| Research Article

Linguistic Features of Economic Information and its Impact on Consumers

Kholdarova Fariza Tukhtabayevna

Senior Lecturer, Department of Economics and Management TDIU-Pendidikan International Joint Faculty Tashkent State University of Economics,

Email: farizakholdarova@gmail.com

Abstract: This article explores the linguistic features of economic information and its influence on consumer behavior. Economic texts play a vital role in informing and shaping the perceptions of consumers in both national and international markets. The clarity, accessibility, and persuasiveness of language used in economic communication can directly affect how consumers receive and act upon such information. The study analyzes the key language structures, terminologies, and discourse strategies that contribute to effective economic messaging.

Keywords: economic information, consumer perception, economic discourse, language features, persuasion, clarity, terminological accuracy

Introduction. In an era where economic processes are closely tied to mass communication, the role of language in transmitting economic information has gained strategic importance. From advertising to public economic reports and policy briefs, the effectiveness of language use shapes consumer understanding and trust. This paper examines how the linguistic presentation of economic content impacts consumer decisions, and what features make economic language more accessible and convincing to diverse audiences. In today's globalized and digitally connected world, economic processes are increasingly mediated through mass communication channels, making the role of language in conveying economic information more vital than ever. Economic information is not only a tool for decision-making among experts and policymakers, but also a crucial factor in shaping the attitudes, behaviors, and choices of ordinary consumers. Whether it is a government-issued inflation report, a bank's promotional campaign, a news article on stock market trends, or a corporate press release, the linguistic construction of such content plays a central role in determining how effectively it is understood and acted upon by its audience.

Language in economic communication serves several purposes: it informs, persuades, legitimizes, and sometimes manipulates. The strategic use of vocabulary, syntax, tone, and rhetorical devices can either enhance or hinder the reception of economic messages. For instance, technical jargon may provide precision for experts but could confuse or alienate the general public. Conversely, oversimplification may risk the loss of important nuance or credibility.

As economies become more knowledge-driven and consumer-oriented, understanding the linguistic dynamics of economic discourse becomes essential for improving communication effectiveness. The ability of language to frame economic realities- by highlighting certain aspects and downplaying others—gives it a persuasive and sometimes ideological function. Moreover, in multilingual and multicultural contexts, the language of economic information must be adapted to various linguistic competencies and cultural expectations, further complicating the task of clear and effective messaging.

This study aims to investigate the linguistic features that define effective economic communication and how these features influence consumer perception and behavior. By analyzing a range of economic texts and examining how different audiences respond to them, this research seeks to identify key strategies for enhancing the clarity, accessibility, and persuasive power of economic language. The findings are expected to contribute to the fields of economic linguistics, consumer psychology, and professional communication, offering practical insights for educators, policymakers, marketers, and business communicators alike.

Methodology. The study employed a qualitative and quantitative approach. Textual analysis was carried out on 50 samples of economic news articles, advertisements, and market forecasts. Additionally, a survey involving 120 consumers was conducted to evaluate their response to different forms of economic information. Statistical tools such as SPSS were used to analyze consumer feedback and identify patterns of linguistic impact.

This study adopted a mixed-methods approach, combining both qualitative and quantitative research strategies to ensure a comprehensive understanding of the linguistic characteristics of economic information and its influence on consumers. The methodology was designed to analyze not only the structural and stylistic elements of economic texts but also the cognitive and behavioral responses they elicit from readers.

The qualitative component involved a detailed textual analysis of 50 selected economic texts, which included news articles, advertisements, financial reports, and market forecasts. These texts were sourced from reputable local and international publications, corporate websites, and financial institutions. The selection criteria focused on variety in genre, audience, and purpose. Each text was examined using discourse analysis techniques to identify recurring linguistic features such as tone, use of terminology, sentence complexity, rhetorical strategies, and framing mechanisms. Special attention was paid to the presence of persuasive elements and the extent to which they contributed to clarity or confusion.

