

Artículo de investigación

**Justification of the market model in the modern russian economic discourse:  
dialogue –monologue**

ОБОСНОВАНИЕ МОДЕЛИ РЫНКА В СОВРЕМЕННОМ РОССИЙСКОМ  
ЭКОНОМИЧЕСКОМ ДИСКУРСЕ: ДИАЛОГ-МОНОЛОГ

Justificación del modelo de mercado en el moderno discurso económico ruso:  
diálogo –monólogo

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**Abstract**

Modern science has at its disposal a number of philosophical and psychological theories devoted to the analysis of organization and self-organization, personal self-identification, inculturation, socialization, self-interpretation, and the identification of dominant features of the mentality of peoples. However, in cultural processes, the formation and development of the essence of the Russian mentality in sociocultural and natural dimensions are becoming most important today. Economics and linguistics are two areas of science that a person unites - acting and thinking (speaking). According to the definition of the famous English economist A. Marshall, the economy is "the doctrine of the normal functioning of humanity." The economy is fundamentally different from the exact and natural sciences in that it deals not with an individual, but with a member of society, subject to the influence of tradition, national mentality, and political institutions. The theoretical

**Аннотация**

Современная наука располагает рядом философских и психологических теорий, посвященных анализу организации и самоорганизации, личной самоидентификации, инкультурации, социализации, самоинтерпретации, выявлению доминирующих черт менталитета народов. Однако в культурных процессах становление и развитие сущности российского менталитета в социокультурном и природном измерениях приобретает сегодня важнейшее значение. Экономика и лингвистика – это две области науки, которые объединяет человек-действие и мышление (речь). Согласно определению известного английского экономиста А. Маршалла, экономика – это "учение о нормальной жизнедеятельности человечества". Экономика принципиально отличается от точных и естественных наук тем, что она имеет дело не с индивидом, а с

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significance of the work is connected with the further development of the problem of the integration of sciences. The findings contribute to the expansion of existing ideas about the role of the economy in life and the language picture of the human world.

**Keywords:** Economics, sociocultural values, marketing, linguistics, transformation, modeling.

членом общества, подверженным влиянию традиций, национального менталитета и политических институтов.

Теоретическая значимость работы связана с дальнейшей разработкой проблемы интеграции наук. Полученные результаты способствуют расширению существующих представлений о роли экономики в жизни и языковой картины мира человека.

**Ключевые слова:** экономика, социокультурные ценности, маркетинг, лингвистика, трансформация, моделирование.

## Resumen

La ciencia moderna tiene a su disposición una serie de teorías filosóficas y psicológicas dedicadas al análisis de la organización y la autoorganización, la autoidentificación personal, la inculturación, la socialización, la autointerpretación y la identificación de las características dominantes de la mentalidad de los pueblos. Sin embargo, en los procesos culturales, la formación y el desarrollo de la esencia de la mentalidad rusa en las dimensiones socioculturales y naturales son cada vez más importantes hoy en día. La economía y la lingüística son dos áreas de la ciencia que una persona une: actuar y pensar (hablar). Según la definición del famoso economista inglés A. Marshall, la economía es "la doctrina del funcionamiento normal de la humanidad". La economía es fundamentalmente diferente de las ciencias exactas y naturales en que trata no con un individuo, sino con un miembro de la sociedad, sujeto a la influencia de la tradición, la mentalidad nacional y las instituciones políticas. La importancia teórica del trabajo está relacionada con el desarrollo posterior del problema de la integración de las ciencias. Los hallazgos contribuyen a la expansión de las ideas existentes sobre el papel de la economía en la vida y la imagen lingüística del mundo humano.

**Palabras clave:** Economía, valores socioculturales, marketing, lingüística, transformación, modelado.

## Introduction

Transformation, socialization in the formation of cultural needs carries with it people's fulfillment of a certain social function, i.e. realizations of their human nature, which entails the following: - ensuring survival on a social, spiritual level; - when intelligence determines cultural needs; - the transformation of cultural needs into a means of living on the general principles of being; - the formation of cultural needs as a means of developing the human potential of society.

Socialization of knowledge, experience and values of a person become a factor in the formation of cultural needs, which requires a new approach to the formation of cultural needs. What will give a person a harmonious development of it with the noosphere.

The scientific novelty lies in the fact that for the first time the economic terminological system is considered as the basis for a new integrative science - linguo-economics. On the basis of a comprehensive study of all processes related to

the integration and interaction of economics and linguistics, as well as the analysis of the vocabulary of these sciences, it is suggested that a new scientific discipline and science of the 21st century will appear. The essence of linguistic economics is that it relies on knowledge of previous eras, but is based on domestic economic, political, and other models that are correct in relation to the emerging concept sphere.

