

THE INFLUENCE OF ENGLISH ECONOMIC TERMINOLOGY ON THE FORMATION OF PROFESSIONAL DISCOURSE IN INTERNATIONAL BUSINESS

ВПЛИВ АНГЛІЙСЬКОЇ ЕКОНОМІЧНОЇ ТЕРМІНОЛОГІЇ НА ФОРМУВАННЯ ПРОФЕСІЙНОГО ДИСКУРСУ В МІЖНАРОДНОМУ БІЗНЕСІ

Uskova T.O.,

orcid.org/0000-0002-7472-6993

*Senior Lecturer at the Department of Foreign Languages and Cross-Cultural Communication
Simon Kuznets Kharkiv National University of Economics*

The article presents a comprehensive analysis of the impact of English economic terminology on the formation of professional discourse in the field of international business. It is substantiated that English-language economic discourse constitutes a complex communicative construct within which linguistic, cognitive, and sociocultural factors interact, thereby determining the specificity of professional interaction. It has been established that the effectiveness of such discourse depends on the use of terminological units and extralinguistic parameters, in particular communicative behavior, adherence to business etiquette norms, and the ability to adapt speech in accordance with the communicative situation. It is demonstrated that English economic terminology performs a standardizing function in professional communication, ensuring precision, unambiguity, and uniformity of communication in the international business environment. At the same time, it has been found that the integration of English terminology into professional discourse leads to the transformation of linguistic behavior and cognitive models of specialists. In particular, the active use of specialized vocabulary contributes to the development of analytical thinking, the formation of a structured approach to the interpretation of economic processes, and the unification of argumentation models. It is further substantiated that the terminological system serves as an instrument for the conceptualization of economic reality, determining the ways of its comprehension and description. Moreover, it is proven that English economic terminology influences discursive practices by ensuring the standardization of business correspondence, the formation of conventional communicative patterns, and the enhancement of the pragmatic effectiveness of interaction. Special attention is paid to the educational dimension, within which terminological training is considered an important factor in the formation of professional competence and the competitiveness of specialists. As a result of the study, it is confirmed that English economic terminology constitutes an important element of professional discourse in international business, ensuring its analytical character, rational organization, and intercultural relevance. At the same time, its functioning contributes to the formation of a unified communicative space in which approaches to the interpretation of economic phenomena and managerial decision-making are aligned. Thus, the combination of linguistic and economic components forms an integrated discursive system that reflects current trends in the development of the globalized business environment and determines the prospects for further research in this field.

Key words: English economic terminology, professional discourse, international business, economic discourse, intercultural communication, terminological system, speech, competence.

У статті здійснено комплексний аналіз впливу англійської економічної термінології на формування професійного дискурсу у сфері міжнародного бізнесу. Обґрунтовано, що англійськомовний економічний дискурс постає як складне комунікативне утворення, у межах якого взаємодіють мовні, когнітивні та соціокультурні чинники, що визначають специфіку професійної взаємодії. Встановлено, що ефективність функціонування такого дискурсу залежить від використання термінологічних одиниць та екстралінгвістичних параметрів, зокрема комунікативної поведінки, дотримання норм ділового етикету та здатності до адаптації мовлення відповідно до ситуації спілкування. Доведено, що англійська економічна термінологія виконує функцію стандартизації професійного мовлення, забезпечуючи точність, однозначність і уніфікованість комунікації в міжнародному бізнес-середовищі. Водночас встановлено, що інтеграція англійської термінології у професійний дискурс зумовлює трансформацію мовної поведінки та когнітивних моделей фахівців. Зокрема, активне використання спеціалізованої лексики сприяє розвитку аналітичного мислення, формуванню структурованого підходу до інтерпретації економічних процесів і уніфікації моделей аргументації. Обґрунтовано, що терміносистема виступає інструментом концептуалізації економічної реальності, визначаючи способи її осмислення та опису. Крім того, доведено, що англійська економічна термінологія впливає на дискурсивні практики, забезпечуючи стандартизацію ділового листування, формування усталених комунікативних конструкцій і підвищення прагматичної ефективності взаємодії. Особливу увагу приділено освітньому аспекту, у ході якого термінологічна підготовка розглядається як важливий чинник формування професійної компетентності та конкурентоспроможності фахівців. У результаті дослідження підтверджено, що англійська економічна термінологія виступає важливим елементом професійного дискурсу міжнародного бізнесу, забезпечуючи його аналітичність, раціональну впорядкованість і міжкультурну релевантність. Водночас її функціонування сприяє формуванню єдиного комунікативного простору, у ході якого відбувається узгодження підходів до інтерпретації економічних явищ і прийняття управлінських рішень. Таким чином, поєднання мовного та економічного компонентів формує цілісну дискурсивну систему, що відображає сучасні тенденції розвитку глобалізованого бізнес-середовища та визначає перспективи подальших наукових розвідок у цій сфері.

