ANALYSIS OF APPROACHES TO STUDYING THE GENRE OF ENGLISH ECONOMIC DISCOURSE

Atashikova Nilufar Anarmatovna
Tashkent University of Information Technologies named after Muhammad
al – Khwarizmi

ABSTRACT

The paper presents different approaches to the research of genre analysis and underlines the significance of scientific and professional communication genre research of linguistics at the present stage. English economic discourse is defined as a wide resource of professional communication genre genesis in the context of global change that comes together at all levels of social life.

Keywords: Economic discourse, genre analysis, textual analysis, social context.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

This work summarizes various scientific ideas about genres. A description of the types of genres of economic discourse seems relevant in the light of modern trends in cognitive linguistics, cognitive pragmatics, psycholinguistics, discourse analysis and activity theory, which involve a combination of communicative-pragmatic, sociolinguistic, psycholinguistic and genre-historical approaches. At the same time, economic discourse is regarded as a "macro-systemic genre-forming resource of professional communication" in the context of global changes occurring at all levels of public life [1].

When describing the genre variability of economic discourse, it is necessary to take into account current developments at the present stage of development of the scientific paradigm in the field of discourse, which reflect the point of view on professional discourse as a more complex phenomenon, and not just "language-speech". Genre analysis has undergone changes and today includes not only the study of specific linguistic features of the context, culture, ideology, organization and activities of the discursive community.

The paradigm of the genres of economic discourse as a holistic, complex phenomenon has not finally been formed to date and requires further research.

The purpose of this work is to describe how genre analysis was used (and is applied) to study economic discourse, and provide an overview of studies that reveal the relevance of the typology of genres for economic practice.

The article will establish how genre analysis creates a paradigm for the study and understanding of aspects of economic discourse. In the present work, under the genre we understand the means of formalizing communicative-pragmatic situations of social interaction of representatives of various societies.

It should be noted that the first studies of scientific and technical English considered it as a register, a type of discourse where texts demonstrate common features. The purpose of these

studies was to determine the characteristic features of this type of discourse, while not paying attention to how the use of these features varies depending on the genre.

The traditional textual approach to the genre in economic discourse has evolved from a rhetorical approach to the study of scientific and technical discourse. The main focus is on the interaction of the communicative goal, rhetorical structure and language preference. Texts related to the genre are considered to have a common communicative purpose, textual features and content. Although it is argued that the social context is extremely important in shaping the characteristics of the genre, in reality, the social context is often not studied in the analysis of a specialized genre.

A genre is a class of communicative events, united by a common goal and recognized by members of the discursive community to which it belongs.

These goals determine the structure and language preferences of the genre. If the study of the genre proceeds from the understanding of the genre as a relatively stable form, its purpose is educational: to provide training in a standard form and features, and thus help students become members of a special discursive community using the genres of this community.

We use a social principle based on the theory of speech genres by M. Bakhtin [3] and on the idea of the genre as a typical social action in rhetorical situations. That is, it is the repeated social actions of the authors who create the genre that contribute to the emergence of the laws of the genre. In the framework of this approach, genres are relatively unstable or, in other words, "fixed / stable at a given / specific moment", these are rhetorical forms that need to be studied in the context of their use and in accordance with their goals in a particular discursive community. [10]

Based on the opinion of C. Miller, researchers who recognize the social position determine the genre through the prism of the laws of not only its textual features, but also rhetorical actions that determine the ways of creating the text. Guided by this position, A. Pare and G. Smart define the genre as the distinctive parameters of laws in four areas: 1) a set of texts united by formal aspects (eg, document structure, style, linguistic features); 2) processes for creating texts (activities such as collecting, analyzing and evaluating information, as well as writing and editing); 3) reading methods used to interpret texts (e.g., the ways in which the reader accesses the text, understands the meaning of the text, creates knowledge and uses this knowledge); and 4) social roles played by authors and readers [8; 9]. These roles determine actions that may or may not be performed by individuals.

