

THE INFORMATION CONSISTENCY IN ECONOMIC TEXTS

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Abstract. The transmission of information is the most crucial component of economic texts. The coherence principle during information transmission, the value of visual information and strategies for making economic texts more informative are all covered in this article. The article gives examples of discourse in two languages and explains the similarities and differences between them. Euphemisms are also mentioned in the article.

Keywords: Pragmatics, economic discourse, economic text, communicative act, comparative analysis.

İQTİSADİ MƏTNLƏRDƏ İNFORMASIYA ARDICILLIĞI

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Xülasə. İqtisadi mətnlər üçün ən vacib amil informasiyanın ötürülməsi hesab olunur. Məqalədə məlumatın ötürülməsi zamanı əlaqəlilik prinsipi, iqtisadi mətnlərdə vizual məlumatın ötürülməsi, iqtisadi mətndə informativliyin artırılması yollarının vacibliyi araşdırılır. Məqalədə iki dildə diskurs nümunələri verilmiş, iki dil arasında oxşar və fərqli məqamlar izah edilmişdir.

Açar sözlər: Praqmatika, iqtisadi diskurs, iqtisadi mətn, kommunikativ akt, müqayisəli tərcümə.

ИНФОРМАЦИОННАЯ СОДЕРЖИМОСТЬ В ЭКОНОМИЧЕСКИХ ТЕКСТАХ

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Резюме. Передача информации является важнейшим компонентом экономических текстов. В этой статье рассматривается принцип связанности при передаче информации, ценность визуальной информации и стратегии повышения информативности экономических текстов. В статье приводятся примеры дискурса на двух языках и объясняются сходства и различия между ними.

Ключевые слова: прагматика, экономический дискурс, экономический текст, коммуникативный акт, сравнительный анализ.

1. Introduction

1.1. Information transfer as an important factor in economic texts

Although many factors are important for economic texts, the most important factor is considered to be the transmission of information. So when the economic text begins, the information is included in the text and then the sentences that follow each other semantically are sorted in a row. In this case, one of the most common cases is the introduction of new information into the economic text. Of course, the introduction of new information into the economic text can occur solely on the basis of the desire of the person transmitting the information. In particular, it should be noted that if the author wishes, he can sometimes include other information that does not belong to the text in order to expand the communicative act, but information that does not belong to this text can be easily removed from the text later in the process.

For example, let's take a look at an economic dialogue with the bank manager:
“Interview with a Bank Manager

Reporter: As far as we know, last year was a year of substantial progress for your bank, wasn't it?

Banker: Yes, our bank made excellent progress. We increased market share and profitability. At the same time, we continued to develop business infrastructure.

R: Could you substantiate it by some figures?

B: For example, the pre-tax profit increased by over 80%. You know, profit means the money that remains after the costs of doing business have been paid. Difference between a firm's total revenues and its total costs. Same as income, the difference between revenue and expenses, before taxes, etc.

R: Please don't change the direction of the conversation. What would you attribute this success to?

B: This significant improvement arose mainly from higher operating income, reflecting improvement in net interest and non-interest income. Retail customer deposits increased progressively during the year. Loans and advances to customers increased during the latter months of the year and at year-end were 4% higher than the prior year. Besides, we improved the credit quality of our loan portfolios” [8].

Here, the dialogue takes place between the correspondent and the bank employee and we can say that the person who speaks enjoys talking, likes to provide additional information. Apparently, information that does not correspond to the place given by it can lead to a number of undesirable circumstances. So in many cases, this can either tire the reader or be of no particular importance for the action taking place at that time. In this case, it is desirable to exclude such additional information from the text, that is, information attached to the text for a communicative act. Such excess information is inevitable, which will cause discomfort and excessive tension not only in the reader, but also in the listener. In economic discourse, more attention to such issues is of great importance. This can be explained by the fact that the information that is intended to be transmitted in economic discourse is already heavily loaded and its acceptance by all is not easy. When this happens, the possibility of generating fatigue and tension of any information that is increased in the economic discourse is inevitable.

1.2. The principle of coherence when transmitting information

When transmitting information, it is necessary to pay special attention to coherence. Thus, the main factor ensuring coherence is the structure of the text and the principle of its organization [13, p.6].

