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CONTENT MANAGEMENT IN BUSINESS PUBLICISTICS: MARKETING AND LINGUISTIC ASPECTS

The paper examines the linguistic and marketing aspects of content management in business journalism, taking into account the specifics of publications in the online magazine "The Economist". The role of business discourse as an important tool for shaping public opinion is defined. It is established that the effectiveness of media content functioning is directly related to its classification, adaptability, and ability to ensure consistent interaction with the target audience. It is substantiated that the combination of different types of content forms a comprehensive SMM marketing strategy and ensures effective promotion of texts within business journalism. The thematic blocks of vocabulary in online magazine "The Economist" are systematized. An algorithm of content management in business journalism taking into account marketing and linguistic aspects is presented.

Key words: business journalism, content management, linguistic means of influence, marketing strategies, media content, digitalization, The Economist.

Formulation of the problem. The dynamic development of society and information and communication technologies has led to a rapid increase in the volume of mass communication texts, particularly in the field of business journalism. People's perceptions of business events in different parts of the world are largely shaped by the images and interpretations that construct a certain informational picture of reality, reflecting national and cultural characteristics as well as a system of value orientations. At the same time, the same business event may acquire different interpretations depending on political, ideological, or other social factors and may be realized through linguistic means not only in a single message but also across a series of diverse texts and formats (both verbal and non-verbal).

Given the constant renewal of political, economic, scientific, and cultural realities, journalistic language is the first to face the need for prompt and adequate verbalization of these changes. The linguistic features of the media are actively studied by linguistics, sociolinguistics, sociology,

psychology, history, and other disciplines. At the same time, the style of media discourse has its own specificity: it is characterized by a unique combination of lexical and syntactic means, a distinctive compositional structure, established techniques of inversion, and expressive imagery. Importantly, in the context of competition for readership in business journalism, expressive means are employed particularly actively, enhancing the impact on the target audience.

Thus, the study of the creation, placement, and promotion of content in business journalism, as well as the linguistic means of influence employed by authors, is relevant both for marketing and for linguistic science, which seek to gain a deeper understanding of the patterns of media discourse and the methods of its most effective content promotion, as well as for the practice of professional journalism, which presupposes the effective use of language to influence a broad readership that, in this case, acts as consumers of content.

Analysis of recent research and publications.

In contemporary scientific and practical research, considerable attention is paid to the study of the lexical features of business journalism texts and the specifics of their translation, since they are generally oriented toward an international audience. Thus, in the scholarly paper of O.V. Kovalenko, it is emphasized that the accuracy of rendering economic terminology requires the systematic application of translation transformations, as these ensure the adequacy of the communicative effect [7]. H.B. Hudyma associates the active penetration of Anglicisms into Ukrainian internet communication with globalization and socio-cultural factors, which form a dynamic lexical layer that reflects modern trends while simultaneously creating risks for linguistic identity [3]. In turn, O.P. Deikun demonstrates that the reproduction of English lexicalized constructions in translation is carried out through semantic models that reveal differences in the worldviews of different audiences [4], whereas O.V. Nuzban identifies lexical-thematic groups of English business expressions, emphasizing their pragmatic orientation toward the categories of success and failure [9].

Alongside the aforementioned aspects, economists and marketers actively explore the issue of content and its new role in the digital environment. Thus, R.S. Pazderska and O.V. Markovets note that the functioning of virtual communities depends on the classification of content and the use of adaptive dissemination strategies, which determine the effectiveness of communication [10]. Yu.L. Romanyshyn and A.T. Shtyk emphasize that informational content in the media space has strategic significance for the communication policy of organizations, particularly in the context of the growing role of social networks [11]. In her paper, O.V. Filina substantiates that the effectiveness of SMM marketing is conditioned by the harmonious combination of different types of content, which ensure the consistency of communication with the target audience [13]. Complementing this issue, I.V. Hryhorenko and I.P. Halak consider network journalism as a socio-cultural phenomenon that integrates traditional genres with the multimedia capabilities of the digital age [1].