Under the conditions of a radical reassessment of sociocultural values, it is quite natural to analyze the main stereotypes of the Russian national character and the logic of the development of the personality of the Russian person in modern cultural and institutional changes. We proceed from the fact that the genre system assumes the functions of constructing a model of speech entrepreneurial behavior, postulating rational actions taking into account the competitiveness factor and the rules of speech interaction, uniting

members of the professional community with members of the national-cultural community.

The integration process, which is especially active in the modern cultural and historical epoch, is explained by changes in the life of society and the development of a language that captures all political and economic changes. The dependence of economic relations on the historical development of society (formation / system, progress / regress, socialism / democracy, etc.) is reflected in the Russian literary language and, in particular, in the economic terminological system. Thus, the sociocultural situation is recognized as the most important factor in the functioning and development of economic terminology (Saenko et al., 2016). The current economic situation is characterized by the following features: dialogue, horizontal economic relations, and the man-economy relationship. The Russian economic terminological system covers the main conceptual spheres and concepts of economics.

New economic relations in the era of the democratization of the language caused the emergence of a new vocabulary, covering not only the economy, but all spheres of human life. As a result, the anthropocentric approach to studying the terminology of economics seems to be the most relevant in the process of studying it, since within the boundaries of this approach, the following ratios can be taken into account: people ↔ economy, society ↔ economy, politics ↔ economy, etc.

### Materials and methods

The methodological basis of the work consists of fundamental research on the general philosophy of language and metalanguage, substantiated in the works of Yu.S. Stepanov, N.D. Arutyunova, G.P. Nemets, N.B. Gvishiani; theories of cognitive linguistics, presented by the works of G.V. Kolshansky, E.S. Kubryakova, J. Lakoff, and others; on the theory of nomination and conceptology, disclosed in the works of V.G. Gak, I.A. Sternin, V.N. Teliya, on the terminology implied in the works of A.A. Reformatsky, V.M. Leychik, R. Yu and others.

The material for the study was the linguistic units of the economic terminological system of the Russian language, the vocabulary interpretations of the units, the contexts of their use. The studied material was obtained by sampling from Russian popular science texts of economic content (about 2500 thousand contextual uses of the studied vocabulary were analyzed). The selection was

carried out from two groups of texts: 1) from the texts of special dictionaries; 2) texts of the sectoral literature, which served as the material for verification and adjustment of lexical units selected from dictionaries, the works of economists, authentic texts from newspapers and magazines over the past five years.

Methods and methods of research are chosen taking into account the specifics of the object, goals and objectives of the study. The method of component analysis was used, as well as methodologies of conceptual contextual and comparative analysis functional, contextual, component, structural-semantic, synchronous-comparative.

The current stage of development of Russian society is characterized by the fact that new meanings are taking root in language and culture, which in turn can change the context of social development, including the conduct of economic reforms. In modern science, ideas about social reality are gradually replaced by the notion of dominant and rival discourses, which determine the automatisms of people's thinking, their behavior and, consequently, social life.

### Discussion

The explanation of the linguistic determinism of society should be sought as in possible integration processes, i.e. the processes of convergence and communication of economics and linguistics, and the processes of interaction, i.e. about the reflecting processes of the impact of objects on each other, their mutual conditionality and the generation of one object by another.

There is a pivot that unites economics and linguistics - the person-acting and the person-thinking. It is this aspect that made it possible to talk about the integration processes of the two sciences. The main aspect of the problem of understanding is the need to translate the meaning from the language of one culture to the language of another. And this problem is not solved within the framework of "archeology" or the reconstruction of meanings. In order to avoid the danger of being trapped by false forms and ideas, ascent to meaning requires a rigorous program, which is embodied in a highly formalized language of science, primarily standard economic theory, as long as we are talking about a transitional economy (Koryakovtseva, Doronina, Panchenko, Karabulatova and Abdullina, 2016).

It should be noted that the ratio of economy - language should be considered structural, and not just a combination of some units. In this case, our task is to reveal the systemic correlation of the linguistic structure and the economic structure and to detect the interrelation of these sciences. It will be about trying to isolate from the language those archetypes that would be correct in relation to the linguistic representations of the Russian cultural person. In the relationship "economy - language - culture" the fundamental core - man. And the fact that primarily unites the economy and culture is the language. After all, "language is not just "packing some thoughts", but a kind of coordinate grid that "fits" on reality" (Khazagerov, 2000). The economic processes taking place in society, being refracted in culture, are reflected in the language. The concept of "culture" is initially associated with "good deed", not only with what has been done, but also how, and why. But it is a way to master the world. Culture is a kind of prism through which all being is revealed for us (Pozdyayeva and Zinnatullina, 2016)

The present time is characterized by a rebirth of cultural values, but one can not ignore the negative changes that are occurring with our culture. The radical transformations that are happening before our eyes affect primarily the area of the economy. The time in which we live is the time of the loss of old economic dogmas, the time of new professions, the time of the formation of a new economic culture. The interdisciplinary nature of the object under study dictates the need for some general comments regarding the essence of the ongoing economic changes (Labour Law in Germany: An Overview, 1992).

