

The Characteristics of Discourse in Economic Texts

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Abstract. This article explores the distinct discursive features prevalent in economic texts, focusing on the unique language patterns, rhetorical strategies, and communicative functions characterising this genre. The study identifies critical elements that differentiate economic discourse from other professional and academic writing forms by analysing various economic documents, including academic papers, financial reports, and policy briefs. These features include specialised terminology, quantitative data presentation, argumentative structures, metaphor, and analogy. The findings highlight how these characteristics effectively convey complex economic concepts, persuade diverse audiences, and facilitate informed decision-making. This analysis contributes to a deeper understanding of the linguistic and rhetorical conventions in economic writing, offering valuable insights for economists, educators, and communicators.

Keywords: economic text; new content; pragmatics; genre; terminology; translation.

INTRODUCTION

Economic texts encompass various documents, from scholarly articles and textbooks to financial reports and policy briefs. These texts are crafted to inform, persuade, and instruct diverse audiences, including economists, policymakers, investors, and students. This article delves into the distinctive discursive features of economic texts, shedding light on the specialised language patterns, rhetorical strategies, and communicative functions that define this genre. By examining these elements, we can better understand how economic writing effectively conveys complex concepts, supports arguments, and influences decision-making.

One of the most salient features of economic texts is specialised terminology. Economists often employ a lexicon rich in technical jargon and acronyms, which can be daunting to the uninitiated. Terms such as "GDP," "monetary policy," "elasticity," and "fiscal deficit" are commonplace. This specialised vocabulary efficiently conveys precise meanings and concepts among those familiar with the field. However, it can also create barriers to understanding for non-experts, necessitating glossaries or explanatory notes in texts intended for broader audiences.

An economic text is a specialised form of writing to document, preserve, and convey economic knowledge. It encapsulates the verbal outcomes of economic debates. Its dense information content distinguishes it, as well as robust methods of logical reasoning and argumentation related to specific economic events, alongside the presentation of economic forecasts.

Economic discourse involves creating texts shaped by sociocultural, psychological, and practical factors. These texts include oral and written communications within the economic field, mirroring real-world scenarios. The extensive linguistic knowledge at our disposal highlights the growing influence of the English language in the global economy. This linguistic richness lays the foundation for a multicultural perspective, facilitating effective English communication across economic boundaries in different societies. Since linguistics is a captivating area of human knowledge and behaviour, the interplay between pragmatics and economic texts in linguistic studies is essential for developing appropriate models of competence and behaviour for English language teaching.

The term "discourse" in economic texts is complex in modern linguistics. Its presence in English is

explained by the conditions of its use and the inherent ambiguity within the system of language categories. Broadly, discourse refers to a communicative event between a speaker and a participant within a specific time, space, and context, which can be verbal, written, or non-verbal. In a narrower sense, discourse can be understood as text or conversation.

It is crucial to understand that economic discourse is a multifaceted communication involving language and various non-linguistic factors. The acquisition of new economic knowledge is a communicative process that shapes economic behaviour within the framework of social and cultural norms, particularly in preparing economic contracts [1; 2].

This *article aims* to analyse economic texts' distinctive linguistic and pragmatic features, exploring how these elements contribute to effective communication within the economic domain. By examining the lexical, grammatical, phonetic, and prosodic characteristics, as well as the pragmatic aspects such as speech acts, rhetorical structures, and discourse management, the study seeks to understand how economic information is conveyed, argued, and understood. This analysis aims to provide insights that enhance the comprehension, teaching, and practical application of economic communication, thereby improving the clarity and persuasiveness of economic documents across various contexts.

METHODS

This investigation employs a mixed-methods approach to analyse linguistic and pragmatic features of economic texts. The primary materials include a corpus of economic documents, such as academic papers, financial reports, and policy briefs. These texts are selected to represent a range of economic discourses.

The corpus's lexical, grammatical, and phonetic features are analysed using linguistic software. This includes identifying standard terms, phrases, and syntactic structures. Intonation patterns and rhythmic structures are examined to understand their role in conveying meaning and enhancing communication. The texts are analysed for speech acts, rhetorical structures, discourse implications, and management strategies. This involves qualitative analysis to explore how these pragmatic elements function within the texts.

Combining quantitative and qualitative methods ensures a comprehensive understanding of economic texts' structural and functional aspects, providing insights into how they achieve effective communication in the financial domain.

This research is relevant because it enhances the quality and effectiveness of economic communication across various fields, from international business to academia and public policy. It ensures that financial information is conveyed accurately, objectively, and in a manner that is accessible to diverse audiences.