It should also be noted that the growing importance of content management in the modern scientific paradigm is driven by the processes of digital transformation in all spheres of human life and the unstable dynamics of the business environment. In the paper by Z.V. Hryhorova and M.A. Lysenko, it is demonstrated that content management serves as a strategic tool of sales activity, as it ensures the dissemination of valuable information, the formation of trust, and the enhancement of consumer loyalty [2]. D.H. Medvedovskyi emphasizes that in the sphere of financial management, this tool is transformed into financial content management, combining information technologies with financial mechanisms and increasing the level of data security [8]. In turn, V.V. Kasian outlines web content management as a multifunctional domain of information and communication activity that integrates the principles of information and project management [6],

while O.S. Yevsieiev and Ye.M. Hrabovskyi demonstrate its innovative potential when combined with artificial intelligence and virtual reality technologies, which open new opportunities for education and the preservation of cultural heritage [5].

Formulation of the purpose of the article. The purpose of this article is to provide a comprehensive analysis of the marketing and linguistic means of influence in business journalism (based on the publications of the online magazine “The Economist”) in order to identify the specifics of their implementation, determine key communicative and pragmatic strategies, and evaluate the effectiveness of their application in shaping public opinion.

Presentation of the main research material. Despite the considerable number of studies, the examination of the vocabulary of the communicative sphere of Business English remains relevant, since the word itself serves as a fundamental tool for recording the dynamic socio-economic reality that is constantly transforming. The vocabulary of business discourse is not static: some terms gradually fall out of use, their place being taken by new units, while neologisms are rapidly integrated into professional practice. For instance, the word “webinar” (a combination of “web” and “seminar”) entered English to denote the online format of an educational or business event. In a similar way, other neologisms such as “crowdfunding” and “fintech” emerged and became firmly established. At the same time, the functioning of words also changes in their grammatical sense, and through the process of conversion, nouns can be transformed into verbs, as in the case of “to office” (from the noun “an office”), which in modern usage has acquired the meaning “to perform office duties” [12].

The lexical level of speech influence constitutes an almost unlimited field for analysis both within linguistics and in the socio-cultural dimension, as contemporary globalization processes contribute to the active spread of English-language, primarily American, business culture, which significantly affects the communicative traditions of other language communities. Although attitudes toward this phenomenon may vary across different societies, it occurs regardless of individual evaluation and has an objective character [3]. One of the most notable consequences is the penetration of English business vocabulary into the lexical systems of many languages, which gradually leads to the so-called “anglicization” of professional communication. Consequently, the mastery of specific lexical means, particularly the terminology and idiomatic expressions of business discourse, is an essential condition for effective intercultural communication and at the same time contributes to the formation of a shared professional space without additional barriers to understanding.

In the process of analyzing the vocabulary of business communication, researchers propose various approaches to its classification. In particular, they distinguish the general language layer (General English words), the vocabulary typical of everyday business communication (General Business English vocabulary), as well as the terminological level, which encompasses both universal units (General

Business English terminology) and narrowly specialized concepts (Specialized terminology). Another classification systematizes linguistic units according to their belonging to key conceptual spheres that define business discourse (e.g., management, marketing, finance, economics, etc.). At the center of such a conceptual structure lies the notion of “money,” which is organically connected with other fundamental categories such as “capital,” “income/profit,” “business,” “wealth,” “labor,” “professionalism,” and “success/achievement,” among others. This approach makes it possible not only to systematize vocabulary but

also to trace the semantic connections that form the core of business communication [9].

Given the multi-thematic and interdisciplinary nature of the publications in the online magazine “The Economist”, it is, in our view, appropriate to structure the vocabulary of its business journalism into several key semantic blocks. Such an approach makes it possible to systematize the linguistic material and identify the dominant conceptual spheres that define modern business discourse and its communicative potential. We propose to distinguish the following groups of lexical-semantic blocks (Fig. 1):

