

УДК 81'33

К.В. Кузнецова

Российский университет дружбы народов

**ЭКОНОМИЧЕСКИЙ ДИСКУРС КАК ОБЪЕКТ
ЛИНГВИСТИЧЕСКОГО ИССЛЕДОВАНИЯ И ЕГО
ОСНОВНЫЕ АСПЕКТЫ**

В данной статье рассматривается экономический дискурс как отдельный вид институционального дискурса. Автор изучает лингвистические определения дискурса, в том числе экономического, проводит наблюдение, где и как зарождается экономический дискурс, а так же исследует некоторые из его лингвистических аспектов.

Ключевые слова: дискурс, институциональный дискурс, текст, речь, коммуникация, язык

K.V. Kuznetsova

Peoples' Friendship University of Russia

**ECONOMIC DISCOURSE AS A SUBJECT OF
LINGUISTIC RESEARCH AND ITS MAIN ASPECTS**

This article deals with economic discourse as a separate type of institutional discourse. The author researches the notion of discourse, particularly economic discourse, considers where and how economic discourse arises, and studies some of its linguistic aspects.

Key words: discourse, institutional discourse, text, speech, communication, language

Introduction

The main place in linguistics of the beginning of the 21st century is taken by such a difficult and many-sided phenomenon as discourse. Scientists are actively researching its theoretical and applied problems, the correlation of verbal and unlingual in it,

and also separate types of discourse. Despite the great number of linguistic studies dedicated to discourse, the questions of discourse interpretation and classification remain an existing prospect.

Definition of discourse

Discourse popularity reasons are mostly its vagueness and definition complexity. Discourse is one of the most difficult notions to define. It is closely connected to the notion of text because discourse definitions are usually based on the definition of a text.

Text is an internally organized sequence of written work utterances or written or sounding speech, relatively finished in its contents and structure (Nazarchuk, 2002). Text is also any written speech (a literary work, a composition, a document or a fragment from them).

The term discourse is borrowed from French "discours", which means speech, a speech type, a text, a text type. The simplest and most widespread definition of discourse is as follows: discourse is a text in an event aspect; the speech, "immersed in life"(Linguistic encyclopedic dictionary, 1990). This definition is very short and gives us the most general characteristic of the notion. To understand discourse better it is necessary to consider a number of definitions.

A well-known definition by V.I. Karasik, classic of the discourse theory, says that the discourse is the communication of people considered from the point of view of them belonging to a social group or in relation to a speech conduct situation. It means that there are two main understandings of discourse:

1. Discourse is understood as speech practice, i.e. "interactive activity of communication participants, contact establishment and maintenance, an emotional and informational exchange, influencing each other, an interlacing of instantly changing communicative strategies and their verbal and nonverbal embodiments in communication practice (Karasik, 2002).

2. Discourse as the difficult communicative phenomenon not only including the act of creation of a certain text, but also reflecting the dependence of the created speech work on a significant amount of extralinguistic circumstances - awareness of the speaker's opinions and specific goals (Foucault, 1996 Ponomarenko, 2013).

Thus while researching discourse we should consider not only the context but also various conditions of information exchange. Text is a form, and discourse is meaning.

The purpose of discourse is the estimated communication result, that is a necessity to convey certain information, emotionally charged according to a beforehand plan, to form a reader's certain attitude to what he has read.

According to V.I. Karasik's emotional component, personal motives and other information profuseness, proceeding from one individual to another are also influenced by social status, age, education and internal motives of the speaker (Karasik, 2002). All these factors influence the meaning of information, its essence and usage. They are the main distinctive features of text and discourse.

Economic discourse

Discourse is a notion that has many aspects and meanings. Everything that happens in the history of mankind, nation, people, society (its various spheres: medicine, politics, religion, economy, etc.) has its reflection in the language.

Every day we speak to different people, and each of these conversations touches upon various subjects. But if we divide the conversation into these subjects, we get various discourses and economic discourse is among them. People tend to discuss economy and business problems, economic changes have already become a part of our everyday life.