Ключові слова: англійська економічна термінологія, професійний дискурс, міжнародний бізнес, економічний дискурс, міжкультурна комунікація, терміносистема, мовлення, компетентність.

Introduction. International business operates within a globalized economic environment in which English serves as the primary means of professional communication. In this context, English economic terminology is of particular importance, as it ensures precision, unambiguity, and structural coherence of professional discourse. Moreover, terminological units facilitate the construction of professional meanings, interaction models, and communicative strategies. Therefore, professional discourse in the field of international business is formed under the direct influence of English economic terminology. At the same time, contemporary transformations of the global economic environment, the development of new forms of business communication, and the dynamic evolution of the terminological system necessitate a more in-depth study of this influence. In view of the above, the relevance of investigating the role of English economic terminology in shaping professional discourse in international business is undeniable and determines the scholarly significance of this article.

Literature Review. The body of scholarly work on English-language economic discourse, terminology, and professionally oriented communication forms a comprehensive understanding of the theoretical, structural-semantic, and applied foundations of the functioning of language in the economic sphere. In particular, the study by O. Kachmar is devoted to defining economic discourse as a type of institutional discourse, which made it possible to outline its main communicative, pragmatic, and linguistic characteristics [1]. In the context of deepening the terminological aspect of the problem, O. Nezhyva analyzes the specificity of English economic terminology, focusing on the peculiarities of its structure, semantics, and functioning in professional speech [2]. In contrast, the work of I. Mishchynska considers business discourse through the prism of a multicultural society, which allowed for identifying the influence of sociocultural factors on professional communication [3]. At the same time, I. Voitaniuk and I. Tersina emphasize the linguistic means of realizing the educational potential of English economic discourse, substantiating its significance in the formation of professional competence among learners [4]. From an applied perspective, L. Roienko and S. Redko investigate the specifics of composing business correspondence in English and the technologies for teaching written business communication to students of economic specialties, thereby specifying the practical dimension of professional speech [5]. In addition, M. Kondratiuk reveals the prospects and challenges of studying English economic terminology by students of economic facul-

ties, focusing on the difficulties of mastering specialized vocabulary and the need to improve its teaching methodology [6]. Furthermore, M. Andriieva and K. Sosna consider the study of a foreign language in the field of economics as an important component of the professional training of future specialists [7]. At the same time, N. Slyvka, O. Lanskyi, and T. Dernova define a business English course as a factor of a successful career, which summarizes the contemporary understanding of English-language economic training as an essential resource for professional competitiveness [8].

Thus, the analysis of scholarly works demonstrates that English economic terminology constitutes an important component in the formation of professional discourse, as it ensures conceptual precision, structural coherence, and functional effectiveness of communication in the field of international business. However, the issue of its influence in the context of contemporary communicative practices, the dynamic evolution of the terminological system, and the transformation of the global economic environment requires further comprehensive investigation.

The aim of the article is to outline the impact of English economic terminology on the formation of professional discourse in the field of international business.

