

The Communicative-pragmatic Classification of Economic Texts

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Abstract—It is known that the texts are identical in terms of their communicative-pragmatic styles. The texts of all types (economic, artistic, political and so on) seem to have common pragmatic communicative functions. There are two main factors in terms of economic data to be transmitted within the texts which are defined: a) the economic intratextual communicative interaction of the components of the act; b) components of the mutual relations between the texts found in the communicative act. Since the texts are the object of the linguistic study highlighted in terms of communication, the understanding of the texts of the text in the frame of extratextual economic factors has attracted the attention of researchers. In this case, the reader gets familiar with the text visually, through reading the text, through the impact of the economic mechanism, taking into account the pragmatic aspect of the components and the pragmatic realization of their characteristic.

Index Terms—economic text, category, dictum, modus, pragmatics, language

I. INTRODUCTION

The term "pragmatics" has a Greek origin; its linguistic meaning is "work, action or effect". Thus, the "pragmatics" can be defined as "the relationship between subject and learning the system". When it comes to the study of economic text in the pragmatic aspect, it covers all forms of economic textual components, intratextual language tools, forms, etc. As for the economic data transfer, it includes the information to influence the addressee through communication, and their combination for the purpose of merging their communicative function of the language aspect of performing. Economic texts are considered an important factor in the transmission of information. Transmission of information, both written and oral discourse plays an important role. In particular, the basic function of each data transmission is the oral discourse. Scientists are still studying the data transmission texts put forward by the Prague School of Linguistics (Brown 1983, p.153). Then, in 1967, the issue of data transfer within the text was touched upon in the article by M.A.K.Halliday. Overall, the study of the structure of the data in the data transmission within M.A.K.Halliday's term discourse was closely connected with the study of its transmission routes (Smith 2012, p.177).

II. SCOPE OF STUDY

Two categories of data are identified in the transmission of the economic discourse: new information and transferred information.

M. A. K. Halliday after the investigation concludes that in English one of the main functions of economic texts' intonation is to determine the type of speaker (Smith 2012, p.177). In general, the discourse of transfer of data information is to identify the ways of learning the spoken language (Brown 1983, p. 178). It is linked to understanding the phonological relationship. This relationship is the basis of the location, as mentioned above, including intonation. Also, the syntactical structure of the data in the ways of studying the relationship was investigated. According to Halliday speaking connects the speech in units of information. (Brown 1983, p.188).

This can be carried out in conclusion that speaking language of a definite own communicative intention to carry out a certain set of acoustic features of articulatory program develops and uses its implementation (Brown 1983, p. 68).

According to M. A. K. Halliday, the discourse intonation and rhythmic structure of the unit take the lead. Each of intonation unit, usually an element of information in a new and old / new information opposition, involves the economic discourse of the prosodic (accented / unaccented) and lexical (the pronoun / name) components with the implementation of the interaction. He writes about it: "The choice of speaker type of information, the text in the selection of any information or the environment does not depend on the situation; it provides information and data to the new economic discourse" (Brown 1983, p. 199-244).

Thus, it is clear that the intention of the text and the transmitter depends on the type of impact of the interview which is taking place. All the forms of writing and communication during the mentioned factors are combined into relation with each other. It should be noted that while realization the communication, along with the pragmatic aspect, hierarchical factor is observed in economic texts. These factors are the most important ones in terms of economic texts. Thus, transmitting the information to a reporter or a writer, the reader or listener, in order to attract the attention of the recipient, to establish communication and interpersonal relations and to convince the participants of the acquisition, as well as to implement the process of mutual understanding, becomes more urgent.

Economic texts of any communicative-pragmatic situation (where, with whom and about what) require the use of different types of communication media. In this case, a full text description in the linguo-pragmatic aspect of the discourse is necessary. The main issue is the purpose of the text, the information transmitted, how credible it is, as well as the issue of the text and its addressee's interactivity in the course of the economic conversation, coming out of the space or time conditions. Such factors play an important role. The economic contextual pragmatic communicative situation includes verbal and non-verbal signs to reveal the contents of the updated conditions of pragmatic language units. Often, data transmitters of the pragmatic economic texts are located outside the boundaries of language units which also require an update of extra factors.

The most important of the factors is found in the text of the pragmatic character carried out through the monologue-dialogue manner. Why monologues? The recipients of persuasion are essential for economic texts. In particular, persuasion becomes more consistent through the spoken monologue. For example, the full economic power in the presidential election on the platform of deliberately trying to consolidate the speech of a pure economic discourse of Clinton's speech is realized through the monologue to convince the audience. For example, if I am not a US citizen, I believe in the power of its economic discourse. The official texts (economic, scientific, social etc.) according to the power of expression is considered to be more consistent than artistic texts (which are characterized with author's imagination and creativity), because a pure economic text is based on concrete facts. Each wrong word or figure can lead to damaging relations, economic conflicts, or even to a disaster. "The reflection of the false information in the text can cause economic disaster incorrect". A. Smith claims that economic discourse should be treated as persuasion and realization (Smith 2012, p.200).