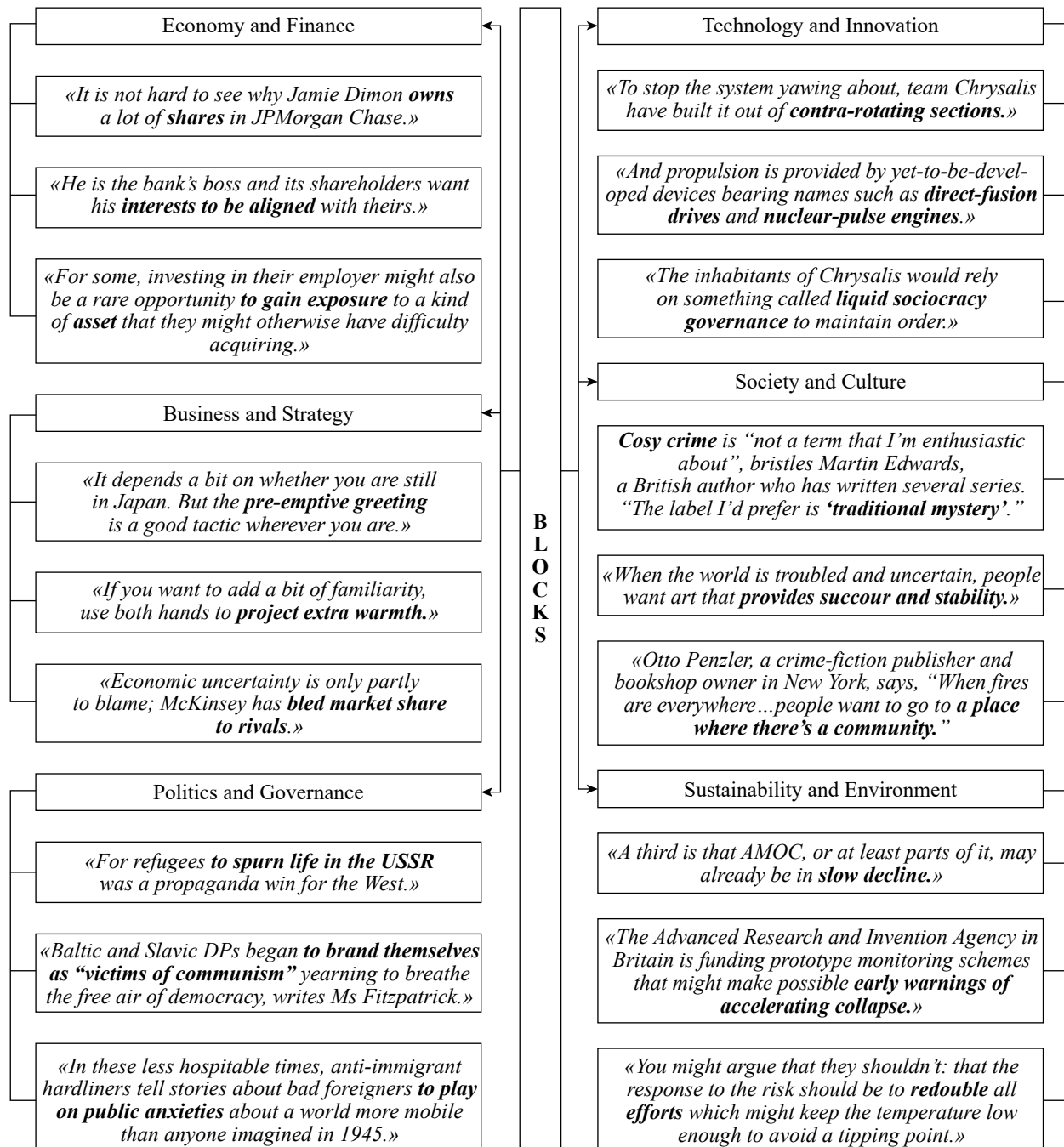


Figure 1. Groups of lexical-semantic blocks of the online magazine “The Economist” (content analysis based on selected quotations)

Source: compiled by the authors based on materials from the online magazine “The Economist”

- Economy and finance (macroeconomics, financial markets, investments, inflation, international trade);
- Business and strategy (corporate governance, competitive strategies, entrepreneurship, labor markets);
- Politics and governance (international relations, state policy, regulation, globalization);
- Technology and innovation (artificial intelligence, digitalization, innovative business models, startups);
- Society and culture (social changes, migration, education, cultural trends, inequality);
- Sustainable development and environment (environmental policy, green energy, climate challenges).

