



The Significance Of Words In Economic Discourse

Dr. Farid khelfaoui, Research Laboratory in Algerian Literature and Criticism, University of El Oued, orcid: <https://orcid.org/0000-0002-6168-1001>, <https://www.linkedin.com/in/farid-khelfaoui-a99726234/>, khelfaoui-farid@univ-eloued.dz

Pr. Ali doghmane, Laboratory of Cognitive Integration between Arabic Language Sciences and Social Sciences, University of El-Oued, orcid: <https://orcid.org/my-orcid?orcid=0000-0001-9069-279X>, [https://www.linkedin.com/home //summary, ali-doghmane@univ-eloued.dz](https://www.linkedin.com/home//summary,ali-doghmane@univ-eloued.dz)

Pr. Ali korbaa, University of El Oued, orcid: <https://orcid.org/my-orcid?orcid=0000-0002-0915-946X>, <https://www.linkedin.com/in/korbaa-ali-85955a234>, korbaa-ali@univ-eloued.dz

Pr. Laid henka, Research Laboratory in Algerian Literature and Criticism, University of El Oued, orcid: <https://orcid.org/my-orcid?orcid=0000-0002-6820-5470>, [inkedin.com/in/Eid-Hanaka-114534164](https://www.linkedin.com/in/Eid-Hanaka-114534164), laid-henka@univ-eloued.dz

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Abstract:

Language is a social phenomenon through which members of a single society communicate, and through which the individual conveys his thoughts and emotions to achieve his goals. His needs, which is the means he needs in all the various areas of his life, so it is the means that the individual cannot do without or its various performances or replace it with another means despite the existence of other means of communication, but these non-linguistic means do not perform the role that language performs.

Based on the effectiveness of language in meeting people's needs and its utmost importance, it is important to all members of society, as it is the means of all its different spectrums; it is used by both the elite and the common people.

This study came to reveal the important role played by language in the economic field, and the utmost importance through which various economic transactions are carried out and relationships are built between economic entities.

Keywords: Economy - Language - Discourse - Communication - Transactions.

I- Introduction:

As a social being, man cannot live alone, so he is forced to live within groups. These groups have created a kind of stability that has led to his discovery of various fields and different areas through his interactions with members of his society. This has led to relationships between people and groups, as these relationships are built on communication between them. This has resulted in a diversity of linguistic performances that have produced various languages according to the diversity of these connections and fields.

Through this, it becomes clear that language has close relationships with the areas of collective life, and that these relationships are as old as the existence of these groups. Man has

become aware of this, as a large number of scholars have delved into it, with their different cognitive and ideological orientations.

II: The importance of language in individual transactions:

Language is the most important means that an individual uses to express his thoughts, feelings and various emotions that enter his soul, and the most important mechanism in his communication with other members of his society. In fact, more than that, if we say that it represents his being and existence, it is a part of him, and represents his identity and the identity of his society and the nation to which he belongs.

Language plays an important role in building human beliefs and ideas, and shaping his orientations and behaviors in general, through the mechanisms by which language operates at its various levels and its diverse systems, whether these systems are mental and free ideas or come into existence through the mechanism of speech, and whether these levels are a general or specific language, and no matter how diverse the discourse is, whether literary, religious, or economic. (Khalidoun, 2007, p. 586).

Language, as a communication mechanism, is the most flexible and fluid of these means. It is the most effective means of completing various transactions between individuals and groups. What concerns us in this regard are those economic transactions and the language used in them, whether words, phrases, or sentences. Thus, they have economic purposes.

Perhaps awareness of the importance of language in societies has appeared a long time ago. Many societies have worked to give their languages the utmost importance in teaching them to their speakers and non-speakers, and they have been interested in spreading their culture in their languages. Language is what creates civilization and leads the culture of the world, as is the case with the English language today as the language of science and culture.