That is why defining the notion of economic discourse, its place in linguistics, singling out its genres and researching its

functional, stylistic, linguopragmatic and the sociolinguistic characteristics is very important.

V.I. Karasik distinguishes individual (personal-focused) and institutional (branch) discourses. In contrast to individual discourse, the institutional discourse represents a system of status and role relations in the communicative sphere of a certain social institute. It is a communication of the addressee and addresser in set conditions, speech interaction of various social groups representatives.

While analyzing institutional discourse the following parameters are usually considered: status and role characteristics of participants; conditions, time and place of the action; subject and aims of communication, style and genres; discourse formulas, etc. The number of social institutes (branches) in modern society form the number of institutional discourse types.

Economic discourse is usually considered as an institutional discourse.

Main sources of economic discourse

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, 2008). Information from the television news blocks, newspapers, radio, and Internet play a certain role in forming our world picture. However cyberspace has a continuously increasing place in our life. People prefer the Internet because of its availability and a variety of information it offers which is very often not structured, not always carefully selected and prepared, but on the Internet there is an opportunity to meet various tastes and requirements. Owing to the Internet it is possible to get acquainted with various points of view and to develop your own. Although there is a big number of different opinions in the Internet the reader has an opportunity to define his own attitude to a problem irrespective of the aims pursued by the participants of the cyberspace. Thus after the development of the

Internet, information became more subjective, nevertheless, it is still a component of economic discourse.

Speaking about economic discourse, it is necessary to mention the printed and online media covering economy news: RBC, The Economist, The Times, The Wall Street Journal, BBC, CNN, etc. There also are a lot of independent experts publishing their opinion in the Internet. Everyone who participates in any economic event discussion is involved into economic discourse.

Some of the main characteristics of economic discourse

Thus, all the abovementioned together make out economic discourse.

Economic discourse is a complex of speech acts in the sphere of economics, oral and written texts or their fragments created by professionals, amateurs and journalists that display realities of the economics world.

The purpose of an economic discourse consists in 1) covering the events in economic life of the society; 2) informing about the state of the economics; 3) forming a certain attitude to various changes and motivating to undertake certain actions; 4) creating economic theories; 5) researching the directions of economics development and people's standards of living. The participants of economic discourse can be government, journalists, scientists, researchers, teachers, etc.

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, 2004).

Economic discourse can be represented by various genres. Depending on the purpose, participants and spheres of communication information can be presented in the form of an interview, a report, economic news, a lecture, a discussion, a conference, a conversation, etc.

Economic discourse language is characterized by diversity of grammatical and lexical units, usage of economic terms, combinations of different genres lexical units, absence of a strict text structure. These factors are determined by the necessity to influence the addressee and inspire him on certain actions.

Thus, all the previously mentioned together make out economic discourse.

ЛИТЕРАТУРА

1. Дейк Т.А. ван Язык. Познание. Коммуникация. – М.: Прогресс, 1989.
2. Карасик В.И. Языковой круг: личность, концепты, дискурс. – Волгоград: Перемена, 2002.
3. Карасик В.И. О категориях дискурса // Языковая личность: социолингвистические и эмотивные аспекты. Волгоград; Саратов: Перемена, 1998. - С.185-197.
4. Кланцакова А.Ю. Метафора в структуре экономического дискурса: опыт комплексного исследования (на материале английского языка): дисс. ...канд.филол.наук. – Иркутск, 2003.
5. Лингвистический энциклопедический словарь. – М., 1990.
6. Малюга Е.Н. Взаимовлияние деловой коммуникации и межкультурного делового дискурса // Известия Российского государственного педагогического университета им. А.И. Герцена – 2008. – № 84. – С. 146 – 148.
7. Малюга Е.Н. Основные характеристики профессионального языка//Вестник Самарского государственного университета. Гуманитарная серия. – 2011. – № 1/2 (82) – С. 133-138.
8. Назарчук А.В. Этика глобализирующегося общества – М., 2002.
9. Ожегов С.И., Шведова Н.Ю. Толковый словарь русского языка. – М.,1992.