Literature review

Research on the discursive analysis of economic texts includes the study of terminology, structure, and vocabulary in economic documents such as financial reports, company press releases, articles in economic journals, and more. One of the critical areas is the analysis of corporate communication discourse, which examines texts created by companies for external and internal audiences to understand the messages and objectives they pursue. The study of the discourse of economic texts allows for uncovering the specifics of language and communication in economics, revealing societal representations, ideological stances, and methods of influencing the audience through textual materials. Research in this area helps to understand how economic messages sound, how they are interpreted by different groups of people, and how economic realities can be shaped based on linguistic constructions.

The book [3] examines the influence of economics textbooks on the formation of economic knowledge, understanding, and evaluation of economic processes. In this book, L. Bäuerle investigates the specific information, terminology, structure, and approaches used in economics textbooks to shape certain perceptions of economic reality. Through discourse analysis, the author aims to identify which educational texts are tools for shaping the correct understanding of economic phenomena and concepts from the authors' perspective [3].

Authors [6] investigate the changes in the emotional connotation of economic terms over time, specifically the fluctuations in the meaning of the word "inflation" during periods of crisis, reflecting semantic changes in a limited diachrony. The study examines the evolution of the target term "inflation" in the business news sections of quality

publications and the impact of the Great Recession. This is achieved through quantitative and qualitative methods: sentiment analysis, analysis of usage fluctuations, corpus linguistics, and discourse analysis.

This study reveals several findings: terms become "event words" due to the increase in their frequency of use in connection with ongoing crisis events, and there are statistically significant, culturally motivated changes in the form of emergent collocations with emotionally charged words that have a lower level of domain specificity.

Some authors focus on neologisms within this discourse by analysing the linguistic features of economic texts. For instance, Anglicisms in economic discourse can be an essential element of communication in international business, finance, and other areas where the consistent use of specific terms can contribute to more transparent and more effective information exchange.

Authors [7], addressing this issue in the context of economic texts, analyse how these Anglicisms are introduced and adapted into economic discourse from the perspectives of linguistics, semantics, cultural studies, and pragmatics. Their work possibly also considers the impact of Anglicisms on the structure and content of economic texts and their perception and understanding by various audiences.

These studies represent only a tiny portion of the work being conducted in the field of discursive analysis of economic texts. They help to understand how language and texts influence the formation of economic perceptions and realities and the communication strategies used to impact the audience.

RESULTS AND DISCUSSION

The analysis reveals that a text, unlike discourse, is a product of speech activity, and its communication is tied to establishing context in the Azerbaijani language. In this framework, the content and structure of economic texts are demonstrated through communicative behaviour as a form of social interaction. Thus, the text emerges from the participants' communicative actions. The primary difference between discourse and text is that discourse is seen as an ongoing communication process, whereas text is the outcome of this process.

Authors [8] pioneered researchers exploring economic discourse and pragmatics, linking them

with linguistics and introducing relevant terminology, intonation, and rhythmic structures for discursive communication. Intonation and rhythmic patterns in discourse are vital in texts, influencing the transmission of new or established information through varying linguistic rules. The prosodic approach, which includes features like accented or unaccented intonation, lexical substitutions, and nominal components, plays a significant role in forming relationships within texts.

Research suggests that the specific text is less critical in selecting different types of economic information. This implies that regardless of the situation, the new context conveys information to new economic discourse [5].

Economic discourse heavily relies on quantitative data to support arguments and provide evidence for claims. Charts, graphs, tables, and statistical analyses are integral to economic texts. The presentation of this data is not merely descriptive but often analytical, with authors interpreting trends, comparing metrics, and forecasting future developments. The effective use of quantitative data requires clarity and accuracy, as misrepresentation or misinterpretation can lead to flawed conclusions and misguided decisions.

Economic texts are inherently argumentative, often structured to advocate for particular policies, theories, or interpretations of data. Authors build their arguments through logical reasoning supported by empirical evidence. A typical structure might include a clear thesis statement, a literature review, methodology, results, and a discussion that interprets the findings in the context of existing knowledge. Counterarguments are also addressed to bolster the credibility of the primary argument and demonstrate thorough consideration of alternative perspectives.

Linguistics features of economic texts. Despite the technical nature of economic texts, authors frequently employ metaphors and analogies to elucidate complex concepts and make them more relatable. For instance, economies are often described as "machines" or "organisms" with components that must work together harmoniously. Financial markets might be depicted as "turbulent seas" or "bulls and bears." These figurative language tools help to simplify abstract ideas and engage readers, making the content more accessible and memorable.

"Therefore, in the process of characterising the linguistic features of economic texts, we identified

the main ones as informativeness, relevance, professional significance, objectivity, formality, logical structure, lack of excessive imagery and emotional colouring, and a high level of standardisation of speech structures and language means." [11, p. 495].