From this standpoint, countries competed fiercely in teaching their languages and spreading their cultures, considering language an extension of their entity, a true image of their existence, and an expressive face of their culture, civilization, and position in the world, believing that language is one of the most important criteria by which the effectiveness of nations is measured in the field of progress, civilization, influence, and being influenced. (Men, 2007).

III: The importance of language in the economy:

The economy, as an urban phenomenon resulting from human gathering, has a close relationship with language. Just as it affects it, it also affects it. What concerns us in this context is the importance of language in the economy from the perspective of economic linguistics, or what modern scholars believe.

a. Language is an economic treasure:

Language, as a tool of gain, is an industry. It is well known that industries are of great importance in people's lives because of their role in facilitating and developing people's livelihoods. There are industries that are necessary in human society, that everyone needs and demands and cannot do without, while there are industries that are not necessary and are special, and that only some people deal with, and not others, so the need for them is less in demand. (Khalidoun, 2007, p. 398).

Describing the language and its aspects* [The aspects of language here mean the aspects of its manifestation, such as writing, papermaking, calligraphy, and other things that are considered an industry and a craft that brings profit and gain to their owners] Industry, so it is linked to the conditions of human society, like all industries, it increases with the increase of society and decreases with its decrease according to what people need, just as some of it can decrease and some of it increase according to people's conditions and different situations.

The increase or decrease of industries within societies is evidence of the extent of integration of these elements within it. Language in all its aspects is closely linked to earning and living; indeed, it is here a means to it and a cause of its existence.

And linguistic diversity, for example, in the Arab countries and their differences between the East and the West, due to the languages of different nations being mixed in, the language of the people of the East was mixed with the languages of the Persians and the Turks, and the language of the people of the West was mixed with the language of the Berbers, and this was an obstacle between the inhabitants of those regions as their languages became radically different from each other, which hinders the process of communication regardless of the type of communication, whether social, scientific, political or even economic.

Linguistic diversity in one country poses a serious problem on the economic and social level. Here we can ask about the extent to which linguistic diversity is linked to social wealth or vice versa. In this issue, the linguist raises...Paul Jonathan makes an important point when he says: "A country that is linguistically fragmented is always a poor country." (Jonathan, 1972, p. 222).(Colmas, 2000, p. 38).

Thinkers have become aware of the importance of linguistic homogeneity in economic prosperity, and its impact on commercial operations, here is Lenin talking about it, saying: "The homogeneity of language and its unimpeded development are preconditions for the truly free and extensive trade that is compatible with modern capitalism... and are, in the last analysis, preconditions for the close market relationship of every entrepreneur, however small, with every seller and every buyer."(Lenin, 1961, p. 395).(Colmas, 2000, p. 58).

Although linguistic homogeneity in one country certainly does not represent social and economic wealth and richness in all cases, it is an important component in that; because the abundance of linguistic diversity leads the country to dispersion and conflict and from there to poverty, and this is what made some thinkers and linguistic planners adopt one official language.(Lenin, 1961, p. 39)Perhaps the dismantling of countries is based on dismantling them ethnically through dismantling them linguistically, and this is easy in a linguistically diverse country.

b. Language development:

The greatness, expansion, control and longevity of a state are determined by the number of those in charge of it. The greater their number, the greater and more powerful it becomes, because they are the protectors who inhabit the kingdoms and regions of the state. This expansion is followed by expansion in all its circumstances, so blessings increase and its revenues increase.(Khalidoun, 2007, p. 174)

Development in the economic field does not arise independently of other fields, as there is a kind of integration between them, and this development is followed by cultural, social, political and other development; because the symptoms of urbanization go hand in hand, up and down, and this change leaves its effects on language not only as a cultural asset, but as a social reality with economic and political benefits as well.

