



## EXPRESSIVENESS OF SCIENTIFIC TEXTS

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### ABSTRACT

It is generally accepted that the scientific-technical style is characterized by accuracy, conciseness, lack of expressiveness, figurativeness. For greater expressiveness of the text, scientists are increasingly resorting to figurative means. The functions of the image in scientific literature differ from its functions in fiction. A characteristic feature of the style of scientific works is their saturation with terms. The term carries a large amount of logical information. Despite the fact that the authors of scientific works adhere to the standard language of science, the manifestation of the author's individuality is inevitable.

### KEYWORDS

Metaphorical communication, linguoeconomics, bear hug, animal world, stylistically, consistency, expressive means of language, bull market.

### INTRODUCTION

All texts can be attributed to the main bookish styles: official-business, scientific, publicistic, artistic.

Scientific (special) literature, focused on the use of the scientific style of speech. This includes scientific-technical, scientific-humanitarian, natural science, popular science, educational texts.







Interest in metaphor arose long ago, when metaphor simply adorned speech.

Economics and linguistics are two spheres of science that unite man. There is a clear relationship between the economic achievements of a country, its culture and language [8]. This fact allows scientists to talk about a new scientific discipline of linguoeconomics, the development of which takes place in two directions: from language to reality and from reality to language.

The language of economic science is a natural language-derived entity that has a deep cognitive-linguistic specialization [9]. The metaphor also came to economics. Metaphorical communication is a good way to correlate complex economic processes with simple ones. The features of the new object are compared and compared with similar characteristics of an already known object from another area. Thus, economic phenomena are likened to the behavior of animals.

The frequency of the use of animal names in the composition of economic terms is not the same. The most common are the images of a bear and a bull. Then follows the cat, dog, turkey, lamb, kangaroo, cow, butterfly, tiger, moth, bee, snake, elephant, shark. Animals symbolize fertility and abundance, instinctive and emotional impulses. It is impossible to find an animal that does not have at least some resemblance to humans. Images of a bear lowering market quotes with a powerful paw and a bull raising them with its horns have existed for more than three centuries [12].

It is believed that the analogy with bulls and bears also arose in connection with the natural behavior of these animals. If the bear sees something, such as a beehive on a tree, it raises its paw and drops what it sees down. The bull tilts its head in order to toss.

In the bull market, prices rise, and therefore, as they say, bullish brokers feel optimistic.

In a bear market, the price of stocks falls, and therefore short brokers are always scowling.

Bull – a bull market player, a person who expects an increase in the prices of securities.

In many cases bull and bear are related to each other, forming pair terms.

\* Bull market (market with a trend towards price increase) – Bear market (with a tendency to downgrade). In economic literature, Bear is a seller of financial instruments or a commodity who expects prices to fall. Many terms based on this image are associated with observations of the life of a bear:

\* Bear hug – an offer to take over a company made by its director that is so attractive in terms of price and other terms that the directors of the acquired company who might object to the repurchase for other reasons, are forced to agree to it, otherwise they run the risk of facing shareholder protest.

Translation of economic texts presents certain difficulties. And it is hardly possible to say that the translation of economic metaphors is something special, different from the translation of metaphors in general. But the problem of a good translation of metaphors in economic texts is relevant. Unfortunately, these texts are often forced to be translated by economists who know the language and understand what is meant, but do not have education or experience in the field of translation, and beautiful English metaphors are translated very crookedly – sometimes in an “interlinear” way, sometimes simply unsuccessfully.





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