

## **RHETORICAL METHODS IN THE FINANCE AND ECONOMICS DISCOURSE COMMUNITIES**

A discourse community is a group of people who convey thoughts about a certain issue using the same vocabulary and shared knowledge. The finance industry is a good illustration of a highly restricted discourse group that makes it exceedingly challenging to join without any education or expertise. Many of the rhetorical techniques used in the discourse communities of economics and finance are similar. Examples include the use of mathematical models and very precise vocabulary. In order to successfully convey fresh ideas within specialised areas, these communities use various tactics, which are examined in this research. In order to properly communicate thoughts to other members of this community, the jargon and vocabulary used by this community are quite particular. This explains in part why this discourse community is exclusive. Second, this group use visual tools like graphs and charts to explain things like economic or stock market movements. Without context, it would be quite difficult for someone outside of this group to understand these graphic representations. Last but not least, the job that professionals in this industry do is unique in that it involves either direct or indirect involvement in managing the finances of individuals and organisations. To communicate within this society, one must have a certain degree of awareness of the complexities that result from utilising financial jargon. The effective conveyance of ideas using community-specific language is a typical objective of communication that occurs in academic publications, online forums, and professional job settings.

Scholarly publications in finance and economics use distinctive vocabulary to convey ideas to their niche speech audience. Many of the financial or economic journal articles need a specialised experience in this sector and understanding of particular issues in order to be understood. Most of the lingo is exclusive to this group and is seldom ever used outside of it. For instance, the term "equity" is used in communities of financial discourse to refer to an ownership interest in a company represented by common stock; nevertheless, the term "equity" may have several meanings depending on the situation. Due to their ignorance of the vocabulary being employed, those outside of this group may misunderstand concepts. The exact nature of the diction developed for use in scientific publications may be confusing to anyone outside of this group. The exclusive use of diction is immediately apparent in the abstract of the article, "Corporate expansion during pro-market reforms in emerging

# Economics As Discourse

**Anne Isla**



## **Economics As Discourse:**

## Decoding **Economics As Discourse**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Economics As Discourse**," a mesmerizing literary creation penned by a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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