

## THE ROLE OF THE INTERNET SITES IN ORGANISING ECONOMIC DISCOURSE

И.Панферова,  
*преподаватель кафедры  
«Теория и методика  
преподавания английского языка»,  
ТГПУ имени Низами*

At present stage of globalization and computerization the process of formation of interpersonal communication which can be called a computer discourse has been spread all over the world. This term means communicative competence on the Internet based on textual information which is presented on-line and is influenced by some factors that can impact on appearance and perception of e-information.

Research of the computer discourse allows defining its distinctive features: interactivity, distant access, dynamic operation, situation communication, connotation conditions, social circumstances and creativity.

Computer communication represents interaction and cooperation of communicants by exchanging their opinions, information, emotions through computer technologies and the Internet. Computer interactivity synthesizing resources and possibilities of other kinds of communicative means provides real and direct communication through videoconferences, informative texts and software programs.

Dynamic development of economy, economic fields and their processes has led to allocation of the sphere "Business communication" which has formed a new communicative environment that increases the role of remote cooperation, and information has become a productive resource. Therefore, it can be said that there has been "info-communicative economics" with its main components: "interactive business" and "virtual economy".

The Internet incorporates a set of various means, and one of which is a forum/computer conference. The forum is considered as a kind of computer discourse in which a certain group of users is involved. It can be characterized by a slower dynamic pace and longer period in comparison with other on-line forms, but, especially, this mode of communicative operation lets participants of a forum ponder and formulate their texts and messages. Moreover, participants of a discussion and debatable forums often form permanent social groups and communities that regularly connect in the Network.

In this article we consider "economic forum" as a macro unit that consists of subforums which are represented by discussing different themes. A topic, as a rule, is a conceptual kernel of a discussion and is realized in statements/messages.

The conceptual picture of economic forums is developed by those concepts with which participants of a discourse operate on-line and every concept is considered in domains forming a frame of interconnected events, situations, facts. Each event/situation/fact represents conceptualization as a result of a fragment of the real validity through the interlocutor's perception of interactive circumstances and a concrete discourse in which interlocutors are involved.

Identification of concepts is carried out during the analysis of an investigated discourse which assumes the account of all its components. This indulges to reveal the cores relevant to economic areas now. A discourse investigated in the present work reflects integration of concepts on the basis of cognitive links of such areas, as marketing, management, banking and others. Studying economic discourse allows to understand better the maintenance of terminology of the investigated area of knowledge, promotes lexicon inventory with which help realization of interactivity on the Internet sites of economic forums is carried out.

The overall conceptual picture and the analysis of concepts have allowed allocating the following conceptual spheres characterizing and concerning economic area for today: BANKING (банковское дело) - bank system, kinds of banks, bank operations; BUSINESS

(бизнес, организация производства/предприятия) - business idea, the capital, business kinds; ACCOUNTANCY (бухгалтерское дело) - funds, monetary circulation, the financial control, assets, liabilities; MARKETING (маркетинг) - a marketing method, investments, partnership, the marketing program; MANAGEMENT (менеджмент) - management kinds, the business plan, management; TRADE (торговля) - diversification, businessmen, suppliers, clients, customers, partners, trade kinds/forms, tariff schedule, barriers, quotas; E-COMMERCE/ ON-LINE BUSINESS (коммерция/бизнес, осуществляемые посредством Интернета) - the electronic goods, e-cash, electronic services, electronic business; TAX (налогообложение) - types of tax, value added to tax (VAT), the taxpayer; EDUCATION (образование) - the student, the teacher, training, curriculum.

In every conceptual sphere the areas of economic forums forming conceptual /semantic fields are determined as basic concepts. They constitute the following categories: "condition/process" (bankruptcy, unemployment, inflation), "representative" (the seller, the supplier, the buyer), «activity components» (the budget, the property), "qualities" (efficiency, productivity), which are complicated by specificity of economic area. It has been noticed that conceptual spheres of economic-computer area are changeable enough, so basic concepts and their forms constantly undergo integrative changes and can be applied at several conceptual spheres simultaneously.

The macro concept "economy" both includes concepts of economic conceptual spheres and the others without which the mechanism of economy cannot exist, for example: jurisprudence sphere (*fiduciary duty, plaintiff, regulation, pact, copyrights*), social sphere (*population, culture, social system, demography*), technical sphere (*machine, tool, engine, equipment*), political science sphere (*democracy, 21-st century capitalism, political contest*) and educational sphere (*graduate, student, profession, education*). Thus, nowadays an integration of conceptual spheres, broadening the content of concepts and a process of expansion of the concept "economy" are observed.

The theory of conceptual integration allows for considering some ways of formation of new values and meanings while organizing a discourse, in particular, in an economic computer discourse, and changes of these values and meanings are also arising.

The carried out analysis of a discourse has shown, that there is an integration of a computer and economic sciences as a result of which appear new economic-computer concepts have appeared: *e-business consultants* (консультанты по вопросам «электронного бизнеса»), *Internet marketing* (Интернет-маркетинг), *Internet advertising methods* (методы Интернет-рекламы), *e-commerce* (электронная коммерция), *online business* (бизнес, осуществляемый посредством Интернета), *email marketing* (маркетинг, осуществляемый посредством рассылки электронных сообщений), *online marketing technique* (техника онлайн-маркетинга), *online payment* (онлайн-платеж), *Internet company* (Интернет-компания) and others which reflect realities of functioning economic systems at the modern stage.

Thus, it can be said in conclusion that the role of electronic means is to approach virtual communication to real, to make a process of computer dialogue interactive as much as possible. Therefore, the interactivity process represents a reality which is reproduced virtually with the smallest details. The more a discourse is approached to real, the more interactive it is. The specific nature of the conceptual picture of economic forums reflected in an economic computer discourse consists of that:

- 1) it represents the result of integration of conceptual spheres;
- 2) the conceptual integration representing cognitive basis of distribution of economic information in a text is considered as a leading way of formation of the integrated character of interactive communication at economic forums.