

**THE SUBSTITUTION OF BASIS AS A CHARACTERISTIC  
FEATURE OF MODERN ECONOMIC DISCOURSE\***

Saladounikava T.V., PhD in Philology, associate professor of the Department of Roman Languages, Faculty of International Relations

Belarusian State University  
Minsk, Belarus

The term "substitution of basis" in our understanding is the kind of logical errors that can be observed in the following cases:

- pushing any provision, sender / speaking subject in the process of proving hypotheses replaces the basic idea of the other actually proving something else that is similar / close to the original thesis;
- discussion of any actions / decisions of specific persons is replaced by the characteristics or a discussion of personal qualities of the person;
- sender / speaker switches the attention of the addressee / hearer to a discussion of another thesis, not directly related to the original thesis;
- sender / speaking subject in the process of proving his hypothesis modifies the initial thesis, making the original too general statement, or expanding the semantic of the original thesis, which is too narrow.

We emphasize that substitution of a base can be made intentionally or not. Thus, regardless of the intentional attitudes of the addresser, the substitution of basis can be both implicit and explicit.

It had been discovered that in many psycholinguistic and discourse-oriented studies a great number of textual strategies of methodological publication masking is used [1]. According to V. E. Levchenko, it deals with the concealment of the methodological result in the shadow of empirical data; with the use of Aesopian language when a methodological result goes to the implication; with the reduction of the initial level of generalization in the final version of the concept / article; a presentation of methodological ideas of the author as a background to the empirical investigation of his pupil.

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Based on the above definition of "substitution of basis" and the criteria for its allocation, it can be argued that in the described cases also, there is a substitution of bases. Expedient, in our opinion, it seems to complement these arguments by the signs of the substitution of basis, observed in economic (or pseudo economic?) texts [2]:

1) the failure to comply with general scientific approaches, which may be due to "growing pains" of young scientists, or to revolutionary changes to existing structures, or to paradigmatic policy, etc.;

2) the rejection of empirical confirmation of scientific results or, conversely, abuse of statistics to the detriment of scientifically based systemic understanding of economic processes;

3) the unreasonable use of the classification or typology of the object of research due to the idealization of the object.

Arguments about the criteria selection of the substitution of basis in the economic discourse should be put in the following framework outlined in the gnoseological space: economic discourse as an integrative set of specific communicative acts determines the selection of relevant concepts and statements, as well as the choice of communicative strategies for their communication among themselves. Being an integral discursive formation (according to M. Foucault), the discourse creates boundaries for communicative and cognitive, and therefore speech, human activity, cutting everything that gets in its space. Established criteria for the definition of the substitution of basis in conjunction with the ontological definition of the false reasoning tools and highlighted signs of substitution of basis allow the addressee / recipient not to fall into the trap of communication, intentionally or not prepared by the sender.

### **References**

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