Any development witnessed by the state in which language remains an important subject that remains in its account, as it is part of the political discourse in which language is a tool, symbol and incentive for nationalism. This discourse, on the other hand, includes an economic dimension, and perhaps this is what explains the view of "Mahatma Gandhi*" [Gandhi: He is an Indian thinker named: Mohandas Karamchand Gandhi (October 2, 1869 - January 30, 1948), the prominent politician and spiritual leader of India during the Indian independence movement. He was a pioneer of Satyagraha, which is resistance to tyranny through mass civil disobedience, which was strongly founded on (ahimsa) or complete non-violence, which led to the independence of India and inspired many civil rights and freedom movements around the world. Gandhi is known throughout the world as Mahatma Gandhi (in Sanskrit) and the word "Mahatma" means: great soul. (Wikipedia online encyclopedia at the following

link:<https://ar.wikipedia.org/wiki>] When he compared India's backwardness to Japan's progress, he attributed this to the fact that the Indians wasted many years learning English, and their effort and time were wasted, and that the Japanese are a model to be emulated, because they did not use a foreign language as a means of education, but rather translated into their language everything that the West produced and reached. (Colmas, 2000, p. 68).

The view of language as incapable and deficient is mainly due to the economic dimension of the linguistic problems of the state; because linguistic diversity in it is not accompanied by a dominant language that is understood by all members of the nation, and this is a major obstacle to the development of this common language, as many nations connect to science through foreign languages, thus marginalizing local languages, and thus falling behind* [The backwardness of local languages here does not mean the differentiation of languages, or backwardness in the nature of the language, its characteristics and structures, but rather what is meant is the backwardness of languages in keeping pace with the rapid and successive developments in succession due to their marginalization and failure to include and use them in that] these languages as a result of that.

c. Language is an important tool in the market:

The issue of supply and demand, as the basis of commercial transactions in the markets, is subject to the abundance of industries and their quality by the number of those seeking them; because the manufacturer cannot increase production unless there is a large demand for his goods, otherwise he fears their stagnation. He seeks to benefit from them, so he does not spend them except on what has value. Industry is like a commodity that is brought for sale in the markets. If there are many who seek it, it will increase and increase, and its manufacturers will increase and compete in its quality, and its education and teachers will increase accordingly. (Khalidoun, 2007, p. 407).

Language here is like the intended commodity, as it is one of the industries controlled by the law of the market, supply and demand, so it increases and decreases, improves and deteriorates, and the demand for it increases in cities with abundant population, due to the people's interest in it from all regions.

The issue of linguistic differences is raised during various dealings on the basis that it is an obstacle to optimal dealing, despite the existence of mechanisms and means of understanding other than language imposed by these dealings, especially commercial dealings; because they are more exposed to this problem. An individual can buy from another individual or sell him a certain commodity, and they do not speak the same language, but this happens with great difficulty. (Calvi, 2008, p. 159).

In the past, merchants invented methods of trade exchange between them, and the exchanges were conducted in a silent and regular manner. For example, Arab merchants during the Middle Ages would travel to West Africa for the purpose of trade exchanges, where they would uncover their various goods, such as salt, copper rings, and others, and place them on the ground in the form of small, separate piles, and stay out of sight. The natives would come and approach the piles of goods, and place a specific amount of gold scraps next to each pile. After that, they would withdraw, and the merchants would come and each of them would take the amount of gold in front of his pile, then they would withdraw, leaving the goods in the places where they had placed them, beating drums as a sign of their departure and completion of the deal. (Calvi, 2008, pp. 159-160).

Arab merchants used to buy gold and sell their goods without any linguistic exchange taking place between them and the indigenous people. In this transaction, scholars identify the absence of two important elements in commercial exchanges. Economists note the absence of money, and semioticians note the absence of language, although there was an exchange of messages (a pile of goods = a pile of gold, and the beating of drums). Despite these two absences, the exchange took place, and communication is present in this exchange. (Calvi, 2008, p. 160).

This aforementioned example of commercial exchanges is evidence that people have tried since ancient times to confront linguistic barriers to communication, and tried to overcome the difficulties that hinder their various social practices, commercial, political, religious, and others, by finding means of understanding such as signs and mixed languages.