Results. English-language economic discourse should be considered as a complex communicative construct that integrates linguistic and sociocultural characteristics and is realized in the speech practice of actors engaged in economic activity. Its extralinguistic dimension is shaped by a broad context, cognitive factors, and the specific features of the communicants' consciousness. At the same time, within oral discourse, particular significance is attached to extralinguistic parameters, notably the specificity of the speaker's communicative behavior, including speech culture, adherence to business etiquette norms, expressiveness, speech tempo, voice control, coherence of thought presentation, intonational organization, gestures and facial expressions, as well as logical-psychological pauses and emphasis. Therefore, these factors directly influence the processes of production and perception of economic discourse, determining its effectiveness in the professional environment [1, p. 84].

In this regard, the influence of English economic terminology on the structure and functioning of professional discourse in international business becomes particularly significant. For instance, the use of such terms as "benchmarking," "outsourcing," "equity financing," "market volatility," and "asset allocation" ensures the unification of professional

communication and facilitates mutual understanding among representatives of different cultural environments. Therefore, the terminological system functions as a mechanism for the standardization of business communication, enabling a high level of precision in interaction.

At the same time, it becomes evident that the integration of English terminology into professional discourse is accompanied by certain transformations in the linguistic behavior of communicants. In particular, the active use of such concepts as “due diligence,” “stakeholder engagement,” “revenue stream,” “cost efficiency,” and “capital leverage” leads to the formation of new models of argumentation and the presentation of economic information. As a result, professional communication becomes more standardized and analytical, which corresponds to the requirements of the contemporary international business environment.

At the same time, in a multicultural society, the features of business language are determined by the needs of communication participants who operate in various spheres of human activity. Accordingly, for the purpose of professional interaction and the resolution of business tasks, they choose English as the primary means of communication. In this case, the formal business style of speech is employed, which corresponds to the norms of Standard English and is characterized by the active use of specialized terminology. Therefore, linguistic behavior in the field of international business is governed by established norms and standards that ensure the effectiveness of professional interaction [3, p. 120].

In this regard, it is appropriate to emphasize that, for instance, the use of economic terms such as “financial forecasting,” “risk assessment,” “supply chain management,” “pricing strategy,” and “corporate governance” fundamentally transforms the nature of professional discourse. This is manifested in an increased level of conceptual precision, as well as in the formation of unified models for describing economic processes, which facilitates intercultural communication.

Moreover, the effectiveness of the functioning of economic discourse largely depends on the ability of communicants to adequately combine linguistic and extralinguistic components of communication. Undoubtedly, the use of terms such as “business performance,” “investment portfolio,” “market penetration,” “operational efficiency,” and “strategic planning,” in conjunction with appropriate communicative strategies, contributes to the achievement of the pragmatic goals of professional interaction. At the same time, this requires a high

level of linguistic competence and the ability to adapt speech in accordance with a specific communicative situation.

In the field of economic activity, proficiency in English significantly expands access to leading information resources, including scholarly publications, international analytical reports, and financial news, which predominantly operate within the English-language domain. For this reason, specialists in economics are able to promptly familiarize themselves with the latest theoretical concepts, current market trends, and political processes that directly influence the development of the global economy. Therefore, the use of English in the professional sphere ensures the timeliness of information acquisition and enhances the effectiveness of analytical activity [7, p. 164].

In this regard, it is essential to emphasize that English economic terminology serves as a factor in the formation of professional discourse. In particular, the use of such terms as “merger,” “acquisition strategy,” “cash flow management,” “market capitalization,” and “fiscal policy” contributes to the standardization of communication and ensures the accuracy of interpreting economic processes. Thus, the terminological system performs the function of unifying professional communication in the international business environment.

At the same time, it becomes evident that the active use of English economic units transforms both the lexical composition of speech and the structure of professional thinking. In particular, such concepts as “break-even point,” “value proposition,” “customer retention,” “competitive advantage,” and “liquidity ratio” shape specific cognitive models that determine the ways of analyzing economic information. As a result, professional discourse becomes logically structured and conceptually clear.

