ANALYSIS OF STYLISTIC REPETITIONS IN ECONOMIC DISCOURSE

INTRODUCTION
Repetition is a linguistic phenomenon and a prominent stylistic device that plays a significant role in the analysis of all kinds of literary texts and is widely used (KEMERTELIDZE, MANJAVIDZE, 2013, p. 1). It is aimed at making a logical emphasis rather than having emotional impact as it allows to draw the reader’s attention to the pivotal word or expression of the sentence. Repetitions can easily interact with other means of artistic figurativeness. As an oratory technique, they have been widely used since ancient Greece and Rome (SAVCHENKO, 1984). The interest in repetition as a stylistic category in texts has not only not diminished in recent times but is increasingly growing nowadays. There are different approaches to understanding, defining and classifying it. However, the study of this phenomenon within the framework of economic discourse is still actual. Discourse itself and economic discourse in particular are also very important phenomenon to understand.

METHODS OF RESEARCH
Being related to the whole system of artistic expressions, repetitions act as one of the means of implementing the author’s complex syntactic and stylistic system and take part in creating their individual style (MALYUGA, MCCARTHY, 2018, MALYUGA, POLIAKOVA, TOMALIN, 2019). Therefore, the present article was written with the help of several methods of linguistic analysis, namely the method of linguistic observation and description. The method of component analysis, discourse analysis, the linguo-statistical method, and the method of continuous sampling were also chosen for the study. The methodological basis of the research is the principle that form cannot be separated from content. In the course of the research there was also implemented an integral theoretical and methodological instrumentarium, developed on the foundation of an interdisciplinary methodological synthesis in order to draw practical conclusions.

DISCUSSION AND RESULTS
The subject of the present article is closely connected with the notion of stylistics. A prominent scientist Znamenskaya defines it in her book “Stylistics of the English language” as “a branch of linguistics, which studies the principles, and effect of choice and usage of different language elements in rendering thought and emotion under different conditions of communication” (ZNAMENSKAYA, 2016, p. 219). Stylistic repetitions are a linguistic phenomenon that has been well studied and developed by scientists. They are generally considered to be a stylistic device, deliberate and conscious reinforcement of a typical structural and/or semantic feature of a language unit. Stylistic repetitions are one of the expressive means and stylistic techniques that consist of repeating sounds, words, morphemes, synonyms, or syntactic constructions and are a purposeful deviation from the neutral syntactic norm. Repetitions convey significant additional information of emotionality, expressiveness, and also serve as an important means of connection between sentences. This stylistic device is often used in poetry and literary text.

There exist several types of stylistic repetitions. Anaphora exists when the repeated word or expression is at the beginning of two or more sentences or phrases. Epiphora appears when the repeated word or expression is at the end. Frame or ring means that the repeated word or expression is at the beginning and the end. The repetition can be specific. This concerns the repetition of the root morpheme. When the last word or phrase is also the first word of the next part, we can talk about anadiplosis. Chiasm appears when in two adjacent phrases (sentences) the second is built in reverse order, so that the cross arrangement of the same members of two
adjacent constructions is obtained. Synonymous repetition is the repetition of the same concept by using synonymous words or phrases. Pleonasm or tautology is a satirically oriented repetition that adds nothing to the content, i.e. when more words than necessary are used. Parallel constructions are repetitions of syntactically identically constructed elements. Words can be repeated in the same grammar time, voice, and turns with non-personal forms. Finally, there is enumeration that is based on the semantic homogeneity of the chain of parts of speech. In particular, it means naming of objects, phenomena, properties, actions, one after another. In combination with repetition polysemy turns out to be stylistically effective. The use of multiple meanings of a word in combination with repetition may approach the word play in its stylistic function.