10. Пономаренко Е.В. О самоорганизации и синергизме функционального пространства английского дискурса // Научные ведомости Белгородского государственного университета. Серия: Гуманитарные науки. – 2013. – Т. 18. – № 13 (156). – С. 131-140.
11. Томашевская К.В. Экономический дискурс современника в его лексическом представлении: дисс. ...д.фил.н. – Санкт-Петербург, 2000.
12. Фуко М. Воля к истине: По ту сторону знания, власти и сексуальности. – М., 1996. – 448 с.

REFERNECES

1. Dejk, T.A. van (1989). Iazyk. Poznanie. Kommunikatsiia. [Language. Cognition. Communication]. *M.: Progress.*
2. Karasik, V.I. (2002). Iazykovoï krug: lichnost', kontsepty, diskurs. [The language circle: personality, concepts, discourse]. *Volgograd: Peremena.*
3. Karasik, V.I. (2006). O kategoriiakh diskursa. Iazykovaia lichnost': sotsiolingvisticheskie i emotivnye aspekty. [On categories of discourse] *Volgograd; Saratov: Peremena*
4. Klanshchakova, A.Ju. (2003). Metafora v strukture ekonomicheskogo diskursa: opyt kompleksnogo issledovaniia (na materiale angliiskogo iazyka). [The metaphor in the structure of economic discourse: the experience of integrated studies (based on English language)]: diss. ...kand.filol.nauk. *Irkustk*
5. Lingvisticheskii entsiklopedicheskii slovar'. (1990). [Linguistic encyclopedic dictionary]. *Moscow.*
6. Malyuga, E.N. (2008). Vzaimovlijanie delovoj kommunikacii i mezhkul'turnogo delovogo diskursa [The interaction of business communication and intercultural business discourse]. *Izvestija - Russian state pedagogical University of A.I. Gercen*, 84, 146 – 148.
7. Malyuga E.N. (2011). Osnovnye kharakteristiki professional'nogo iazyka [Basic characteristics of professional

language] // Vestnik SamGU, Gumanitarnaya seriya. № 1/2 (82), pp. 133-138..

8. Nazarchuk A.V. (2002). Etika globaliziruiushchegosia obshchestva [Ethics in a globalizing society]. Moscow.

9. Ozhegov S.I., Shvedova N.Iu. (1992). Tolkovyj slovar' russkogo iazyka. [Explanatory dictionary of the Russian language]. Moscow.

10. Ponomarenko E.V. (2013). O samoorganizatsii i sinergizme funktsional'nogo prostranstva angliyskogo diskursa [On Self-Organisation and Synergy of the English Discourse Functional Sphere] // Nauchnyye Vedomosti Belgorodskogo gosudarstvennogo universiteta. Series: Gumanitarnyye Nauki. Issue 18, N 13. P. 131-140.

11. Tomashevskaja, K.V. (2000). Ekonomicheskii diskurs sovremennika v ego leksicheskom predstavlenii. [The economic discourse of the contemporary in its lexical representation]: diss. ...d.fil.n Sankt-Peterbug.

12. Foucault, M. (1996). Volia k istine: Po tu storonu znaniia, vlasti i seksual'nosti. [The will to truth: On the other side of knowledge, power and sexuality]. Moscow, 448 p.

УДК 81'44

Н.В. Литровник

Российский университет дружбы народов

**О ЧАСТЕРЕЧНОЙ ПРИНАДЛЕЖНОСТИ
АНГЛИЙСКОГО СЛОВА (НА ПРИМЕРЕ
ЭКОНОМИЧЕСКОЙ СТАТЬИ)**

В статье анализируется частеречная принадлежность слова в языке английской новостной интернет-периодике. Анализируется понятие слова. На примере статьи экономической направленности автор рассматривает соотношение знаменательных и служебных частей речи, а также распределение основных семиологических классов