Moreover, effective communication with foreign partners requires a thorough knowledge of the specific features of the functioning of economic terminology in the English language. In this regard, the formation of terminological units is carried out through word-formation mechanisms, among which the most significant are conversion, borrowing from other fields, the use of internationalisms, derivational processes, and the formation of abbreviations and terminological collocations. Consequently, the structural organization of terms reflects the dynamic nature of the development of economic language and its ability to adapt to new conditions of functioning [2, p. 174].

At the same time, the influence of English economic terminology is also evident at the level

of discursive practices, as it determines the ways of argumentation and information presentation. Thus, the use of such units as “investment climate,” “market segmentation,” “cost-benefit analysis,” “revenue growth,” and “financial sustainability” contributes to the formation of standardized models of professional communication. As a result, this ensures the coherence of communicative strategies in international business and enhances their pragmatic effectiveness.

It should be noted that the linguistic means of English-language economic discourse function as an effective tool for realizing educational potential under the conditions of globalization and integration processes in the economic sphere. In this regard, the specific lexical composition, characteristic grammatical patterns, stylistic devices, and genre differentiation of such discourse ensure the transmission of specialized information and also contribute to the development of professional competence among learners. At the same time, they stimulate the development of critical thinking, cognitive flexibility, and intercultural communicative competence. Consequently, English-language economic discourse emerges as an integrative educational resource that combines professional knowledge with language training [4, p. 60].

Taking into account the above, a current trend can be observed toward the active use of terminological units that shape the content and structure of professional discourse. In particular, the application of such lexemes as “trade liberalization,” “economic resilience,” “inflation targeting,” “cross-border transactions,” and “macroeconomic stability” ensures precision and unambiguity in communication within the international business environment. Consequently, the terminological system performs the function of conceptualizing economic processes and unifying professional communication.

At the same time, it can be observed that the influence of English economic terminology extends to the cognitive level of professional activity. For example, the use of such concepts as “business diversification,” “market entry strategy,” “financial instruments,” “consumer demand analysis,” and “economic forecasting” contributes to the formation of a structured vision of economic reality. As a result, professional discourse becomes more analytical, and the decision-making process is based on unified conceptual models.

Moreover, within the educational process, the integration of the terminological component into students’ professional training becomes particularly significant. In this context, the use of such linguistic

units as “value chain analysis,” “pricing mechanisms,” “investment incentives,” “labor productivity,” and “capital formation” proves to be effective, as it enables learners to acquire both the linguistic and substantive aspects of economic activity.

The process of studying English economic terminology by students of economic specialties in higher education institutions should be carried out with due consideration of the prospective demands of the labor market. Accordingly, instruction should be aimed at enhancing learners’ motivation to master the terminological apparatus and at developing their readiness to perform professional tasks through the use of skills in understanding and interpreting specialized vocabulary. Therefore, terminological training emerges as an essential component in the formation of a competitive specialist [6, p. 66].

Accordingly, it is appropriate to emphasize that the use of such terms as “corporate restructuring,” “financial derivatives,” “export capacity,” “market saturation,” and “economic integration” contributes to the development of students’ ability to adequately perceive and produce professional discourse. This aspect, in turn, ensures effective adaptation to the conditions of the international business environment.

The acquisition of business correspondence skills in English emerges as a significant factor in ensuring effective international business activity. In this regard, written communication is characterized by a higher degree of formalization and structuring compared to oral speech, which determines its normative regulation [5, p. 138].

In accordance with the above, the issue of using specialized terminology that structures the content of business correspondence becomes a priority, as the terminological apparatus serves as the foundation for the standardization of written professional discourse.

It can also be observed that the influence of English economic vocabulary extends beyond the purely linguistic level and encompasses the communicative-pragmatic dimension. For example, the use of such constructions as “we hereby confirm,” “please be advised,” “in accordance with,” “further to our discussion,” and “we look forward to cooperation” forms established patterns of business communication. As a result, professional discourse acquires a standardized character, which ensures the effectiveness of international interaction.