Also, scientist Arnold identifies synonymous and partial repetition. The interaction of close meanings becomes more difficult when they are expressed not by variants of a single word, but by synonyms, or when the text contains a partial repetition, i.e., single-root words that are semantically close (ARNOLD, 1981). Synonyms always have dissimilar components either in their subject-logical meaning or in their connotations. Therefore, synonymous repetition allows you to disclose and describe the subject more fully and comprehensively. Partial repetition, the use of single-root words such as using of multiple meanings of a word in combination with repetition, gives the word play. Stylistic repetitions in all their diversity are found in the language in completely different forms, types and situations. In this article, we shall confine our attention to the study of this linguistic phenomenon within the framework of economic discourse.

There are different approaches to understanding discourse. A Professor of the University of Amsterdam Van Dijk in his works distinguishes two approaches to understanding discourse - discourse in a broad and a narrow sense. In a broad sense, this phenomenon should be understood as a complex communicative event that occurs between the speaker (listener, observer, etc.) in the process of communicative action in a certain temporal, spatial and other context (VAN DIJK, 1998). A communicative action can be verbal, written, have verbal and non-verbal components, as in the case of a conversation between friends or when reading a newspaper. In a narrow sense, Van Dijk defines the phenomenon as a text or conversation, thus highlighting only the verbal component of a communicative action. In other words, discourse means the “product” of a communicative action, its written or speech result, which is interpreted by the recipients (VAN DIJK, 1998). However, the scientist points out the difference between discourse and text, which we need to define, namely, that discourse is, first of all, an actually spoken text, while the text is an actual grammatical structure of the spoken one.

The research in this work is limited to the framework of economic discourse. We understand economic discourse as a set of speech acts in the economic sphere that reflect the realities of the economic world (MALYUGA, 2020, KRIVTSOVA, KUCHERYAVENKO, 2019). Participants can be both individuals and legal entities, the state, specialists directly involved in economic processes, journalists, scientists and others. Economic discourse can be found in completely different sectors of the economy, for example, accounting and auditing, finance and credit, insurance, taxes, business and others (MALYUGA, ORLOVA, 2016). Economic discourse in one way or another covers all areas of our life. It permeates our daily routine in an amazing way, when, without noticing it, we watch news and various TV programs, read newspapers, contact various financial institutions, become active or passive participants in conversations on economic topics.

The authors have analyzed a number of sources, both written texts and oral presentations, from various English-speaking countries, since the language always reflects the culture (VOUILLEMIN, 2020). To study stylistic repetitions in economic discourse, we analyzed the portal of the world famous international economic journal The Economist. We also examined speeches, reports, proclamations, statements and releases of state officials, high-ranking officials and other specialists that were officially published. We will start by analyzing the article under headline “Averting nightmare on Mail Street” (AVERTING NIGHTMARE ON MAIL STREET, 2020). Let us focus on the stylistic repetitions found in the text. “Politicians in America and Europe have all the more reason to help: small and medium-sized business have been clobbered by the pandemic, even more so than their larger peers”. That is an anadiplosis as the end of the first part is repeated in the beginning of the second part. This type of repetition...
is aimed at highlighting the link between two ideas that leads to an increase of both expressivity and rhythmicality of the statement. Content analysis of the article shows that the main idea that the author wanted to communicate to readers is that small businesses suffered more than large multinationals during the pandemic crisis. The use of the repetition under analysis helps the author to strengthen the idea and its effect on readers adding it emotional coloring.

“Schemes like the PPP should help. But rich-country bail-out schemes that were put together in a rush are experiencing sharp teething pains.” In this example, there is a stylistic repetition called anaphora since the word “scheme” is repeated at the beginning of two sentences. This repetition is used to add emotional color to the sentences. That is further supported by the meaning: the difficulties associated with the implementation of schemes designed to help rich countries in the economic situation after the pandemic are enormous, since the schemes themselves have not been thoroughly tested and made on the run. The author adds an element of pain in a figurative sense, talking about the pain that occurs when new teeth come out.