Today's days are a time of reflection and a typological description of the outgoing economic reality, a transition from command-administrative to market economy. Economic transformations, regardless of the program of their implementation, cannot be implemented without macroeconomic stabilization of the economy. In order to really go to the market, you need to consistently solve two interrelated groups of tasks. The first group of tasks is connected with the formation of an equilibrium economy, because the market is always a certain equilibrium, there is a system of social relations. But there is another, more serious group of tasks in the field of market transformations. After all, the real market does not start where there is equilibrium, but where the economy starts moving, the production of goods starts, that is, where the market turns into an engine of

economic development, where the market mechanism makes the economy move forward, it requires that efficiency grows, costs decreased, products were updated, the technological process went on.

The essence of the objectively inevitable changes taking place in today's Russian society comes down to replacing the "vertical" redistributive economic system with a "horizontal" market one. The emergence of commodity-money relations freely established horizontal relations of commodity owners determine the essence of the economic structure of the market type, when each person is a subject of ownership and, therefore, a subject of law. Thus, the market economy is extremely subject-oriented.

"The market economy is characterized by changes in the socio-economic systems or their individual blocks..." (Chuev et al., 2016). These changes differ in their depth (changes in the quantitative characteristics of certain parameters of the system within the framework of its previous quality or transition to a different quality state), in intensity over time and in character (different rates and speed of changes, evolutionary or revolutionary type) the scope of the elements of the system (the changes relate to its individual units or to it as a whole, that is, they are system-wide), in terms of the ratio and role of objective and subjective factors.

## Results

If the quantitative characteristics of the system are mainly changing, we are dealing with its modernization and improvement. Then the transition from the original state to the new is carried out as if horizontally. As soon as quantitative changes reach a certain critical mass and lead to qualitative shifts, we are faced with a transformation of the socio-economic system. The latter (or its element) moves to a new qualitative stage of development. In these cases, the transition from the original state to the new is realized as if vertically.

The country has yet to fully solve the entire set of tasks of economic transformation - tactical, operational, strategic.

At the same time, it is possible to consider as tactical tasks: a way out of the economic crisis caused both by the negative legacy of the planning and distribution relations of the pre-reform period and by the current negatives of the market transformations of the economic system; providing a regime of sustainable expanded

reproduction; improving the level and quality of life of the majority of the population.

The main task of an operational nature should be considered institutional-market reforms, which should lead to the achievement of a number of characteristics of the economic system, including the following:

- 1) Multi-structuredness - coexistence and interaction of various forms of ownership, different socio-economic types of enterprises;
- 2) The implementation of the liberal market principles of management - freedom of entrepreneurship, pricing and revenue generation, competition as a mechanism for allocating resources to various sectors of production and the choice of the most efficient ways of using resources by the manufacturer;
- 3) Orientation of the dynamics and structure of production on real solvent public needs;
- 4) The use of market types of motivation for the functioning of enterprises - to maximize profits in the current period and the growth of the company's net worth in the long term;
- 5) Organic and on an equal footing with other countries the inclusion in the world production, trade, financial and scientific and technical ties;
- 6) The high role of society (state) in solving social problems, including a significant redistribution of income for social needs;
- 7) The organization of public life on the basis of truly democratic principles, and economic life - on the basis of various effective forms of regulation.

Finally, while establishing and improving the market organization of social production, transformable societies are also called upon to solve a long-term strategic task - to prepare the conditions for the transition from the current industrial to a higher, post-industrial, stage of development of a society based on information technologies.

By the beginning of the 70s. the category of "economic development" was developed, used to

reflect the qualitative processes that accompany economic growth in various countries. The economic development of countries has since ceased to be viewed from the position of factors of economic growth. Problems were analyzed: equality and income distribution in society; population growth and quality of life; changes in the social structure of society. During this period, macroeconomics went beyond the traditional boundaries of its research and actively engaged in the social, institutional, and political problems of society, exposing them to a comprehensive study.

The "national economy" is an area of economic activity of a society, people with their real interests, dictated by the national mentality, behind which there are traditions, religion, ideology of the population with their own history of development, worldview, tasks and features of development. The value components of economic relations, especially at the macro level, should become integral components of economic analysis and be advanced in the selection and implementation of economic policy" (Pozdyayeva, 2016).