Moreover, it is advisable to take into account that English-language business correspondence reflects the cultural features of communication. Therefore, the use of such terminological and etiquette formulas as “non-disclosure agreement,” “business correspondence etiquette,” “corporate

communication policy,” “negotiation framework,” and “compliance requirements” contributes to the development of intercultural competence, which, in turn, ensures the adequacy of message perception in different cultural environments.

It is important to emphasize that the effectiveness of business communication directly depends on the ability of participants to express their ideas accurately and appropriately in a foreign-language environment. In this regard, only those communicators who possess the norms of professional speech and are aware of the cultural characteristics of their partners can achieve their intended pragmatic goals. As a result, this contributes to professional growth and directly to the development of personal qualities necessary for effective teamwork [8, p. 206].

At the same time, the terminological system of international business discourse demonstrates that the use of such terms as “interpersonal communication skills,” “cross-cultural competence,” “team collaboration,” “conflict resolution,” and “leadership communication” ensures the formation of a comprehensive professional discourse that integrates linguistic and socio-psychological components. As a result, this increases specialists’ adaptability to the conditions of a globalized business environment.

Thus, based on these principles, it becomes evident that English economic terminology plays a decisive role in shaping the professional discourse of international business, ensuring precision, standardization, and effectiveness of communication, as well as contributing to the development of intercultural interaction and professional competence. This relationship between the terminological system and professional discourse is confirmed by an example from the article “Why Europe’s biggest pension funds are dumping government bonds” (*The Economist*), which states, “European governments are on a borrowing spree. During 2026 countries in the euro area will issue sovereign debt worth €1.4 trillion...” [9]. In this regard, attention is drawn to the significant increase in the volume of government borrowing in euro area countries, which creates new conditions for the functioning of financial markets. At the same time, the subsequent statement, “governments must find new buyers for nearly €900bn-worth of bonds” [9], indicates a shift in the structure of demand for debt instruments, which, accordingly, transforms the discursive practices of describing economic processes. Therefore, the analyzed excerpt demonstrates how English economic terminology (“sovereign debt,” “borrowing spree”) conceptualizes macro-financial phenomena and ensures their standardized interpretation.

Accordingly, it can be stated that the use of such terms forms an analytical model of professional discourse oriented toward precision and generalization. For example, such units as “fiscal expansion,” “debt issuance strategy,” and “yield curve dynamics” contribute to the unification of economic description and facilitate the intercultural perception of information.

A further excerpt from the article, “Pension funds own roughly 10% of euro-zone countries’ sovereign bonds... Dutch pension system... accounts for two-thirds” [9], making it possible to identify the important role of institutional investors in maintaining market stability. At the same time, the statement “defined-benefit (DB) pensions... defined-contribution (DC) model” [9] reflects a shift in the pension paradigm that has a direct impact on investment behavior. Consequently, the terms “defined-benefit” and “defined-contribution” function as concepts representing different financial models and structuring professional discourse in the field of investment.

Alongside this, it becomes evident that the introduction of new terminological units changes the ways of interpreting economic reality. In particular, the use of such notions as “portfolio rebalancing,” “long-term liabilities,” “asset reallocation,” and “investment horizon” contributes to the formation of a deeper analytical approach to the assessment of market processes. As a result, discourse acquires a higher degree of specialization and pragmatic orientation.

The cited material also states, “Risky assets such as stocks look more attractive... offering a shot at superior returns” [9]. This provision highlights a shift in investment priorities, which leads to a reorientation from safe assets toward riskier ones. Thus, the lexemes “risky assets” and “superior returns” perform the function of evaluative categorization of economic phenomena, forming the corresponding semantic framework of professional discourse.