However, language remains the most important means used in commercial transactions in general, and the easiest and fastest, as its presence in the market is more than necessary, as it interacts with it as two similar systems, as language is a product of collective work and an accumulated social wealth, and its words are circulated as goods are circulated in the markets, and its words and structures are stored as money is stored in safes.(Colmas, 2000, p. 55).

Our Arabic language is described in colloquial expression as "the daughter of the market"; as it was born and raised in the arms of trade, which is the main profession - after herding - by which the Arabs sought means of livelihood. Trade had a great impact in multiplying the purposes of the Arabic language, and developing its verbal and semantic wealth through commercial dealings that took place whether between tribes in the Arabian Peninsula or through their contact with neighboring peoples in their seasonal trade caravans, including the winter and summer journeys. What indicates the Arabs' expansion in economic matters is the abundance of Arabic words that refer to money, as there are twenty-some names, each of which has an economic meaning that goes back to investment and other things, including: Talad (inherited money), Rakaz (buried money), Adh-Dhamar (unexpected money), Al-Tarif (new money), and Talad (old money), and other names of money and its types of gold and silver.(Al-Jahiz, 2003, p. 183).(Zidan, n.d., p. 31).

The Arabs also held markets that were not only for the purpose of trade and the sale of goods; rather, they were a forum in which the arts of speech were presented in every form and color, and in which literary and linguistic issues and topics were raised for discussion and debate, similar to what happens in some contemporary cultural forums and salons. The people of the language then competed to present their linguistic and rhetorical knowledge - poetry and prose - to critics and the public. These markets would take up the months of the year in a regular and successive manner. The "Dumat al-Jandal" market was held in Rabi' al-Awwal, the "Hajr" market in Rabi' al-Akhir, the "Oman" market in Jumada al-Ula, the "al-Mushfar" market in Jumada al-Akhira, the "Sohar" market in Rajab, the "Ash-Shihr" market in Sha'ban, and the "Amman" market in Jumada al-Akhira.Sana'a in the second half of Ramadan, and the "Ukaz" market in Dhu al-Qi'dah, the latter being the largest and most important of the Arab markets, and the "Dhu al-Majaz and Majannah" markets near the days of the Hajj season in Dhu al-Hijjah, and the "Hijr" market in Muharram.(Al-Alusi, 1924, pages 264, 267).

Although these markets and other aspects of economic activity witnessed by Arab life in various places and throughout the ages, the Arabic language was used as the primary means of promoting and selling goods and commodities; that is, through buying and selling operations, the importance of language in general is great in economic activity; due to the multiple forms of its use according to the multiple tools of commercial communication between individuals and peoples and their fields, until it became viewed as a commodity with an exchange value whose sales increase in light of the growing demand for it, but language differs from other commodities with a special feature; which is that its stock never runs out, and determining the market value of a language in a given period is subject to economic factors.(Amara, 1984, p. 77). So the word has its weight in the market and in commercial transactions in general, and its weight is determined by the size of economic transactions and the extent to which the dealers need it in their exchanges and in concluding deals.

IV - Conclusion:

Through what was previously mentioned in this article, the relationship between language and the economy becomes clear, as the overlap between them is strong, and there is even a great connection between them, as the relationship is as old as human society. Here, the relationship

that links the elements and components of the human community appears completely clearly, and the service of each element to the other.

This overlap and interdependence created a fusion between language and the economy, as the economy cannot do without language, as it is in dire need of it, as it is based primarily on it and on it, and more than that if we say it is its most important mechanism.

On the other hand, economics has an important role in the development of language. Thanks to it, a special language has emerged that we can call the language of economics, through the creation of words and methods specific to economic transactions in general, in addition to the fact that economics, as a practical mechanism that enters into the structure of the language itself from different techniques such as abbreviation, deletion, and other mechanisms of different languages.

The economic operator who has control over his language will be successful in his transactions and in concluding deals in general, especially if he uses attractive words and mechanisms.

The reviewer:

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