

# **A CONTRASTIVE STUDY OF THE SIMILARITIES AND DIFFERENCES OF BULGARIAN AND GERMAN ECONOMIC JOURNALISTIC TEXTS**

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## **Introduction**

The present article reveals our research work on economic journalistic texts in German. The topic of the study is their special features in German and Bulgarian from a contrastive textlinguistic perspective.

Economic texts comprise topics from the macroeconomic discourse which appear most frequently in Bulgarian and German media. The study is interdisciplinary in nature because of the use of discourse and text analysis together with word formation and syntactic ones.

The necessity to carry out the current contrastive German-Bulgarian research in the field of economic journalistic texts (when there were enough political and political-social ones) sparked my interest in the scientific problem. The results of the study are implemented for the purposes of the language teaching, namely the building of the reading reception skill at B2-C1 levels at the Common European Framework for languages.

Considering the aims and the objectives of the study the problem of texts typology has been solved first and according to the specific descriptive elements text type, text kind, text model, and text variant have been defined. For the purpose the Heinemann (2000) definition which sees the text kind as "a limited quantity of text samples which possess specific common features at different levels" has been employed. They comprise graphic design, language resources configuration, content-thematic aspects, communicative situation and functions, and all of them are presented and thoroughly analysed in the article.

Various classifications of media texts are presented, e.g. Lugers' (1995) grouping which emphasises the informative load, opinion, inciting value, instructive-informative, and the orientedness towards establishing contact. The theories of Grosse (1979) and Brinker (2010) about the functionally oriented classification of text types are added. The Brinker principle of text classification according to the development of the topic – descriptive, explicative, narrative, and argumentative – has a crucial importance for the creation of the model.

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Related to the thematic orientation the study looks into the problem of the expression of specializedness in journalistic texts. The definitions of Buhlmann and Fearn (2000), Pelka (1989), and Fluck (1995) are quoted and compared.

The vertical and horizontal stratifications which Buhlmann and Fearn combine with text types are of vital importance. In the study their division is followed according to the percentage of specializedness based on the rate of specialized vocabulary: low – 12% – 18% (non-specialized media), medium 15% – 25% (academic textbooks, articles of general interest), high – over 25% (manuals, instructions, etc.)

Another classification concerning the specialized texts is that of Markus Hundt (2000) as well as the well-known one of Rolf (1993). In Rolf's classification we have intermediary texts which are predominantly informative and often in combination with appellative function. Media as well as textbook texts and lectures are the intermediary texts, which contrary to Buhlmann and Fearn would mean that they are not specialized.

Further in the study the process of the economic journalistic text type assignment is revealed through the employment of the suggested by Buhlmann and Fearn basic points in text structuring: development result, source, previous period comparison, reasons for change, shareholders, (shareholders meeting), produce – capability – prices – profit ratio, planned investments and ultimate goals.

The concept of thematic level as a basis for comparison in the analysis is introduced further in the study. It can be build up according to three principles: 1. Introduction of the topic. 2. Development of the topic. 3. Compatibility. According to Brinker (2010) the development of the topic to its full content can be presented as connections or a combination of relational, logico-semantic defining themselves categories, which explicate internal sentence parts relations, expressed by separate text parts, united by one thematic kernel.

Besides the grouping into descriptive, narrative, explicative, and argumentative texts, the study is also concerned with *questio*, *explanans*, *explanandum*, and *argumentativer questio*. It becomes clear that the informative function texts have a predominantly descriptive development of the topic and the argumentative ones – development through thesis-arguments. Both types employ explicative elements.

The indicators of the topic function as well as their subordination are analysed: performative formulas, sentence types, modal particles and propositions.

The concepts of terminology and non-terminology specialized vocabulary are analysed as basic features of specialized texts or of texts with thematic orientation without being specialized. They define the topic and being denotates (bearing referential relation) obey definite rules. For this reason their characteristics can be discussed as follows: discipline relation, (*Fachbezogenheit*), conceptuality

(Begrifflichkeit), exactness (Exactheit), brevity (Knappheit), unambiguity (Eindeutigkeit), independence (Selbstdeutigkeit) and all-pervasive and absolute neutrality.