To assess how consumers perceive and react to economic language, a structured survey was developed and administered to a sample of 120 participants. The respondents were selected to represent a diverse demographic in terms of age, educational background, and economic literacy. The survey consisted of both closed and open-ended questions, allowing for both statistical measurement and qualitative insight. Respondents were asked to read excerpts of economic texts and provide feedback on their clarity, credibility, and influence on decision-making. Specific questions focused on the comprehensibility of economic terminology, the trustworthiness of the language used, and the overall impact on consumer attitudes toward the content. Quantitative data collected from the surveys were analyzed using the SPSS statistical software package. Descriptive statistics were used to summarize participant responses, while inferential analyses (such as correlation and regression analysis) helped identify relationships between linguistic features and consumer perception. The qualitative responses were coded thematically to reveal patterns in how different groups interpreted economic language.

By combining linguistic analysis with empirical consumer data, this methodology provided a multidimensional view of how economic language functions in real-world contexts. The results

obtained from this approach offer a deeper understanding of how to optimize economic communication for clarity, trust, and effectiveness across varied audiences.

Results and Discussion. The findings revealed that linguistic clarity, simplicity of economic terminology, and emotional appeal in economic discourse significantly influence consumer comprehension and engagement. Passive constructions and overuse of jargon tend to alienate readers, while the use of relatable examples and simplified terms fosters greater trust and responsiveness. Notably, female consumers and younger demographics showed higher sensitivity to tone and formality in economic messaging. Moreover, intercultural aspects also played a role: multilingual consumers were more responsive to bilingual formats of economic texts, especially in digital platforms. The analysis of the collected data revealed several key factors that significantly influence consumer comprehension and engagement with economic information. First and foremost, linguistic clarity emerged as a crucial element. Economic texts that employed clear and straightforward language were consistently better understood by participants, enabling them to make more informed decisions. The simplification of complex economic terminology played a vital role in this regard, as excessive jargon and technical language often created barriers to comprehension, leading to confusion and disengagement.

Another important finding was the impact of emotional appeal and tone in economic discourse. Texts that incorporated relatable examples, practical illustrations, and an empathetic tone elicited higher levels of trust and responsiveness from consumers. Conversely, the frequent use of passive constructions and overly formal language was found to alienate readers, reducing their interest and willingness to engage with the content.

Demographic variables also influenced consumer responses. Female participants and younger demographics demonstrated heightened sensitivity to the tone and formality of economic messages. These groups preferred communication that was more conversational and approachable, highlighting the need for tailored language strategies that consider audience characteristics.

Additionally, intercultural and multilingual aspects played a significant role in consumer engagement. Participants who were bilingual or multilingual showed a marked preference for economic information presented in bilingual formats, particularly on digital platforms. This suggests that providing economic content in multiple languages not only enhances accessibility but also fosters inclusivity and broader comprehension across diverse cultural groups.

Overall, the findings underscore the importance of adopting a consumer-centric approach in economic communication, one that prioritizes clarity, simplicity, and emotional resonance. Incorporating these elements can improve the effectiveness of economic messaging, ultimately supporting better consumer decision-making in an increasingly complex and globalized economic environment.

Conclusion. Language is not merely a medium but a tool that shapes the way economic information is perceived. The success of communication in economic contexts depends on linguistic strategies that prioritize transparency, simplicity, and relevance. Tailoring economic language to audience characteristics can significantly improve comprehension and consumer trust. Language serves not only as a medium for conveying economic information but also as a powerful tool that shapes how such information is perceived and understood by consumers. The effectiveness of communication in economic contexts largely depends on employing linguistic strategies that emphasize transparency, simplicity, and relevance. Clear and accessible language helps bridge the gap between complex economic concepts and everyday understanding, thereby fostering greater consumer engagement and trust.

Moreover, adapting economic language to the specific characteristics and preferences of target audiences—including factors such as age, gender, and cultural background—can significantly

enhance the clarity and impact of the message. This tailored approach ensures that economic communication resonates more deeply with diverse consumer groups and meets their informational needs.

In an increasingly globalized and digital world, the importance of multilingual and culturally sensitive communication cannot be overstated. Offering economic information in multiple languages and formats can improve inclusivity and accessibility, ultimately supporting better-informed decision-making among consumers.

In summary, the study highlights that strategic use of language in economic communication is essential for building consumer confidence, facilitating understanding, and promoting more effective interaction within economic and business environments.

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