

LINGUISTICS

L.M. Mikhailova, I.V. Kurilenko

(Southern federal university. Rostov-on-Don, Russia)

The peculiarities of marketing discourse as a subtype of economic discourse

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.

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