The position of Fluck (1997) is discussed here, who sees the word as a term in case it has a definition. He also dwells on polysemy, synonymy, and many other trends in word formation which relate to terminologicality. Media texts enhance this trend and speed up determinologicality. Moreover, in the economic disciplines numerous economic schools oppose this process of heterogeneity of specialized fields and variety of text functions. In the present study the following lexical features have gained focus:

- Terminologized specialized vocabulary (Terminologisierte Fachwörter)
- Non-terminologized specialized vocabulary (Nichtterminologisierte Fachwörter)
- Occasionalisms (Okkassionalismen)
- Abbreviations (Abkürzungen)
- Compound nouns and high frequency derivatives (Hohe Frequenz von Zusammensetzungen und Ableitungen)
- Conversion (Konversion)
- Metaphors, metaphorical and expressive similes (Metapher, bildhafte und expressive Vergleiche)
- Functional verbs ( Funktionsverben)
- Prepositional clauses (Präpositionalkonstruktionen)

The texts are classified as follows:

Short descriptive economic news.

Expanded descriptive economic news with explicative elements.

Argumentative and argumentative-explicative commentaries.

It has been assumed that there are similarities between German and Bulgarian economic journalistic texts concerning:

1. Thematic coherence
2. Content and logical structure
3. Lexico-semantic features of the discipline

The dissimilarities are due to the varieties in the corresponding linguistic cultural tradition and affect the following:

1. Topic development
2. Lexico-semantic structure in the formal-linguistic expression of the denotates
3. Source quotation

Brinker's theory (2010) has been discussed in details with a special focus on the text function. In the same context the definitions of specialized language, specializedness, and a level of a text specializedness have been analysed. (Buhlmann/Fearns 2010). Here is the modified model for text analysis:

**Table 1** (Brinker, Fluck, Buhlmann and Fearn, Vasileva)

1. Text situation:	Number of words, heading, lead, subheading(s); Source; author; local and temporal orientation; iconicity; media.
2. Topic development as main topic and subtopics:	Descriptive Argumentative Explicative
3. Text function and indicators	Main and minor:
	3.1. explicitly expressed indicators without emittent's attitude towards the content; 3.2. explicitly expressed indicators with emittent's attitude towards the content: 3.3 contextual indicators.
4. What is the topic development and what are the linguistic means of expression of the denotates?  Topic development	4.1. denotates (carry the reference) 4.2. linguistic features of the denotates: 4.2.1. recurrency 4.2.2. synonymy 4.2.3. metonymy 4.2.4. word formation type
5. What is the level of specialization?	5. Level of specialization: 5.1. lexical features 5.2. syntactic features 5.3. linking words
6. Sources	6. Source quotation

A text corpus from German weekly magazines, newspapers, and specialized editions of 10 819 words in total and Bulgarian daily papers and economic blogs of 8 592 words have been used in order to answer the questions and solve the problems.

The access to German language media is possible through Genios.de – a data base of numerous German language daily and weekly editions where searching can be performed by key words, topics, and editions. The following media have been used: Spiegel online, Harvard Business Manager, Neue Zürcher Zeitung, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Frankfurter Rundschau, Handelsblatt, Börsenzeitung, TZ.

The texts are from different time periods as follows: 1997-1, 2004-1, 2007-1, 2008-1, 2009-3, 2011-4, 2010-5, 2012-3, 2013, 2014-5.

The Bulgarian texts come from the weekly newspaper (meanwhile a weekly magazine edition) *Kapital*, the newspapers *Kapital daily*, *Dnevnik*, as well as from economic blogs. Time period: 2007-1, 2013-11, 2014-6.

## Conclusion

The texts have been analysed as a fully independent language structures. They are a means for information transmission using a specific information channel from emitent to recipient in the social discourse process. Through the use of the descriptive text analysis we aim at discovering the intersection point between text type, its realization and functions, and their subsequent expression in economic journalistic texts.

All of the results of the study have been applied in the teaching of German language for specific purposes as a first foreign language in the field of Economics.

The results are reported in table 1.

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### **Abstract**

The article presents research work on the similarities and differences of Bulgarian and German economic journalistic texts. It starts by analysing textlinguistic models to determine the kind, type, and genre of the text and focuses on those which are defined by the function of the text and the way the topic is developed. At the same time the problem of "specialized text" and its percentage has been solved. The constituent elements of "specializedness" are revealed in detail: terminology, non-terminology specialized vocabulary, and various lexico-semantic features. Depending on the topic development the texts are grouped into descriptive, descriptive with explicative elements, argumentative, and argumentative-explicative, which are comparable according to a textlinguistic model in both languages.

**Key words:** German economic journalistic texts, textlinguistic models, function, new textlinguistic model.

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