“As a result, lifelines that are generous on paper have been less so in practice.” In this sentence, we see a stylistic repetition, because particle “so” has the meaning of generous. This is an epiphora, since both words appear at the end of simple sentences. This repetition has the function of giving meaning to the culmination in events. In the sense of the proposal, the movement is laid from one point to another: from the moment of writing to the moment of application in practice. The climax is the moment of practical application. Next to so we see less, which gives a bright negative connotation to events, saying that as a result, innovations are not so generous for business.

“Aid has not reached the most distressed firms, and has been hogged by larger SMES savvy enough to navigate the bail-out bureaucracy, if not by even bigger businesses.” In this example, we see a synonymous repetition, since the words firms, SMES and businesses all mean company. The author gives three synonyms in one sentence because he speaks about different levels of enterprises, but wants to establish a certain correspondence between them. In combination with the negative meaning that “aid has not reached” the companies that the author calls firms, that are smaller companies, the author submits the idea that regardless of size, these are all companies, and everyone should have received help, but it hasn’t happened.

“In Europe, the fastest way for businesses to cut costs has been to lay off workers temporarily. Britain and all members of the European Union now have temporary-unemployment schemes that allow firms to cut staff hours, sometimes to zero.” In this fragment, two sentences are presented, where the author uses the method of synonymous repetition four times, as well as anaphora and epiphora. We include the following words and phrases as synonymous repetition: “Europe” and “Britain and all members of the European Union”, “businesses” and “firms”, “lay off” and “unemployment”, “workers” and “staff”. With the help of these links, the author establishes a certain balance between the first and second sentences, and the second sentence reveals the concept that is presented in the first. This technique is used to draw the reader’s attention to how the general idea is applied in particular. The repetition of the sense in the words Europe and European at the beginning of two sentences forms an anaphora. This stylistic repetition serves as a culmination when it shows how the concept of creating temporary unemployment schemes is applied in practice in the UK. At the same time, there is a feeling of some kind of alternation of events, that is, the reader understands that although this example is only about Great Britain, the same thing happened in other countries that are part of the European Union. The third stylistic repetition that the author uses is an epiphora, that is, the repetition of a final element in several sentences. In this example, the final word is temporarily. This element gives the whole statement an emphatic emphasis, emphasizing the fact that although workers are losing their jobs, this is happening on a temporary basis. In the structure of the entire article, this thought has a positive effect.

“When lockdowns are lifted, they will go back to their old jobs. That limits the disruption to both their livelihoods and their employers’ prospects.” Even without starting a detailed analysis, simply by reading these sentences, we have an unambiguous vision of the functions of these repetitions, namely, the function of emotional coloring and strengthening of meaning. Moving on to the analysis, we also see several types of repetitions in the sentences. The first
repetition we encountered in this sentence is called anaphora. But what’s interesting is that the repetition in this case is based on the sound that is formed from the combination of the letters “th”. This, in turn, creates the effect of alternation, which is confirmed by the meaning: after the restrictions are lifted, people will return to their jobs and, as a result, this will cause the least damage to their position and well-being. The second type of repetition that we see in a given sentences is called partial lexico-syntactic repetition. We would like to discuss it in details. The word “their” is repeated three times, followed by various predicative units. In addition, we consider repetition within two sentences and observe partial structural parallelism in the syntactic constructions of sentences. This repetition can also be called an epiphora, since the repeated words are at the end of sentences. The function of these repetitions, as mentioned above, is to focus the reader’s attention as much as possible on the needs of ordinary people. Of course, we would like to note the special rhythm that appears in the text. The text of an economic discourse is not associated with poetry, but such a stylistic device does add a rhythm that can be found, for example, in prose.