In this regard, it is appropriate to note that the use of such terms as “risk appetite,” “return volatility,” “equity exposure,” and “portfolio diversification” contributes to the formation of standardized models for describing investment activity. This, in turn, ensures coherence in communication among participants in the international financial environment.

The subsequent fragment, “bond yields move inversely to prices... sales will push up yields” [9], reflects the fundamental patterns of financial market functioning. At the same time, the statement “I don’t see any new demand appearing” [9] emphasizes the uncertainty regarding future demand dynamics.

Therefore, such terms as “bond yields,” “interest-rate swaps,” and “credit rating” serve as important elements of discourse that ensure the precision of describing financial mechanisms.

In the concluding part of the article, it is noted that “price-sensitive investors such as hedge funds... will buy sovereign debt if returns look attractive, but dump it just as quickly” [9]. This characterization underscores the growing role of flexible investment strategies and the increasing volatility of the market. Accordingly, the terms “price-sensitive investors,” “hedge funds,” and “sovereign debt” shape the perception of a new configuration of financial actors.

By contrast, the article “The economics of regime change” presents the thesis that “REGIME CHANGE is often viewed as an economic turning point” [10], which outlines a change in political regime as a potential driver of economic transformations. At the same time, the clarification that “economic outcomes take longer to adjust” [10] draws attention to the time lag between political events and their economic consequences. Thus, the cited provisions demonstrate that English-language economic discourse operates through categories of cause-and-effect relationships, in which the terms “regime change” and “economic outcomes” perform the function of conceptually modeling complex socio-economic processes.

In this context, it can be observed that the use of such terminological units contributes to the formation of generalized analytical frameworks. In particular, the use of the lexemes “institutional shift,” “policy transition,” “economic adjustment lag,” and “governance framework” makes it possible to structure the discourse and ensures its universality in the international business environment. Thus, terminology serves as a means of standardizing the interpretation of political and economic changes.

The following fragment, “frequent changes of government were associated with slower growth... revolutions and coups went hand in hand with weaker investment” [10], reflects the negative impact of political instability on economic indicators. Accordingly, the terms “slower growth,” “weaker investment,” and “property rights” represent important categories of economic analysis. Therefore, the linguistic means of English-language discourse ensure a precise articulation of the relationship between political dynamics and economic performance.

The article also states that “the decisive factor is whether a rupture convinces households and firms that the economic rules they face have genuinely changed” [10]. This provision emphasizes the importance of trust and the expectations of economic agents.

Thus, the terms “economic rules,” “credibility,” and “investment” form the cognitive foundation of the discourse, oriented toward explaining the behavior of market participants.

Next, the fragment “uncertainty about the longevity of reforms can deter investment” [10] draws attention to the role of uncertainty as a constraining factor in economic development. At the same time, the example of Chile illustrates the opposite situation, where “fiscal discipline, open markets and property rights... reassured investors” [10]. Therefore, these terminological constructions reflect different economic scenarios and serve as an instrument for their comparative analysis.

In the concluding part of the article, it is emphasized that “Political rupture matters economically only if it establishes a credible anchor” [10], which summarizes the preceding observations. At the same time, the thesis “The economics of rupture is about credibility” [10] highlights the important role of trust as a fundamental element of economic development. Thus, the term “credible anchor” functions as a central category that structures contemporary economic discourse.

During the analysis, particular attention is drawn to the publication by Juliana Kaplan and Ayelet Sheffey, which emphasizes the transformation of tax policy and its direct impact on the financial behavior of taxpayers. In particular, the authors note that “Average tax refunds this year are set to be nearly \$750 higher than last year – but they might take a while getting to you, with a smaller IRS dedicated to getting them out” [11]. In this context, a combination of two interrelated trends can be observed: an increase in the amount of tax refunds and, at the same time, a decline in the institutional capacity of the authority responsible for administering them. Accordingly, a situation emerges in which financial benefits are accompanied by time delays, which, in turn, affect trust in state financial institutions.