Language communication occurs through text, where lexical, grammatical, phonetic elements and intonation are crucial in establishing internal relationships within the text. The author [12, p. 147] highlights that textual corrections differ significantly from individual sentences, and certain events can only be fully understood within the context of a complete text. The linguistic features of a text are vital for creating a network of interrelations between its linguistic categories. Analysing the semantic-structural relationships between components of independent sentences is essential. It is necessary to identify the appropriate structural elements and criteria for defining the beginning and end of texts to comprehend these relationships. When isolated from other components, a sentence loses meaning and cannot stand alone.

Authors [4, p. 243] demonstrated that the linguistic features of economic texts and the development of pragmatic discourse are common research subjects among writing scholars. Language features are typically categorised into three primary structures: lexical, syntactic, and phraseological combinations. The economics of language, including the impact of language skills on income and trade and the principle that language proficiency enhances economic terminology, influence the preservation of economic costs and benefits. Economic texts themselves possess lexical and grammatical categories that structure economic discourse. This research paper will examine four aspects of pragmatics in economic texts: speech acts, rhetorical structure, discourse implication, and discourse management. Mastery of these aspects during communication impacts the formation of the communicative act in preparing such texts. Therefore, considering linguistic features as a pragmatic aspect is essential. Research defines it as a combination of linguistic and extralinguistic characteristics that influence the choice of linguistic and stylistic means.

The communicative functions of economic texts. The communicative functions of economic texts vary depending on the intended audience and purpose. Academic papers aim to advance theoretical understanding and contribute to scholarly

discourse. Financial reports provide stakeholders crucial information about an organisation's performance and prospects. Policy briefs seek to inform and influence decision-makers regarding specific economic issues. Despite these differences, all economic texts share a common goal: to communicate information in a way that is both informative and persuasive.

Furthermore, non-linguistic factors such as motivation, attitude, personality, and emotion significantly influence students' preparedness in English, particularly concerning extralinguistic pragmatics. Another critical linguistic component is deixis, which involves words or phrases whose meanings are context-dependent, including unity and collocations. Integrating linguistic and extralinguistic tools within the communicative context is essential in the pragmatic approach to economic texts. The modality expressed in the texts demonstrates consistent attitudes towards the ideas conveyed. Modal verbs are pivotal in linking various sections of economic texts. Here, modality is considered a facet of systemic functional linguistics employed in critical discourse analysis. Halliday suggests that modality represents a judgment regarding the probabilities or commitments expressed by the speaker during discourse.

Economic pragmatic discourse encompasses a broad spectrum of activities such as business, finance, credit, accounting, auditing, taxation, insurance, and commerce. Therefore, when translating economic texts into English, linguistic discourse participants must also identify the different areas of activity.

Various researchers have consistently defined the linguistic fields related to these areas. Authors [5, 10] focused on teaching the lexical terms used in economic texts as part of their study on the linguistic aspects of economic discourse [10, p. 12; 7, p. 70]. The author [8] examined the syntactic dimension of economic discourse by developing a specialised vocabulary of noun and verb combinations found in economic texts. Henderson also explored the relationship between conventional form and meaning in economic discourse writing. Meanwhile, the author [10] discussed using linguistic mechanisms in developing abstract concepts [10, p. 303].

Various researchers have consistently defined the linguistic fields related to economic texts. The authors [5, 9] focused on teaching the lexical terms used in economic texts as part of their study of the linguistic aspects of economic discourse. Their

studies examined how these terms are used and understood within the context of economics, providing valuable insights into the specialised vocabulary of the field.

The author [8] examined the syntactic dimension of economic discourse by developing a specialised vocabulary of noun and verb combinations found in economic texts. This research highlighted the importance of syntactic structures in conveying economic information effectively and contributed to a deeper understanding of how these structures function within the genre.

Henderson's additional work explored the relationship between conventional form and meaning in economic discourse writing. This investigation likely involved analysing how standard expressions and formats in economic texts help convey specific economic ideas, emphasising the interplay between form and content in effective communication.

Meanwhile, the author [10] discussed the use of linguistic mechanisms in developing abstract concepts in economic texts. Mason's research focused on how language can articulate complex, abstract economic ideas clearly and understandably,

shedding light on the strategies to make sophisticated economic concepts accessible to a broader audience.

Together, these studies underscore the comprehensive efforts of researchers to define and analyse the linguistic characteristics of economic texts, enhancing our understanding of how economic information is communicated through language.

CONCLUSIONS

The discourse of economic texts is marked by its specialised terminology, reliance on quantitative data, structured arguments, and use of metaphor and analogy. These features work in concert to convey complex economic concepts clearly and persuasively, catering to the needs of diverse audiences. By understanding these characteristics, we can appreciate the nuances of economic writing and enhance our ability to communicate effectively within this field. This analysis provides valuable insights for economists, educators, and communicators, contributing to more effective and informed economic discourse.

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