For example, the news about the economy given in newspapers is considered as short information. Such economic news differs specifically in terms of their internal organization. If we look at several economic news taken from financial newspapers, we will see that this type

of information has a unique structure pattern. So data is usually given in the form of sorted information. Here are some examples from financial newspapers:

“The Latest in US Economy

1. *The 3 main types of unemployment are structural, frictional and cyclical. To get 5 types, add seasonal and classical”* [10].

2. *“A Snapshot of U.S. Economic Health*

U.S. economy statistics explain where we are in the business cycle. Here are the latest stats for jobs, unemployment, GDP, debt, inflation, etc.” [9].

3. *“Right now, the hottest economic topic in the U.S. is the “jobless recovery”. All kinds of talking heads have been on TV trying to explain why the jobless figures are taking much longer than usual to improve during this economic upswing.*

4. *U.S. economy news, statistics, definitions and crises simply explained. Understand GDP, the Fed, U.S. debt, recession and more”* [3].

As can be seen, each news is given in the presentation of different correspondents and therefore structured in a different structure. The point to note is that the purpose of each of the economic information is to deliver and disseminate the necessary economic news. But the connection between the ideas presented in each of the texts cannot be overlooked.

2. Ways of conveying visual information in economic texts

In economic texts, the transmission of visual information is in the foreground. In the sequence of sentences that form the economic text, the main information is transmitted. Other example:

“Marketing mix and the four p’s

Marketing is the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customer needs, so as to make profit. Companies point out how the special characteristics or features of their products and services possess particular benefits that satisfy the needs of the people who buy them. Non-profit organizations have other social goals such as persuading people not to smoke or to give money to people in poor countries, but these organizations also use the techniques of marketing. In some places, even organizations such as government departments are starting to talk about, or at least think about, their activities in terms of the marketing concept” [4] – (Marketinq planlaşdırmanın prosesi hesab olunur. Bundan əlavə, marketinq layihələşdirmə, qiymətləndirmə, irəli çəkmə, fikirlərin yayılması, əmtəə və servis xidmətləri hesab olunur. Bu xidmətlər alıcıların ehtiyaclarını ödəmək və onları razı salmaq və gəlir əldə etmək məqsədilə istifadə olunur. Qeyri-kommersiya təşkilatlarının isə digər sosial məqsədləri var. Məsələn, onlar insanları siqaret çəkməməyə, yaxud yoxsul ölkələrdə olan insanlara yardım etmək məqsədilə onları pul verməyə həvəsləndirirlər. Amma bu təşkilatlar da marketin texnikasından istifadə edirlər. Bəzi yerlərdə, hətta bəzi təşkilatlar, məsələn hökumət təşkilatları belə marketinq konsepsiyasından istifadə edir, yaxud da ondan istifadə edərək danışırlar).

In this piece of economic discourse, both the original and the translation of that piece in the Azerbaijani language are shown. When comparing both texts, an interesting point emerges and it becomes clear that the general meaning of the text is preserved, but some extra information is found in the Azerbaijani language part. For example, the sentences in the English section are complex. In the part in Azerbaijani language, those complex sentences are divided and expanded due to the use of additional words. This means that some extra words were used in the Azerbaijani language. The main goal here is to convey the full meaning of the given information to the addressee. It doesn't matter how many additional words were used in the information or not. The goal was for the addressee to understand what marketing is in the Azerbaijani language. The understanding of the economic text is not met by all readers in the same way, that is, some readers find it simple and some find it somewhat difficult and the main goal of the information transmitter is to explain to the reader or the addressee. Any information added to the text, whether redundant or not, has new informational value. K. Abdullayev writes: "Information is not any data, it is only the new part of any data. This is its serious, special terminological meaning" [1, p.100].

Added information and new words to the text, etc. all of them are new and some of them are considered important to add to the text, while others are considered redundant. It should be noted that the excess added to the text is also subject to a certain limit. So, excess can tire the reader. In the part of the text related to marketing, in the Azerbaijani language, additional terms such as in addition to, for example, in addition to and so on are found. Providing this additional information serves a specific purpose. So, the author used it to convey his ideas to the reader correctly and clearly.

Let's look at another piece of economic text:

"Corporations as a form of enterprises arose as an alternative to partnerships, limited partnerships or such rarely used forms as business trust or an unincorporated Joint stock company.