Huckin T.N. also defines the genre as a socially determined phenomenon related to the rhetorical actions of the community, however, the authors emphasize the dynamic nature of genres and **list five basic aspects of the modern concept of the genre**:
1) **dynamism:** based on the work of Miller, Birkenkotter and Hackin define genres as "dynamic rhetorical forms that arise in in response of executor to repeated situations and serve the purpose of stabilizing the experience and endowing it with coherence and meaning". Genres are not stable structures, but change over time in response to the communicative needs of their users;
2) **situationality:** the genres that we use depend on the actions necessary for their execution. That is, our knowledge of genres comes from our participation in communicative activities in everyday and professional life. Thus, the repertoire of genres used by the community is connected with the system of activities of this community;

3) **form and content:** knowledge of the genre means not only knowledge of its form and textual features, but also when the genre can be applied, in which situation, for what purpose, and what context is acceptable to it;

4) **dualism of structure:** genres are an answer to rhetorical situations that arise in the interaction between members of the community. Thus, they help not only reproduce and consolidate social structures, but also construct these structures;

5) **community ownership:** the genres used by the discursive community reflect its norms, epistemology, ideology and social ontology.

Discursive communities use genres with special features or individual forms of communication. This means that initiated people (community members) have effective forms of communication, and outsiders encounter difficulties in understanding the actions performed using the genre [5].

Many researchers of genres pay attention to textual analysis of the corpus of texts considered indicative of a specialized genre.

These studies analyze the structure of the genre (various rhetorical transitions that are subordinate to the genre), lexical and grammatical features (e.g. grammatical tenses used in a specialized genre, and the function of these tenses in the genre, the use of nominalization, the type of terminology), or textualization (common use of language features in individual genres).

One of the most respected researchers in the field of genre analysis is D. Swales, who, having analyzed the rhetorical structures of the introductions of scientific articles, introduced a method for analyzing rhetorical structures of various genres. Swales has developed three steps, or rhetorical categories, in introductions of scientific articles: step 1 - identify the territory, step 2 - identify a niche and step 3 - fill a niche [13].

The object of study of many modern scientific works is the features of genres - a mixture of genres and blurred boundaries between genres. The main goal of most studies based on the textual analysis of genres is to provide learning models. These works analyze a certain type of document in order to develop guidelines for its preparation and training in its structure and linguistic features. Awareness of the rhetorical structure of the genre and the meaning of linguistic features in the genre can help authors write a text, and readers to understand it.

Another area of research within the framework of genre analysis was fruitful: the study of the genres of technical and scientific communication from the standpoint of social constructivism. Today, interest is growing in the analysis of discursive communities, as well as in the study of how the ideology of the communities to which they belong is reflected in the rhetorical structures of genres. This scientific direction is consistent with the definition of technical writing proposed by D. Dobrin. According to the scientist, the study should focus on "the activities of groups for which the author writes,' letter for 'and' letter from ', as well as within the framework of the activities of these groups", to which the author belongs [7].

We provide a field for exploring genres from the perspective of the community to which they belong. Texts are not perceived as independent objects, but as objects caused by the activities they serve.

Genres are considered as objects corresponding to socially organized activities [4]. They are tools for the implementation of public activities. Therefore, when studying various forms of communication in a community, researchers need to analyze them in terms of repetitive actions

of the community, its organization, and collective knowledge. To study the genre in this direction, the term "active community" may be more appropriate than the term "discursive community". An active community is a group of people working together and participating in social (professional) activities and, therefore, developing collective knowledge.

The idea that discursive actions of the community is one of its distinguishing features made researchers pay attention to the genres used by the community. To describe the types of genres that simultaneously function in a community or organization, several paradigms are used: a set of genres, a system of genres, repertoires of genres and ecology of genres [11]

All these paradigms, in which the genres of the community are represented in interaction, were applied to consider the relationship between the system of relationships and the system of community activity. Therefore, in order to come to an understanding of professional communication, researchers need to analyze the various types of written activities of various professional communities, namely, to correlate these types of activities with the essence of their work, consider the context in which they occur, and study the interaction between different genres.

To understand the communicative actions of the community, it is necessary not only to determine the repertoire of its genres, but also to study how the genres function, while simultaneously contributing to the social activities of the community.

Many modern studies focus on various aspects of the relationship between genre, community, and social structure. There is a correlation between writing and the social and organizational context in which this writing is carried out. When writing a sample of the genre, authors of technical texts are influenced by the ideology and social and organizational structure of the community. However, in turn, their rhetorical activity - writing genres - also affects the structure of the community.