An important step in the analysis is the specification of the causes of these changes, which, in turn, reveals the regulatory and legal foundation of the processes described. In particular, the article emphasizes that “The passage of President Donald Trump's ‘One Big Beautiful Bill’ introduced new sweeping tax measures – which include no tax on overtime or tips and an expanded child tax credit – that will show up in many taxpayers' refunds this filing season” [11]. Thus, the introduced tax innovations demonstrate a radical reorientation of fiscal policy toward stimulating household incomes. At the same time, such measures have an indirect mode of implementation, since their effect is reflected in future tax refunds.

Moreover, a deeper analysis makes it possible to identify the mechanisms underlying the formation of this effect, thereby substantiating the economic logic of the changes. The authors emphasize that “The average tax refund is set to grow to \$3,800 from the 2024 tax year's \$3,052, according to the Tax Foundation” [11]. Such dynamics indicate a substantial increase in the amount of refunded funds, which results from unadjusted tax withholding parameters. Therefore, it becomes evident that state policy effectively shifts the financial burden into the temporal dimension, creating a deferred effect for taxpayers.

At the same time, it is important to take into account the cause-and-effect relationship between administrative decisions and financial outcomes, which is revealed in the following statement: “That's because the IRS hasn't directed employers to adjust how much they're withholding from workers' paychecks, meaning that the new tax provisions will show up instead in refunds” [11]. In view of this, the proposed regulatory decision determines the specific mode of implementing tax changes, which manifests itself in the creation of deferred financial benefits instead of an immediate increase in income.

In this context, it is appropriate to emphasize that the use of economic terminology, in particular “tax refunds,” “withholding,” and “tax credit,” forms a unified semantic field of international business discourse. It ensures the standardization of communication among actors across different jurisdictions, which undoubtedly contributes to the efficiency of transnational economic interactions. At the same time, lexical units function as carriers of conceptual models of economic thinking.

Alongside this, the integration of such terms into professional communication leads to the transformation of specialists' cognitive structures, since they become oriented toward Anglocentric approaches to the interpretation of financial processes. As a result, a shared analytical toolkit is formed, which makes it possible to coordinate managerial decisions in the global environment. At the same time, this may lead to a certain unification of national economic narratives.

Particular attention should be paid to the fact that English economic terminology performs the function of a regulatory mechanism in international business. It defines the framework for interpreting financial indicators and influences the formation of corporate strategies. Therefore, it is important to take its impact into account when developing corporate governance policies and intercultural communication strategies.

Ultimately, it can be stated that the interaction of the linguistic and economic components within

professional discourse acquires a complex character. It reflects current changes in financial policy and also shapes new approaches to understanding economic reality, which is extremely important in the context of the globalization of the business environment.

In turn, Jennifer Sor's article draws attention to the risks of deepening socio-economic differentiation under the conditions of the so-called K-shaped model of economic recovery. In particular, it states that “The economist who first warned the US about the K-shaped economy says he sees the potential for the situation to get worse” [12]. Thus, a tendency toward the further complication of the economic structure of society is outlined, leading to an asymmetric distribution of resources. In this context, it is emphasized that the unevenness of economic growth is intensifying, creating the preconditions for long-term imbalances.

At the same time, it is worth noting that economic terminology, in particular the concept of “K-shaped recovery,” functions as a conceptual instrument for generalizing complex macroeconomic processes. It structures professional thinking and ensures the uniformity of analytical approaches in the international business environment. Such a terminological model facilitates the rapid identification of economic trends, which directly optimizes the process of managerial decision-making in a globalized space.

The further development of the argument is associated with specifying the consequences of the indicated economic polarization. The article emphasizes that “Peter Atwater, the economist who's often credited with popularizing the idea of a K-shaped recovery – in which high earners thrive while lower-income Americans struggle – said one of his biggest concerns about the growing divide between the upper- and lower-income households is that the situation leads to a ‘caste system’” [12]. Thus, a transformation of social inequality into more rigid structural forms approaching quasi-caste models can be observed. This, in turn, indicates the institutionalization of economic stratification.