“European countries have also looked to direct cash to small firms—and faced similar delays. In Britain, Germany and Italy, among others, the smallest firms (or self-employed workers) have received handouts reasonably promptly.” In this example, we can find two types of repetitions at the same time: this is synonymous repetition, when the first sentence refers to European countries, and the second refers to a number of countries from the European Union. Despite the fact that the notions are different and the words themselves are not synonyms, the repetition will still be synonymous, since the author lists the concepts of one level - the country. We also see two synonyms the meaning of which is money. The function of this repetition is to enhance the emotional side of the statement, which is confirmed by the special shade of meaning in the word “handouts”. Compared to neutral “cash”, “handouts” also make sense for small amounts of money that can cover minimal costs. The second stylistic repetition that occurs in these sentences is called anadiplosis. In this case, not one word is repeated, but a phrase that occurs at the end of the first sentence and at the beginning of the second. Together, both repetitions show the connection between the two ideas, add the effect of alternating events and expression to the text. The latter is confirmed by the superlative degree of the adjective. The author adds emotional coloring to the idea that despite the fact that there were delays in payments in European countries, some nevertheless made payments quickly enough.

“To ensure the money did not end up going to businesses with no hope of paying it back, bankers were roped in to assess potential recipients. Governments agreed to shoulder 70-90% of potential loan losses limiting the downside for banks.” In this case, we see an epiphora, since the repeated word is at the end of the sentence. One interesting fact is that the adjective is repeated and there are completely different nouns next to it. We see the following repetition functions in this example as an addition to the effect of highlighting the meaning and as a presumptive effect. It also correlates with the meaning of the word “potential”.

“But many of the most troubled companies are in Spain or Italy, which have been hit especially hard by covid-19, and where governments have little fiscal space to fund large-scale bailouts.” This repetition is lexical and serves to enhance the emotional coloring of the events that took place in Spain and Italy, because these countries had little financial capacity to support the population during the pandemic.

Another article under analysis is headed “To good effect” (TO GOOD EFFECT, 2020). “Centuries on, families living just inside mita areas consume 25% less than those just outside them, are less educated and rely more on subsistence farming.” In this sentence, we see three types of stylistic repetitions. The element at the beginning of the sentence is repeated at the end, that is a frame repetition. However, along with this, a synonymous repetition is used, since “inside” and “outside” are different words, but both denote the location of family in relation to mita. This repetition emphasizes how important the position of the family is in relation to mita. At the end of the article, the author concluded that this was the decisive factor in the economic progress of the state of Peru. This frame repetition creates the effect of logical and semantic completeness. Also, the emotional color of the sentence is increased by the epiphora, that is, by repeating the word at the end. The word “less” in such a position reinforces the negative and unproductive impact of family living inside mita.
The next article under discussion is headed “Less than zero” (LESS THAN ZERO, 2020). “Sales-tax revenue, usually around $500m, may be down by as much as $100m this year. With fewer people travelling, hotel-tax receipts will be lower. Meanwhile, spending on emergency and health services has soared.” In these sentences, we can see an example of lexical-syntactic repetition in the form of parallel constructions. From the vocabulary point of view, repetitions are synonymous, as there are phrases that denote money at the beginning of sentences, and there are words that denote a decrease and the associated damage at the end of sentences. We can talk about the use of syntactic repetition, since the same syntactic structure is used three times in the sentences. The functions of using combinations of these repetitions are several. First, the author strengthens the main idea of the article about the dire economic situation and makes it clearer, backing up with figures. Secondly, the author identifies the trend, showing cause-and-effect relationships.

“Bad, worse, even worse and totally horrible.” In this case, we see a number of synonyms and we can talk about synonymous repetition at the end of a sentence. In addition, one word is repeated completely. In the meaning of words, we see an ascending negative coloring. The function of this stylistic repetition was to express the author’s vivid negative attitude to the issue under consideration.