The study of the genre is based on the assertion that genres reflect the norms, epistemology and ideology of the communities to which they belong [5]. Several scientific studies have examined how writing affects context. These works emphasize the idea that since the meaning expressed in a document depends on the context, the interpretation of the text requires a full understanding of the social context in which it is used. Genres not only reflect and experience the consequences of the activities of social structures, they, in turn, also influence and form the social structure of the community or organization in which they are used.

Modern research also addresses the role of technical writing in the creation and legalization of certain types of knowledge, while excluding or rejecting other possible types of knowledge. To find out how knowledge is created and legalized, it is necessary to analyze written activity in terms of external influences on the organization in which this activity is carried out (e.g., economic, political or social pressure), not limited to the analysis of mutual influences within the organization.

For practitioners, it is of great importance to study ways of influencing genres of internal and external factors of a community or organization, since this can help determine the cause of communication problems.

The cause of communication disruption may be various discourses of individual social subgroups within the organization. Based on the idea that the meaning is created by both

authors and readers, who rely on a common set of standards for using the language established and supported by the community's self-awareness, we can study communication failures.

As Artemyeva points out, communication problems can be caused by cultural conflicts [2]. The author reveals how periodic reports of economists can become a source of conflict in the case of cooperation with foreign colleagues. In particular, she found out that the difference in tone and expectations of the reader form a mutual misunderstanding.

Thus, in order to understand the communicative activity of a community, it is necessary to study how various genres interact in it. It is also interesting to consider the relationship between the textual features of various genres in a community or organization and the social structure of the community.

As a result of using the Internet as a means of disseminating technical documentation, another promising area of research is the analysis of technical documents online and their interaction with the features and structure of virtual communities using this form of document transfer. It would be useful for practitioners to study the differences between printed and electronic texts, the interaction of readers with electronic texts, and analyze the possibilities of the Internet to improve technical documentation and technical communication.

The genre analysis of professional discourse is an urgent topic of scientific research, since by analyzing the texts of the English-language economic discourse of their communities and the social actions of these communities, it provides an appropriate paradigm for study and leaves a wide field for further study.

REFERENCES

[1] Guseynova I.A. Коммуникативно-прагматические основания жанровой системы в маркетинговом дискурсе: Дисс. доктора филол. наук. М., 2010.

[2] Artemeva N. The writing consultant as cultural interpreter: Bridging cultural perspectives on the genre of the periodic engineering report // Tech. Commun. Quart. 1998. Vol. 7. No. 2. P. 285— 299.

[3] Bakhtin M. Speech Genres and Other Late Essays. Austin, TX: Univ. Texas Press, 1986. Transl.,V.W. McGee.

[4] Bazerman C., Russell D. "Introduction," in Writing Selves/Writing Societies. Research from Activity Perspectives, C. Bazerman and D. Russell, Eds. Fort Collins, CO: WAC Clearinghouse and Mind, Culture, and Activity, 2003.

[5] Berkenkotter C., Huckin T.N. Genre Knowledge in Disciplinary Communication. Mahwah, NJ: Lawrence Erlbaum Assoc., 1995.

[6] Bhatia V.K. Analysing Genre: Language use in Professional Settings. London, U.K.: Longman, 1993.

[7] Dobrin D. Writing and Technique. Urbana, IL: NCTE, 1989.

[8] Miller C. Genre as social action // Quart. J. Speech. 1984. Vol. 70. No. 2. P. 151—167.

[9] Pare A., Smart G. "Observing genres in action: Toward a research methodology", in Genre and the New Rhetoric, A. Freedman and P. Medway, Eds. London, U.K.: Taylor & Francis, 1994. P. 146—154.

[10] Schryer C. "The lab vs. the clinic: Sites of competing genres", in Genre and the New Rhetoric, A. Freedman and P. Medway, Eds. London, U.K.: Taylor & Francis, 1994. P. 105—124.

[11] Spinuzzi C. Describing Assemblages: Genre Sets, Systems, Repertoires, and Ecologies. Computer Writing and Research Lab. White Paper Series. [Online]. Available: http://www.cwrl.utexas.edu/ blogger/whitepapers/archives/000 007.html.

 [12] Swales J. Genre Analysis: English in Academic and Research Settings. Cambridge, U.K.: Cambridge Univ. Press, 1990.

 [13] Вестник Российского университета дружбы народов. Серия: Лингвистика, 2016