Within the partnership, the investors directly manage their own money, rather than entrust that task to others. Partners are "mutual agents" and each is able to sign contracts that are binding on all the others. Such an arrangement is unsuited for strangers or those who are suspicious about each other's integrity or business capacities. Hence, the transfer of partnership interests is subject to restrictions" [5] – (Korporasiyalar alternativ əməkdaşlıq etmək, partnyorluğu məhdudlaşdırmaq, yaxud birləşmiş qeyri-korporativ müəssisə kompaniyalarının, yaxud nadir hallarda formalaşmış biznes qruplarının müəssisə formasıdır).

In economic texts, even if the author wants to, he cannot go far beyond the information provided: at most, he can use a few extra words. This is not the case in literary texts.

2.1. Ways to increase informativeness in the economic text

Increasing informativeness in the economic text can happen in two ways: intensive and extensive methods. While the reduction of the volume of economic text is carried out by

intensive methods, the increase of the volume of information is carried out by an extensive method. The use of both information methods in an economic text leads to an increase in the informativeness of the text. The main goal here is to reflect the purpose of the author who transmitted the text and coincide with his purpose. The intensive method is usually used in economic texts, so the density of information is needed in this case. But it should not be overlooked that too much compressed information can create tension in the text.

I.R. Galperin specifically emphasizes the role of informativeness in the text [12, p.76].

J. Bichieri points out the importance of indicating the terms between product, calculation and commodity distribution in economic texts. He suggests that information particularly relevant to monetary calculations should be included in an economic text, which he compares to William Harvey's discovery of the circulation of the blood. Just as blood circulation plays a role in a person's lifestyle, it is considered important to reflect them in the text in order to show the accuracy of the calculation in the economic texts related to money calculation [2, pp.100-114].

2.2. The use of euphemisms in economic discourse

Various euphemisms can be found in economic discourse. Using these tools enriches the pragmatic aspect of the text. According to T.G. Vinokur, the purpose of using euphemism is to soften the expression, to distort the truth by giving misleading or inaccurate information. The diversity of goals leads to the diversity of the pragmatic aspect [11, p.61].

For example,

“From the November 2011 issue of research magazine

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The Lessons of Dying hunger (Starvation)

The U.S. economy was worse off before now, worse even than in the Great Depression. In 1620, when our Pilgrim Forefathers arrived in Plymouth, Massachusetts, per capita GDP was nearly zero. Of Plymouth Plantation, William Bradford’s journal of those early years, records the economic scarcity prevailing at the time: For example, “...they had now no friends to welcome them, nor inns to entertain or refresh their weather beaten bodies, no houses or much less towns to repair too, to seek for succor...” [6] – (ABŞ iqtisadiyyatı indi daha pisdir, Böyük Depressiya zamanında olduğundan daha pis. Bizim zəvvar əcdadlarımız 1620-ci ildə Plimuta, Massaçusets ştatına gələndə, adambaşına ümumi daxili məhsul təxminən sıfıra bərabər idi. Plimut Plantasiyasından, Vilyam Bradfordun həmin zamanda nəşr olunan jurnalı, iqtisadi çatışmazlıqları həmişə yazırdılar: Məsələn, onların (yəni aclıqdan gəbərənlərin) dostları yoxdur, qalacaqları yoxdur, səhhətlərini belə dincəltməyə yerləri belə yoxdur, sığınacaqları, heç nələri yoxdur).

The title of the text translates as: “Lessons of growing up from hunger” (Lessons of dying/starving).

Replacing the euphemism “die hunger” used in this text with the word “starve” can reduce the impact on the receptor and avoid conflict. So, “die hunger” is an expression understood by the whole crowd and the listener who reads or hears it is horrified by the title of the news, but the other word “starve” (starvation), we can say, has less impact.

We can say that now the form of communication has become more complicated and the sphere of influence has expanded. So, the addressee of the speaker in the economic discourse can be not one person, but many listeners and readers.

The more people are involved in the act of communication, the more common and universal the form of information becomes [7].

Conclusion. Thus, research shows that, unlike other types of texts, the main purpose of economic texts is to convey accurate information and to convince the reader. For this purpose, when creating the economic text, it is necessary to consider that it has a systematic and economic structure. Studies show that the categories of communicativeness and systematicity are mainly observed in economic texts. When transferring information, special attention should be paid to connectivity. In economic texts, the integration category can be considered as the main category and in this case, the transmission of visual information is in the foreground.

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