III. DETERMINATION OF REFERENCE

As it has been mentioned, a key sign of economic discourse is based on the purpose to convince the reader or listener. To believe and not to believe the recipient is based on the facts aroused as a result of communication. According to G. Mankiw "Principles of Economics", the unique features of the economic texts can be defined: 1) the exchange of economic information transmitted; 2) economic texts, visual data of delivery; 3) the importance of economic texts in taboo; 4) economic discourse monologues and dialogues; 3) the country's living standards; 4) the text of the understanding of the economic difficulties (Gregory 2008, p.100).

Studies have shown that the economic texts have two categories. The first one is communication. Communication is an essential factor for economic texts. The realization of this category system is based on function and system-language categories. The second one is the category of system. In other words, the system of economic organization based on the texts. The information inside the texts is realized by cohesion, integration, current linking is planned. These categories are applied to other types of text. R. Mead and W. Henderson put forward the texts to be used for conditional sentences. They put forward the texts to determine the accuracy, inaccuracy on; common-concreteness properties are defined as functional categories. These qualities of the language of economic activities correlate with communicative texts. The above-mentioned authors argue that the economic texts have the categories of predicativeness, nominativeness, causativeness, accuracy, (Mead and Henderson 2008, p.130-160). Economic texts do not have separate categories which are working together. The structure of economic texts can be variable depending on the structure of the text.

IV. THE CATEGORIES OF ECONOMIC TEXTS

The study of the major categories of the text has been under attention since the 20th century. N.V. Chicheina has identified four categories of text (Chicheina 2008, p.32). W. Henderson argues that it is important to differentiate three categories of economic texts. The tense, the place, and the event are considered to be the chief executive ones (Henderson 2008, p.7). These forms are closely related to visual information. The reader gets familiar with the content of the text in functional forms, and it arises when an economic text involves different places (Chicheina 2008, p.153-155).

Thus, general terms of the text include the following: 1) integration; 2) connectivity; 3) retrospection; 4) continuum; 5) prospecting; 6) depth; 7) presupposition; 8) pragmatics and so on. (Warren 2013, p.24).

M. Dimarskiy considers the text under the category of "deixis modus. He noted that the certainty and uncertainty associated with the economic elements in the text takes the whole object of the semantics of "chronotype semantics" (Dimarskiy 2001, p.268).

Let's refer to the example:

Agricultural economics deals with the demand and supply of agricultural products, and of farmland, farm labor, and the other factors of production involved in agriculture. (Kənd təsərrüfatı iqtisadiyyatı əkin sahələrinin ölçülməsi və qiymətləndirilməsinə aid işlərlə məşğul olur.)

The event takes place between the adresant and the addresser. The author is not certain, but he/she puts forward the thought and makes the reader think. The author also thinks together with the reader. The author draws the attention to the work of agriculture. The recipient of the information becomes aware of the notion of the meaning of agriculture. It is necessary to mention that the receiver of the information may belong to the different social level, for example, he may be educated, uneducated, etc., though the sender of the information doesn't care what characters the receiver of the

information has. The category of the chronotype of economic texts shows the interrelation of the time and place of the realization of economic texts.

A. Mammadov dealing with the text of the speech, as other categories of activity, writes that the text is the system of a hierarchical syntax (Mammadov 1998, p.9.). He justifies that due to other linguistic categories, the relationship chain is established between them. The text of speech standing above the unit acts as a syntactic unit. Because of the structure of the language in relation to the level of the sentence, wide range of semantic complexity is revealed (Mammadov 1998, p.9.). The semantic and structural connections between the components of economic texts bound the independent sentences into the syntactic unit. (Mammadov 1998, p.10.). It should be noted that the text is different from the other syntactic units.

Thus, the sentence itself does not have any meaning if it has been isolated from other elements. More specifically, the sentence exceeds its meaning only within the text associated with a specific event, and actually is able to virtually activate the text. In this connection A. Mammadov writes, "The text, in turn, is the nature of the class and its various options are available". Thus, the text of the speech language models in the process of playing the role of invariant helps promotes activation (Mammadov 1998, p.11.). Every human being comes into contact with the ideas and thoughts of those around him/her which brings people into contact with each other. The information transmitted through the language of the texts is transmitted through their material carriers. But this does not mean that people's voices or graphic signs as the carrier material should not be considered. Therefore, the main purpose of the text should be distinguished from a mere accumulation of sentences.