The identification of the proposed thematic blocks is determined by the fact that they reflect the key concepts around which the analytical discourse of the online magazine “The Economist” is constructed. The notions and expressions used within these blocks have a universal character and are crucial for most areas of contemporary business communication.

The first thematic block is associated with the concepts of “Economy and Finance” and encompasses vocabulary that directly reflects business and investment practices. This group includes expressions related to investment, asset management, and risk diversification. The use of these linguistic units in the text demonstrates that business journalism not only records financial terminology but also actively reflects practical advice on capital management and personal investment strategies [20].

Expressions with negative connotations in the business journalism of the online magazine The Economist reflect the risks and threats of financial activity, ranging from excessive business expansion to unjustified personal investments. All these expressions emphasize the dangers of ill-considered financial decisions and demonstrate how business discourse combines analytical argumentation with linguistic means carrying strong evaluative overtones.

In the thematic block associated with the concepts of “Business and Strategy,” expressions with positive connotations dominate, denoting effective or acceptable communicative and behavioral strategies in the business environment. These linguistic units highlight the intention to reduce the risks of misunderstanding in business communication, contribute to the harmonization of interpersonal relations, and underline the importance of strategic thinking even in seemingly routine situations of workplace interaction [17].

However, the use of lexical units with ironic or negative undertones can also be observed, reflecting unsuccessful or communicatively risky practices in the professional environment. Such units not only highlight the complexity of regulating business strategies of both verbal and non-verbal behavior but also demonstrate how the journalistic discourse of the online magazine “The Economist” combines humor with a critical assessment of business etiquette.

Success and strategic leadership in the business environment are inextricably linked to competition, risk, and the constant need to maintain market positions, which gives rise to the use of lexemes and expressions representing the seman-

tic field of “competition” and manifesting their meanings in contemporary discourse. All these expressions emphasize the depiction of intense competitive struggle, in which companies are compelled either to adapt to rapid transformations or to yield positions to more flexible rivals [15].

In the thematic block of the online magazine “The Economist” associated with the concepts of “Politics and Governance,” an important place is occupied by lexical units that reflect the processes of regulating migration and political decisions related to refugees and asylum seekers, which is currently an extremely relevant topic due to a series of armed conflicts taking place on a global scale. Such expressions demonstrate that political and legal discourse combines legal terminology with emotionally colored constructions, reflecting the complexity of decision-making in the sphere of governance and its impact on public sentiment [18].

In the article of the online magazine “The Economist” titled “How to build a ship for interstellar travel,” expressions are used that denote the design and testing of futuristic technologies. These terms and phrases illustrate not only the engineering aspects of future space exploration but also the socio-economic experiments accompanying technological innovations, which indicates the close interweaving of scientific and technical discourse with visionary models of social development that are currently characteristic of the business journalism of “The Economist” [16].

The articles of the online magazine “The Economist” also reflect social moods and cultural trends through the linguistic means of journalism. For example, in the article “The Thursday Murder Club” and the resurgence of cosy crime, one can observe the use of vocabulary that emphasizes the revival of the “cosy crime” genre, which draws attention to community, stability, and a sense of security. In such contexts, literary vocabulary becomes not merely descriptive but also conceptual, as it shapes ideas of social values such as safety, support, and collective solidarity, meaning that literary genres acquire new social significance in times of crisis [14].

Alongside this, in the article “The shutdown of ocean currents could freeze Europe” in “The Economist”, the key concept is the Atlantic Meridional Overturning Circulation (AMOC) – a system of ocean currents that transports enormous volumes of heat while at the same time demonstrating vulnerability to changes in temperature and salinity. The authors of the article emphasize that the consequences of a potential collapse of AMOC extend far beyond Europe and threaten droughts in Africa, the destruction of Amazonian ecosystems, as well as a sharp decline in agricultural yields in northern regions. Thus, such vocabulary not only reflects scientific forecasts but also constructs a strategic discourse that brings environmental issues closer to the sphere of national security [19].

