

УДК 81

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THE PECULIARITIES OF MARKETING DISCOURSE AS A SUBTYPE OF ECONOMIC DISCOURSE

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как вида экономического дискурса*]

The article is devoted to the separation of marketing discourse as an independent type of discourse and the differentiation the notions of economic and marketing discourse. Also in the article it is denoted the characteristic features of marketing discourse and described the main approaches to the marketing study. At the same time it is revealed the causes of distinguishing marketing discourse as a separate type of institutional discourse. It is represented the analysis of similarities and differences within the frames of marketing discourse.

Key words: economic discourse, marketing discourse, marketing communications, communicative function, target audience, functional systems.

Changes in the society cause changes in the language. In the condition of rapid development of the economy, business influences on the development of international relationships. Developing economy generated the necessity of new economic thinking, approaches in economic policy, strategy in business activity, called marketing. Today marketing touches upon all spheres of our life. It has become an important part of entrepreneurial activity, both commercial and state enterprises. Marketing covers all our society. Life quality of the society depends on the level of marketing awareness. It required more detailed study and assimilation of terminology related to marketing.

Luman points out that impossibility of rapid decision of incipient problems of modern market in the context of philosophy post-modernism and socioeconomic theory caused its study as an independent object of linguistic research to the

definition of connection marketing discourse and marketing communication, to the application of genre approach to marketing discourse study. Scholars suggest two main reasons for separating marketing discourse into an independent type of discourse firstly for its defining from adjacent variety of discourses such as economic, business, advertising and other types of institutional discourse, also in order to study its genre composition using the method of discourse analysis. The second factor is also a very important one, as far as it gives us opportunity to investigate functional systems singled out by N. Luman – economy, law, politics and religion, pedagogic and others. Marketing discourse is based on the basis of institutional discourse defined by R. Vodak. Universal research model of variety of institutional discourse described by V. I. Karasik rested upon propositions of cognitive study genre, suggested by T.V. Pisanova.

Makarov pointed out that German linguists studied interrelations between enterprises and target groups, considering these two notions through the prism of marketing communication. Despite existence of many definitions of discourse in the frame of marketing the most interesting is interpretation of discourse as lingvocreative speech cogicative activity its traditional interpretation as a speech considered as a goal oriented social activity as a component taken part in human cooperation and cognitive process and also its understanding as a global context [8].

L.G. Aksutenkova defines marketing discourse as a special type of institutional discourse hyper formation including some fragments of business, advertising and scientific discourse reflecting different aspects of speech communication in the sphere of marketing theory and practice. [1]. E.U. Makhnitskaya defines marketing discourse as a complicated synthesis of business, advertising and scientific types of discourse each of them is represented by its set of definite styles and genres [9]. Discourse is a substantial part of marketing complex, its active component, which requires extreme accuracy in usage, as far as inexact marketing structure , its incorrect model will cause negative consequences opposite to the assigned task-sales promotion. On the contrarily successful marketing course will be a powerful instrument in the solution of strategic marketing goals. According E.U. Makhnitskaya the main task of marketing discourse is to cover the events in economic life of the society, informing about the state of economic theories, to carry out the research of the developing line of the economy and standard of population.

The peculiarity of marketing discourse is a desire of its participants for creation an atmosphere of truth, openness and meaningfulness of dialogical relationships. All these facts are the base for interrelated economic interests. This dominant is represented by the idea of consensus of social behavior in global computer network. In contrast to the discourse, that reveals the sense of different economic aspects and economic activity both collective and personal ones. Marketing discourse favors the promotion of goods on the market and also has a communicative impact upon participants of marketing communication. Also marketing discourse is involved in the process of planning in compliance with the assigned communicative task and forecast or control of future situation as a result of communication.

We can distinguish the following approaches to the marketing study. According to L.A. Kochetkova diachronic approach is based on the integrity of dynamic model, which makes it possible to expose the change of its functional states which serve the influence of the whole set of intralingual mechanisms of discourse and extra linguistic factors including both direct situational features and broader historic-cultural context. The given model is based on the interrelation as any kind of modification movement, transformations and evolution moreover any change of prototype system in the frame of time connected with the change of its place in the communicative space and also quantitative and qualitative features.

So according to diachronic approach marketing discourse is represented as a temporal number of texts, functioning in standard situations. All the facts are combined by functional, topical and formally –structural features. As for diachronic approach towards marketing study we are interested in changes of its emotional meaning and also evolution of ways of the language effecting function realization. As an example we'll turn to the peculiarity of polite strategy in respect to English speaking marketing in diachronic-historical perspective. The aim of linguistic theory of politeness is to ease prejudice that may be caused both positive and negative communicative partner. Many researchers in the field of communication in West European countries accept the negative politeness which aim is to ease the level of interfering in addressee's private life. Such conclusions are considered to be more precise not only in different types of discourse but also in respect to different chronological section of its existence. Anthropocentric approach to marketing study include verbal and nonverbal signs, taken place in the

given communicative sphere, and also thesaurus of precedential expressions and texts. It's necessary to take into account the models of speech behavior and a set of speech activities and genres specific to the given type of communication.

Besides verbal signs and paralinguistic defining marketing discourse in the definition of marketing semiotics takes the leading position that's symbolism and emblem (semiotics of buildings etc.). The founder of the idea of relevantly cognitive mechanisms in term of discourse was T.A. van Dyck. He put forward this idea in 1980Th on the base of a number carried out researches. He defined discourse as a complicated communicative phenomenon, containing social context giving a clear notion of the participants of communication, the process of perception of communication [5]. The given approach makes it possible to consider the notion of discourse only in the frame of a definite verbal expression, either a text or a dialogue. The example of complicated communicative process in the frame of economic discourse can be business communication between a seller and a customer, manager and employee, analytical review of modern economic situation. Functional approach to language objects study gave as opportunity to research terms related to marketing in the functioning process.

Inductive approach required detailed research of different lexicographical source, text documents to define topics that are of great importance for the purpose of the given research. According to U.M. Lotman any system is a variation of ties between phenomena which possess features of objectivity and universality. The main principles of systematic approach give us opportunity to define the main features of systemacy which are used in marketing vocabulary. E.S Kubrikova, suggests that for modern researches related to the field of linguistics tend reorientation of scientific interests for the purpose of study its inner law of the language system, analysis of language functioning as a principal mean of communication that implies the usage of functional approach. Herby the given article makes it possible to suppose that marketing discourse plays a very important role in modern society as far as nowadays it is difficult to imagine modern world without trade relations, services, goods. That's why we need to study the peculiarities of marketing communication, which describes marketing discourse.

Marketing contributes to productivity boosting in economic sector that's why we can surely affirm about connection marketing with the economy and

consequently we can say that marketing discourse is connected to economic discourse. However in spite of this fact many scholars, researchers, such as: E.V. Petrushova, E.U. Makhnitskaya, L.G. Aksutenkova and others to separate marketing discourse to research its genre structure, and also to separate the given type of discourse from adjacent ones that's economic, business, advertising and others. Also in the course of our research we singled out the main approaches for marketing study such as diachronic, anthropocentric, semiotic, functional, inductive which are describe by such scholars as L.A. Kochetkova, U.M. Lotman and many others. Also in our research we have mentioned the term system of marketing discourse as far as it's the main mean of expressing professional knowledge, specific vocabulary used for the development of human cognition in the process of professional activity.

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28 января 2016 г.