“Fortunately, most states are in a better position than they were before the last recession. In mid-2019 tax revenues in every state but five had exceeded their pre-recession levels (commodity-dependent Wyoming and Alaska were among the exceptions). All states but four reported that they had collected more revenue in the year to July 2019 than expected.” In this passage of text, we consider the relationship and stylistic repetitions in three sentences at once. The first and third contain anaphora, since the repeated phrase is at the beginning. We are talking about a phrase and not a word since “most” and “all but four” are close in meaning and in this context we consider them synonymous. Functionally, this creates a culmination effect and is confirmed by meaning. First, the author says that most of the states are in a better position and in the end confirms his idea by the fact that almost all states reported more revenue than they expected. Of particular interest are the stylistic repetitions in the second and third sentences, since they combine anaphora, that is, repetition at the beginning, and polysindeton, when homogeneous words are connected by the same union “but”. The function of the first correlates well with the function of the anaphora throughout the passage, as mentioned above. The function of polysindeton is to soften the transition from one sentence to another and combine them into one whole.

The next article under discussion was published in The New York Times and is headed “How Liberals Opened the Door to Libertarian Economic” (HOW LIBERALS OPENED THE DOOR TO LIBERTARIAN ECONOMIC, 2020). “He thought unions were bad, business shouldn’t be regulated, the Federal Reserve should be phased out, the proposed Medicare program would be a socialist nightmare.” Due to the stylistic repetition of a part of a compound predicate, we are dealing with lexical-syntactic repetition. Using a symmetrical sentence structure creates a consistent text style and rhythm. Functionally, this also creates an enumeration effect. At the same time, the repetition of the chosen lexical unit adds emotional color to the statement, because it brings the meaning of the obligation.

“But the great zeitgeist shift of the 1960s was dawning and would soon destigmatize libertarianism (and libertinism) of every variety, including Milton Friedman’s.” In this sentence, the repeated word does not add any additional meaning and is called pleonasm or tautology. Functionally, this makes the concept more understandable and contributes to a better perception of the text.

“Now, as then, the economic right reflexively, absurdly derides any moderately left policy idea – environmental regulation and Medicare in 1970, public-option health insurance and carbon taxes in 2020 – as scary, scary socialism.” In this example, the author used the stylistic technique of lexical repetition. Functionally, this does not add an additional idea, but it gives a strong emotional coloring to the entire statement. The repeating word itself gives a feeling of horror, fear and dread of socialism.
In the next example we are going to analyze former US President Donald Trump’s Message on American Business Women’s Day (MESSAGE ON AMERICAN BUSINESS WOMEN’S DAY, 2020). “When women are economically empowered, they reinvest in their families and communities, creating a multiplier effect that spurs economic growth and strengthens the very fabric of our Nation.” This fragment contains a stylistic repetition of words with a single seme, which are different parts of speech. The repeated words appear at the beginning and at the end of a sentence, which creates a framing. Functionally, this highlights the idea that women’s achievements will be viewed in terms of economic issues.

“Since taking office, my Administration has fought to expand opportunities for women in business, ensuring that our country is the best place to simultaneously conduct commerce and raise a family. In the United States, approximately two-thirds of mothers with children under age 6 work and provide financially for their family. My Administration has charted a new course that both promotes strong families and addresses the individual needs of women in the workplace.” In this case, we are considering a passage of text, which consists of three independent sentences and contains a large number of repetitions for analysis. The first and third sentences contain a repetition of the initial elements, which creates an anaphora and highlights the meaning. Namely, that the administration of this particular President has achieved high results. All three sentences end with the repeated word “family”. This creates an epiphora, which functionally contributes to the achievement of the culmination effect, and also highlights the element of secondary importance. We mean that initially the President’s Message was addressed to women who are involved in business. However, through stylistic repetition, the President brings to the fore the greater role of women in creating and supporting families. The last thought is reflected in the next group of repetitions. The word “women” at the end of the first sentence is replaced by the word “mothers” at the beginning of the second. This repetition is at the same time synonymous, because in this context they are synonymous, and is anadiplosis because of the place of the repeated word. This increases the connection between ideas, gives expressiveness and rhythm. Repeating the word “family” at the end of the third sentence, the President uses a repetition in a frame structure. Functionally, this logically completes, confirms and emphasizes the importance of women in family well-being.