K. Abdullayev investigates the historical point of view of the notions of text and discourse in foreign linguistics in his work of "The paragraphs in the Azerbaijani language". K. Abdullayev and others state that the term discourse firstly used by F. de Saussure in the meaning of "parole" in French. But later the followers of F. De Saussure such as SH. Bally and R. Barthelemy used the term discourse not the term parole. They insisted that discourse covers broader sense (meaning) than parole. Writing about the discourse they also mention the name of Z. Harris. As Z. Harris touches the term discourse in his famous article "Discourse analyses", he states that discourse is wider than the sentence. (Abdullayev 2010, p. 44).

V. THE ANALYSES OF THE CATEGORIES OF DICTUM AND MODUS

The categories of dictum and modus can also be seen inside the categories of the text. Dictum is equaled to reality, reality. Modus demonstrates price, temporality-locality, economic modus, etc. (Hickey 1998, p.101).

These categories can be applied to other types of text as well. The level of linguistic texts can be identified in three areas: content, structure and accuracy. All of this is based on the communication. The main objective is to carry out any communicative act.

While speaking about the theme and rheme cannot avoid mentioning the categories of text. Thus, the theme and its subcategory rheme involve the inter textual governing process. The cohesion and semantics (i.e. theme) are its paradigms. The economic texts combine a variety of topical units. These forms of expression within the text carry a formal categorical manner.

In addition to studying the theory of economic discourse A. Smith underlines the importance of the laboratory results (Smith 2012, p.4). Darnell suggests the use of statistical rhetoric in economic discourse (Warren 2013, p. 257).

D. McCloskey states that metaphor is essential to economic thinking of the most formal sign. He writes that one may still doubt, though, the fact matters. For it is possible for rhetoricians as well as unreconstructed modernists to commit the Philosophizing Sin, to bring high-brow considerations of the ultimate into discussions about how to fix a flat tire. Pushkin's poetry may be ultimately untranslatable in view of the difference in language. Of course, there should be some differences in the language of a Pushkin in Russian in the early 19th century and a bilingual translator in New York in the late 29th century. As the translator was a different man and he speaks to different world, or audience. The translator may use the words of economists and literature (Warren 2013, p.200).

According to D. McCloskey visual information in economic discourse, i.e. diagrams and calculations, refer to "art appliances or a means of artistic expression". He noted that it deals with both technical and economic rhetorics. He wrote that although the economic discourse is not absolute, but the mathematical techniques used in the economic texts can be considered the best method of description techniques (Warren 2013, p.100).

D. McCloskey brings clarity to the issue in his article "The US economy look" ("American Economic Review") magazine. He writes that in the previous period, according to the economists, the economic texts` simple, or even primitive, methods of using mathematical writings brought metaphors (Warren 2013, pp. 331-358).

But in the period since 1931-33, almost a revolution in economic discourse can be observed. Based on his observations, we can say that in the years of 1931-33, only a few writers have used purely economic terms, without using any additional metaphors, mathematical taboo and so on. After a period of a few of those mentioned in the texts of writers tend to use taboo words. Mathematical techniques, statistics, diagrams, explicit modeling, some of the least used methods like those visible in the dark (Stephen 2004, pp. 331-358).

D. McCloskey well-known American economist presents Robert Solow's model of economic development, reflecting popular opinion on a piece taken from his essay. The essay on the economy and the economic discourse observed reflects the change in the productivity and function (Warren 2013, pp. 83-86).

Note that this model uses both mathematical and graphical forms. D. McCloskey analysis of the artistic style R. Solow reveals several techniques such as metaphor, metonymy, and irony, etc.

R. Solow compares the rise of the economy, or its coming down as though this study is consistent with our daily bread for us to, we can say. So, people have to earn bread for their effortless figures observed in mathematics if they rise or fall looks like. Accountability among the people, skills, conflict, faith, dispute and confusion of events chalk board checks (years) curves can be likened to earnings. Solow used L (Labour) and K (capital) letters of the operation is considered a metonymy. Under his rule L (ie labor) means to win the attention of a person's normal working hours reduced, which decreases the bread. The time is considered the emblem of the character. K (ie, capital) can reduce the possibility of the source material in the workplace. The figures used Solow influence (courage, we could say) was aware. That's why he's in the A (T) leads to identification of this "technical change" is regarded as sinecdox.

R. Solow called sinecdox "technical change" in the nail marks in irony gets himself intentionally and that it shows that the nail signs, they can also be taken at any time. These quotes can be taken as example to irony (Galpern 1981, p. 288).

