

Concept of Economic Discourse

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Abstract: in this article is discussed about economic discourse and its application. The level of study of economic discourse is constantly growing. The article presents examples of the opinions of scientists in the study of discourse.

Keywords: economy, field, economic discourse, process, language, unity.

The economic sphere is constantly developing, its forms and contents are changing. These processes also cause a change in the lexical content that serves the speech interaction of economic communicators.

In particular, it is related to communication, interest in studying economic sciences and its relevance, the growth of the information space, the expansion of international relations, as well as the globalization of economic relations in general. At the same time, language processes are increasingly stratified, which leads to the formation of a new system of concepts related to a certain communicative direction and topics. Economic discourse occupies a special place in mass global processes. It is known that the economy is one of the priority directions in deciding the fate of states and the world as a whole, the existing problems and their solution, the summation of economic concepts are manifested in language phenomena, that is, they are manifested in changes in the system of lexical methods.

Economic discourse seems to be a transitional phenomenon that incorporates a number of qualities of other types of discourse, and at the same time has its own characteristics, implemented as a statement of a certain nature. In this type of discourse, the transfer of knowledge about individual economic paradoxes, their properties and qualities is used in practice, which connects it to the scientific and informational subtype with scientific-popular discourse.

N.D. Bessarabova said that, according to the nature of the language, the economic discourse is close to the type of scientific discourse, it is distinguished by its subjective nature, and it represents a defined professional direction. Nevertheless, a professional theme is presented in a way that will attract the attention of any viewer. E.Yu.Makhnitskaya conducted her research on the attractiveness of the economic discourse, the special position occupied by the economic part of culture, and its special importance in describing modern social processes in the world and the country. According to her opinion, the economy is an important area of public life. Every day, a system of productive forces and financial relations is formed and develops in it, it is regulated by various kinds of financial laws, based on the use of various resources, the creation, exchange, distribution and use of goods with the help of human labor. [2]

Economic discourse, together with pragmatic, socio-cultural, psychological and other conditions, refers to the speech of the mass media, which is carried out as a document described on paper. Economic discourse is formed through mass communication and represents a cognitive process of discourse development that emerges in socio-cultural interaction and reflects the system of understanding of communicants.

K. V. Tomashevskaya says that "Economic discourse means a text/speech product that reflects the conceptualization of economic reality together with pragmatic, extralinguistic, psychological, socio-

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cultural, cognitive and other factors." [3]. E.G.Petushinskaya, in turn, believes that "Public economic discourse is a process of text creation together with pragmatic, socio-cultural, psychological factors", purposeful social action, including the mechanisms of human interaction and their consciousness-cognitive processes. [4]

The analysis of the economic discourse shows that the economy is a field of modern knowledge about the world, in which the dynamics of language, changes in public consciousness, the mentality of the native speaker, and active processes in modern dictionaries are particularly clearly manifested. Changes in the composition, structure and functions of the vocabulary of economic discourse are caused by the economic situation of the country, the priority of economic problems in deciding its fate, and the formation of new economic concepts.

Lexical units in the field of economics represent the structure of the field, and the selection of necessary lexical units is carried out communicatively. Understanding and applying lexical units requires extensive linguistic and regional knowledge, historical knowledge, and knowledge of the culture of the country of the language being studied. The direct participation of economic units in the socio-cultural context creates prospects for their direct and modified functions in text constructions. The absence of a word or sign in the context of a particular culture is compensated by a variety of closely related synonyms or occasional auxiliary lexical items. The study of the terms contained in the economic text allows to discover new important laws of their understanding, creation and use.

The level of studying the economic discourse is constantly growing, because the field of economic activities is expanding due to its high relevance in the modern world, new economic institutions and directions, and accordingly discourse processes and terms are emerging. In economic discourse, it is customary to understand everything related to the economy, the verbal processes that occur during the interaction of the participants of economic communication.

Cultural meanings and images reflected in the language can be called a specific dictionary of linguistic culture, the sum of its units indicates the existence of linguistic and cultural features of language tools and speech techniques. The texts of speeches within the framework of negotiations, as a rule, are prepared in advance and contain statistical data, various references, conclusions, etc. Often in such texts, elements of dialogic communication, questions and appeals to the audience are used to introduce a rhetorical effect. In such cases, we can talk about distinguishing some linguistic and cultural features, because the used metaphors, figurative expressions, idioms, stylistic tools often depend on the usual language tools for a certain cultural society. It should always be remembered that language and culture are interrelated.

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