The transition from a politicized decision-making economy to a market is accompanied by the painful process of losing the values and norms traditional for the Soviet economy. Under market conditions, every person is forced to become an "unwitting economist," that is, learn to count, analyze, predict, look for ways to survive in an unstable situation.

A global economic society is being formed, as well as a type of person corresponding to it - Homo economicus. The economic society, the economic man - not metaphors, but the most adequate theoretical concepts for the expression of modern life forms. Market, capitalist, civil - too private, specific, and free, open - too abstract, demagogic characteristics of such a society. The capitalist socio-economic formation develops into a formation, the true functioning and ideology of which is economism. Economism is when, through the prism of profitability, almost everything that exists is considered, and the economy is transformed from a system-forming factor into a system as a whole. "Economism - socially institutionalized egoism" (Kutyrev, 2001). The lack of spirituality of an economic society is not a deviation or some kind of flaw in the organization or structure. It follows from its essence as an expression of the transformative-consumer attitude towards the world. Unbalanced by altruism and service, concern for the fate of consumed nature, the inevitable

transfer of this attitude to people makes the economy from the means of developing life to its means. The economy is being transformed into economism.

New values, new criteria for success, computational psychology as an inevitable element of "market behavior" form new stereotypes of economic behavior and their assessment in the mass consciousness. These values largely contradict the peculiarities of the historically established Russian mentality and economic thinking, which causes deformations, the destructive economic behavior of people, and often makes the selection of psychological attitudes and expectations unpredictable that prevent economic stabilization. Therefore, the effectiveness of economic transformation in Russia largely depends on how fully and correctly the specifics of our country, its national economy, and the peculiarities of the psychological warehouse of its inhabitants are assessed and taken into account.

The economic behavior of Russian society is characterized by uncertainty and disorientation. In the countries of "victorious economism", in addition to absolutely thoughtless marketers, there are quite a few people alarmed by this development of events. They strive to resist the direct transfer of the laws of economics, that is, universal corruption, to the sphere of art, education, culture in general, personal and interhuman relations (Arkhipova, 2001). This is the deep meaning of social regulation of the market as the establishment of the limits of economism, the subordination of the desire for profit and consumerism to higher goals. From the point of view of spirituality and the existential dimension of the world, it can be called humanitarian regulation. Even George Soros spoke against the "market fundamentalism." The society that developed in the West, which is considered to be open and towards which the world rushed towards the ideal, he unexpectedly criticized its followers for the lack of spirituality in it. And it agrees to admit "Transitional" to something new where the economy would serve the common good. "A transitional society undermines societal and weakens constraining moral factors. Public values express concern for others. They imply that a person with a deficit society, whether family, tribe, nation or humanity, whose interests should exceed the interests of the individual." George Soros put certain hopes in the realization of his new ideal of a "mixed society" on Russia (Soros, 1999).

One of the factors due to which Russia's economic growth is possible is to increase the culture of society. "The linguistic analogue of the ongoing socio-economic changes is the replacement of a monologue (redistribution) by dialogue (the market)" (Kitaigorodskaya M.V. Modern Economic Terminology (Composition. Device. Functioning, 1996). In place of a monologue in nature with a hierarchically organized role structure (meetings, sessions) came as the leading dialogic genre - "negotiations". The tendency to strengthen the personal beginning, to the dialogization now seizes the whole sphere of social communication and intrudes into the language, identifying changes in the modern language situation in general and specific speech spheres, including in the language of the economy.

### Conclusion

The problem of the accuracy of any science, including economics, is based on our own analysis of linguistic forms, both at the level of the meta-language and the objective language, "words" and "concepts", closely approaching the science of language - linguistics. A language becomes an essential part of scientific activity, and questions of a scientific concept can only be solved by substantially using its argumentative function, since the objectivity of arguments in all sciences, including economics, is related to their "linguistic formation".

Not one of the previous eras knew such attention to language as in our century. This process can be called a "linguistic turn." It has become aware that language is not only an instrument of thought and an intermediary between man and reality. He is an independent reality that creates both the man himself and his world. The mechanical and biological models are being replaced by a new one - linguistic. Under the influence of linguistic models, the structure of not only sciences, but also of different areas of culture in general has changed;

In modern society, linguistics has become for many sciences not only a source of terms, but it also claims to be the model, the source of models for them. "Linguistic visions of objects" have become possible. Having gained accuracy, rigor, linguistics invades a previously inaccessible area of economics. The interconnection of economy - language - labor culture can be explained as follows: reality changes, cultural changes - national stereotypes, and the language itself changes.

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