W. Henderson during the discussion of the economy suggests that the use of terms of visual information. D. McCloskey states the importance of the metaphors in the economic discourse. For example, he notes that the economic situation was serious economist at the President wants to deliver to his audience. For instance,

"Our economy is like a coffin made of glass. You see dead in the coffin, and I expect the situation to become a witness".

The economy of any country cannot describe what this discourse is no more apparent. Discourse heard in person how hard, miserable and the exciting does not understand. In other words, the author directs the government to ring the alarm. Thus, the use of metaphors in economic methodology "that foretell the future of science," as characterized. It is the use of metaphors in economic discourse as a figurative language," W. Henderson says. According to the metaphor used in economic discourse to him "as if" (as it were), and his claims that the economic model of the world reminds me of the notion of "as if" (as it were), the sentence can be considered as key" (Galpern 1981, p.114).

W. Henderson suggested two main direction of the economy, according to the tradition of metaphors and the tradition of visual information technology. He explains: "Price theory of the metaphorical basis is not accepted because it is the economy of machines. Dealing with this kind of rule can direct us to the development of planned economy tradition. In this case, we use implicit diagramming other mathematical methods (Warren 2013, p. 115).

A lot of readers' writing and reading difficulties concerning the use of diagrams are the focus of attention of W. Henderson. He writes: "Of course, the reader will face difficulties in decoding the diagrams used in the articles." "The situation in the map, but he looks like a city that does not exist" (Warren 2013, p.217).

But even in these cases there is a reason to believe that the economic discourse can be very useful for readers to understand the use of metaphors. A. Hewings' observations are carried out between the learners of the economic texts; he comes to the conclusion that the economic situation in the country clash with their real-world experience and leads to the difficulties in understanding the theory and concepts.

The link between the real world and the model code writing is very difficult for learners to grasp. A. Hewings claims that "fiction and non-fiction," meaning in a world reminiscent of the close relationship aspects also considers a series of specific sentence. He also argues that the lexical fund benefit (Warren 2013, p. 244). A. Hewings critical economic discourse can be considered a bit of work on. Despite the fact that his work can be used in connection with the original, as well as those which has a wide range. The economic discourse implies distinguishing between lexical, syntactic, and general aspects. Spencer commented on his opinion that in the original economic texts verbal patterns are often merely transmitted. He claims that the economy is definitely for those who study economics at universities, or those dealing with formal economic concepts. But it is necessary to pay special attention to the diagram or curves (Warren 2013, p. 188).

The texts related to the economy, both those of purely linguistic nature, and those full of mathematical models, possess all the signs and factors of economic texts. Thus, the text can systematize all the symptoms: 1) functional; 2) semantic; 3) style.

I.R. Qalperin differentiates ten kinds of functional and semantic characteristics. Functional features: actual linking, cohesion, retrospection and propection, completeness, etc.; semantic characteristics of the parts of the text, belonging continuum and modality (Arutyonova 1990, p.993). Functional areas cohesion includes the paradigms (connectors, anaphors, deictic elements, etc.), theme and rheme's development line and so on. As reflected in the composition of the work in this field, the semantic field of the object, the subject and the idea constitute the plot, as well as the content of the text, as well as structural organization and development of the text (Bally 2010, p.31).

As mentioned above, one of the most important factors of the text is giving information, as its main purpose is transmission of information. Calculations, diagram, curved lines, i.e. the devices of extra economic context, the system of mathematical writing, run in parallel with information.

Communicative linguistic context, along with the use of extra tools, promotes wide information of the economic text. It is necessary to mention the role of modality as well. Two properties of expression of the textual modality are to be considered. First, the integrated function, i.e. integration of functional-semantic and stylistic categories in the text can be observed within economic texts. Secondly, the location of modal words in the narration is seen. Extra factors also

play an important role in the realization of modal meanings of the economic texts. The main issue in the texts is the subject of conversation, verbal and visual data transmission, the language and methods of influence.

VI. CONCLUSION

Modal verbs and words used in the text carry the modality of expression: information sent out of the necessity and importance, seriousness, reality, authenticity and so on. Proposition is considered an indicator of the text modality. Charles B. presents two models of propositional analysis and dictum and modus. Dictum expresses compatible content, while modus dictum subjectivity with respect to the speaker (Bally 2010, p.350).

Linguists argue that the modus modality and dictum are rather explicit, but it can also reflect the implicit relation. Through the use of explicit modus and dictum modality come true. In other words, the text is considered to be a manifestation of morphological implicit modality through the use of explicit modal verbs.

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