Alongside this, the use of such terms as “income inequality” and “caste system” forms a specific cognitive framework through which socio-economic phenomena are interpreted. This means that language not only reflects reality but also actively constructs its perception. As a result, the professional discourse of international business becomes standardized, with key concepts functioning as markers of analytical depth and expertise.

The next aspect of the analysis reveals the causal mechanisms underlying the formation of

this inequality. The author provides the following statement: “What sustains a caste system is the absence of rungs in the ladder of upward mobility for the US” [12]. In view of this, it becomes evident that an important factor is the limitation of social mobility, which hinders movement between economic strata. In this way, the economic system loses its dynamism, which negatively affects its stability.

In this connection, it is worth emphasizing that English economic vocabulary, particularly metaphorical constructions such as “ladder of upward mobility,” plays an important role in shaping specialists’ figurative thinking. It makes it possible to interpret complex social processes through accessible conceptual models, which significantly enhances the effectiveness of professional communication in international business.

The further argument is rationally continued through the specification of the spheres in which these processes manifest themselves. The article states that “That could easily be reflected in job and educational opportunities” [12]. Thus, limited mobility directly affects access to important resources of development, namely education and employment. Accordingly, this deepens the existing disparities and reduces the potential for economic growth.

At the same time, the integration of English terms into professional usage contributes to the formation of a unified communicative space in which approaches to assessing such phenomena are coordinated. It ensures mutual understanding among representatives of different economic systems, which is especially relevant for transnational companies and international institutions.

The concluding component of the analysis is associated with the empirical confirmation of the identified trends. The author emphasizes that “The US is already seeing a ‘caste effect’ in various aspects of the American dream... Homeownership, for instance, has moved further out of reach for many Americans in recent years” [12]. In this case, the practical implementation of the theoretical propositions is observed, which indicates a deepening of economic inequality in the sphere of access to property. This undoubtedly has long-term consequences for socio-economic development.

In view of the above, it can be argued that the combination of economic content and English terminological form creates a complex discursive space. Within this space, economic phenomena are not only described, but also new directions for their interpretation are formed, which determines the specificity of contemporary international business discourse.

Conclusion. Summarizing the results of the conducted study, it is necessary to emphasize the decisive role of English economic terminology in the structuring and functioning of professional discourse in the field of international business. First of all, its influence is manifested in the standardization of speech and in ensuring a high level of communicative precision, which, in turn, contributes to effective interaction among representatives of different cultural and economic environments. At the same time, it has been established that terminological units perform not only a nominative function but also form conceptual models of economic thinking, determining the ways of interpreting financial and managerial processes. In this connection, the integration of English vocabulary into professional communication leads to the transformation of specialists’ cognitive structures and contributes to the formation of unified approaches to the analysis of economic reality. Thus, the interaction of the linguistic and extralinguistic components of discourse acquires a complex character, ensuring its analytical nature, rational organization, and pragmatic orientation.

Alongside this, it has been substantiated that the influence of English economic terminology extends to discursive practices, communicative strategies, and the educational process, thereby forming an integral system of professional training for specialists. In particular, its use contributes to the unification of argumentation models, the standardization of business communication, and the development of intercultural competence, which is a necessary condition for effective international cooperation. Moreover, it has been demonstrated that the terminological system performs regulatory and conceptualizing functions, determining the framework for interpreting economic phenomena and influencing managerial decision-making in a globalized environment. At the same time, the results of the analysis of contemporary English-language economic discourse testify to its ability to reflect current macroeconomic transformations and socio-economic challenges, which confirms its complex character. Thus, English economic terminology emerges as an important mechanism for shaping analytical thinking, enhancing the competitiveness of specialists, and ensuring the effective functioning of international business.

Further research should be directed toward an in-depth analysis of the mechanisms through which English economic terminology influences the transformation of cognitive models of professional thinking and the optimization of communicative strategies in the international business environment.

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