The scheme presented on Fig. 2 illustrates the algorithm of content management in business journalism, built on the combination of linguistic means of influence with marketing tools, which makes it possible to enhance the

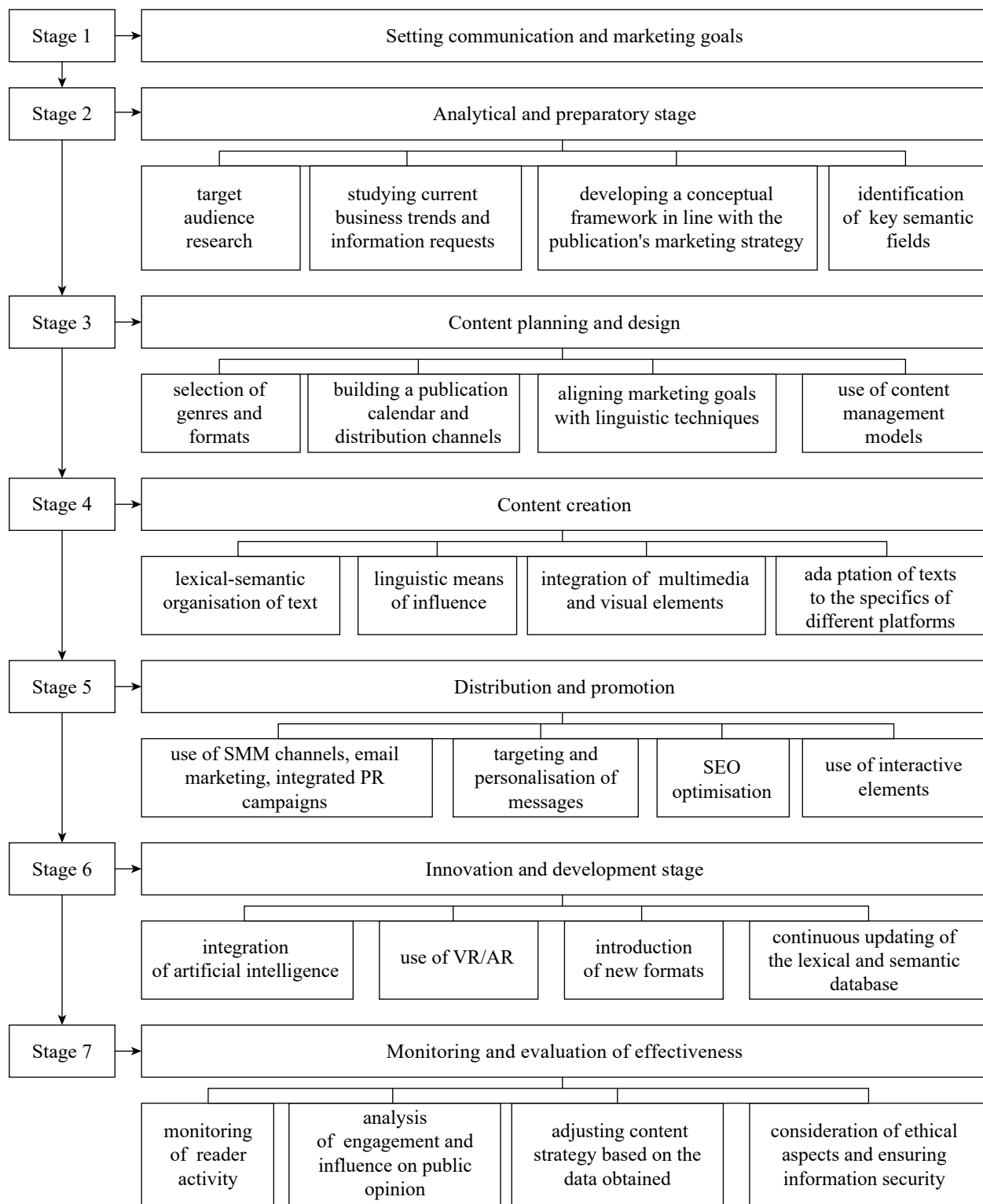


Figure 2. Algorithm of content management in business journalism taking into account marketing and linguistic aspects

Source: compiled by the authors

effectiveness of journalistic discourse. Its structure provides for the consistent integration of preparatory, project, creative, communicative, analytical, and innovative stages, which ensure the integrity and continuity of the content management process.

