately need to stay at the headlines of magazine articles. They perform a very important function of attracting the reader's attention and arouse their interest in the article or note. Sometimes titles are brief content of the article, making it clear, as will be discussed in the article.

There is a variety of ways to design titles. Some newspapers and magazines articles are accompanied by a title. In the other articles may also be accompanied by a subtitle and sometimes the two. Sometimes the subtitle could be a mini-text, which is usually given to the author's commentary on events and facts covered in the article, or simply summarises the article topics, such as:

Among other things, the publication of *The Economist* also remarkable accompaniment of the first articles in the thematic sections of the cartoons, which also carry the information, and where, above all evaluation information, conveying the general mood and attitude of the authors of the facts contained in the article.

Some newspapers also use the following method: in the text of the article, designed in large print, specially inserted into the facts referred to therein, which are sensational or shocking, thus attracting the attention of readers. These inserts are made graphically printed font different from the general article text, is a frame, etc.

In addition to the structural features, headings have lexical, grammatical and syntactical features.

So, the authors note in the text of the combination of pieces of

information to assess the elements of the header when the vocabulary used with different stylistic coloring.

Another stylistic tool used in the titles of articles are set phrases, proverbs and other stable expressions. They also attract the attention of readers thanks to their imagery and expressiveness. In addition, they have a huge cultural and axiological content specific to the language and mentality of the people who speak it. Sayings and turns of phrase often represent the whole mental constructs, which instantly evoke in the minds of the association and the stereotypical situation.

Contextual admission transformations of phraseological units are widely used as an effective means of humorous and ironic. The essence of this stylistic tool lies in the transformation of stylistic idioms based on substitution under the lexical and phraseological version of a word with other lexical phraseological variants. (Akhmanova, 1968) defined this technique as deformation or speech, consisting in the destruction of the semantic solidity of phraseological units in the revitalisation of its constituent words as independent units. Emotional and estimated load deformed phraseological unit is based on the misguided expectations effect.

To attract the attention of readers, both in the headlines and in articles are often used, and other stylistic devices that draw the reader's attention to the unusual shape (sound), the expressiveness of the text attached to the article or the title, the author's expressed attitude and set the tone for the entire article, for example: oxymoron, alliteration, alliteration and rhythm, epithet.

Thus, we see that the functions in journal articles, allow you to use them a huge variety of linguistic tools that fill these texts expressive and evaluative meanings. Thus, expressing the opinion of the authors, forming definite opinions and finally determine outlook at a wide audience of readers.

Also, we can see the meaning of parallelism and intensions of linguistic form. The ambiguity of thought is the ambiguity of expression; metaphorical meaning is metaphorical statement, etc.

This is not surprising, because it is an infinite variety of linguistic resources, their expressive potential and sense of meaning attached to the richness and variety of social and political discourse of mind. And to overstate the significance of the language is impossible. Language is the instrument of tinkering, the instrument of adjustment, restructuring reality. Moreover, the relationship between language and thought allows the language to feel and even anticipate changes in people's minds. A change in meaning, replacement of some concepts to others in the speech of those who are able to influence the public consciousness, may indicate a change in their intentions may be a signal of future social and political transformations that are on the speech level appear before the level of what happened fact.

These articles can be considered as a component of modern culture, they serve as a way to transfer economic socio-cultural information to a mass audience, are an effective means of involving people in the economic life of society.

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**СПЕЦИФИКА ОТБОРА РЕЛЕВАНТНЫХ
МАТЕРИАЛОВ НА ИНОСТРАННОМ ЯЗЫКЕ ДЛЯ
СОСТАВЛЕНИЯ ОБЗОРОВ ЛИТЕРАТУРЫ В РАМКАХ
ИССЛЕДОВАНИЙ ПО НАПРАВЛЕНИЮ «ФИНАНСЫ
И КРЕДИТ»**

Целью настоящей работы является разработка методических основ поиска релевантных источников на иностранном языке и создание алгоритма отбора научных