

LINGUISTICS

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Modern economic discourse: informative basis of cultural adaptation

The article analyses the term 'discourse' which is interpreted in two ways: restricted and broad-side approaches by the representatives of different scientific schools. The comparison of various approaches allows to understand the core of discourse theory in modern humanities knowledge. It also discusses economic discourse as a special institutional discourse which is considered from the point of view of psycho- semiotic complications which are related to the cross-cultural category in a very wide diapason: from culture-specific element to semantic-stylistic and culture-typographical peculiarities of source and target texts. The economic format of the language material is dictated by the addressee and is considered to be a special economic communicative event.

Key words: discourse, communicative event, communicative action, text, economic discourse, metaphor, semiosis, translator's decision.

December, 16, 2016