Thus, content management in business journalism emerges as a multi-level process in which the analytical, creative, and strategic dimensions of this activity interact. A decisive factor in its effectiveness is not only the creation of high-quality and informative material but also its

adaptation to different channels of dissemination and the achievement of specific communicative goals. Systematic monitoring of efficiency and timely adjustment of the chosen strategy contribute to ensuring the flexibility and resilience of information flows in a dynamic international environment, while the introduction of innovative technologies, in particular the integration of artificial intelligence and VR/AR solutions, will stimulate a significant expansion of the communicative potential of business journalism in the digital age.

Conclusions. Thus, the conducted analysis confirms that the number of idioms and phraseological units in business journalism, even within individual semantic blocks, remains exceptionally large. Their active use in the articles of the online magazine “The Economist” indicates not only the democratization of English-language business discourse and its gradual approximation to oral

communication, but also the authors’ intention to create effective channels of interaction with diverse audiences. The examination and systematization of linguistic means across the thematic spheres of “economy and finance,” “business and strategy,” “politics and governance,” “technology and innovation,” “society and culture,” and “sustainable development and environment” demonstrate that idiomatic expressions and specialized terminology perform not only an informative but also an emotional-expressive function. They construct vivid images that anchor the necessary associations in the reader’s mind, strengthen argumentation, and ensure the multilayered nature of the text. In this way, the lexical level of speech influence emerges as a distinctive linguo-cultural resource that dynamically expands, reflecting both economic and political transformations as well as the socio-cultural expectations of contemporary society.

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КОНТЕНТ-МЕНЕДЖМЕНТ В БІЗНЕС-ПУБЛІЦИСТИЦІ: МАРКЕТИНГОВИЙ ТА ЛІНГВІСТИЧНИЙ АСПЕКТИ

У статті досліджено лінгвістичні та маркетингові аспекти контент-менеджменту в бізнес-публіцистиці з урахуванням специфіки публікацій онлайн-журналу "The Economist". Визначено роль бізнес-дискурсу як важливого інструмента формування суспільної думки, окреслено його міждисциплінарний характер в умовах глобалізації. Розглянуто проблематику перекладу економічної термінології та активного проникнення англіцизмів в українську інтернет-комунікацію. Проаналізовано семантичні моделі відтворення англійськомовних лексикалізованих конструкцій та виокремлено лексико-тематичні групи бізнес-виразів, що репрезентують прагматичні потреби сучасної комунікації. З'ясовано, що ефективність функціонування медійного контенту безпосередньо пов'язана з його класифікацією, адаптивністю та здатністю забезпечувати сталість взаємодії з цільовою аудиторією. Обґрунтовано, що поєднання різних типів контенту (інформаційного, навчального, іміджевого, користувацького) формує комплексну стратегію SMM-маркетингу та забезпечує ефективне просування текстів в межах бізнес-публіцистики. Систематизовано тематичні блоки лексики онлайн-журналу "The Economist", серед яких ключовими є економіка і фінанси, бізнес і стратегія, політика і врядування, технології та інновації, суспільство і культура, сталий розвиток і довкілля. Представлено алгоритм контент-менеджменту, що включає підготовчий, проектний, творчий, комунікативний, аналітичний та інноваційний етапи, які охоплюють дослідження цільової аудиторії, планування та створення матеріалів, їх поширення, оцінку ефективності та впровадження новітніх технологій. Доведено, що системний моніторинг і своєчасна корекція контент-стратегії забезпечують гнучкість інформаційних потоків, а використання інновацій відкриває нові перспективи розвитку бізнес-публіцистики у цифрову добу. Підсумовано, що лексичний рівень мовленнєвого впливу постає як особливий лінгвокультурний ресурс, що динамічно розширюється, віддзеркалюючи як економічні та політичні трансформації, так і соціокультурні очікування сучасного суспільства.

Ключові слова: бізнес-публіцистика, контент-менеджмент, лінгвістичні засоби впливу, маркетингові стратегії, медійний контент, цифровізація, The Economist.

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