We proceed analysis to former US President Donald Trump's August Jobs Report: Economy Continues to Rebound As Unemployment Rate Drops (AUGUST JOBS REPORT: ECONOMY CONTINUES TO REBOUND AS UNEMPLOYMENT RATE DROPS, 2020). “Just a few months ago, America had an unemployment rate of 3.5 percent - the lowest rate in 50 years—before jumping to a peak of 14.7 percent in April due to devastation wrought by COVID-19. But between April and August, the unemployment rate fell by 6.3 percentage points to 8.4 percent. For perspective, following the Great Recession of 2008-09, it took nearly a decade for the unemployment rate to fall by 6.3 percentage points.” In this fragment of the statement, we see lexical-syntactic repetition, since the lexical part is also repeated and there is syntactic parallelism. Functionally, this gives the design more clarity and expressiveness. Moreover, in this case we are talking about the unemployment rate. The President cites data for different periods. When using full lexico-syntactic repetition, this data is easier to perceive.

“Those without a high school diploma experienced a 2.8 percentage point decrease in unemployment to a level of 12.6 percent, while those with only a high school diploma are now at an unemployment rate of 9.8 percent after experiencing a 1.0 percentage point decrease in August.” In this case, we consider partial lexical-syntactic repetition, since both lexical units and syntactic structures are repeated. This unifies the statement and improves their perception. Interesting is the effect of highlighting the opposite, which the author achieves by substituting the negative part to the beginning of the word “with”.

In the next example we are going to analyze the former US President Donald Trump’s speech on the topic of the Farmers to Families Food Box Program Distribution, that took place in Milles River, North California (PRESIDENT TRUMP REMARKS ON FARMERS TO FAMILIES FOOD BOX PROGRAM, 2020). “I don’t know if they report it. I don’t think they do. The fake news. No, I don’t know that they report it. That is an unbelievable – thousands and thousands of people lined up so far.” In this example, we analyze the lexical-syntactic repetition, since both the lexical part and the syntactic structure are repeated. Functionally, this makes the statement coherent and
focuses on the author’s statement. In addition, the last sentence contains the lexical repetition of the word “thousand”. Functionally, it brings the effect of emphatic stress to the sentence.

“And it was very important for me to come to North Carolina because we wanted to be here, but your governor didn’t allow it because he’s in a shutdown mode along with a lot of other Democrat governors. And it’s – it’s too bad.” In this example, the repeated word is at the beginning and at the end of one statement, which creates a frame structure. Functionally, this makes the thought complete and focuses the listeners’ attention on the actions of the governors. The last sentence contains a tautological repetition, which does not bring additional meaning, but creates a pause in speech and at the same time focuses the attention of the listeners.

“In fact, we did our count – our vote we did here in North Carolina. We did it in Charlotte a little while ago.” The sentence is built on parallelism, since the second is built in reverse order, so that a cross arrangement of identical members of two adjacent structures is obtained. This forms a chiasm. Functionally, it highlights the emphatic part of the utterance due to the unexpected pause before it. The lexico-syntactic repetition at the end helps to consolidate the meaning.

“We’re going to have a great year. We’re going to have a great quarter, but we’re going to have a great year.” The President uses one full and one partial lexico-syntactic repetition, since the sentence constructions are built in parallel. In this example, there is no increase in meaning, but there is an increase in intonation. Replacing the word year in the second sentence, the speaker adds eloquence, because despite the difference in the meaning of words, in this example they are synonymous. And from this point of view, we can talk about three full lexico-syntactic repetitions.

“And we had just signed an incredible trade deal with China – in fact, last week, Sonny was telling me – the largest order of corn in the history of our country, twice. Largest order of soybeans in history”. The considered example contains a partial lexical-syntactic repetition with the replacement of one lexical unit. Functionally, this unifies ideas. The replaceable lexical units also stand out. That is, listeners understand that the country received the largest orders for corn and soybeans.

“We would have saved millions – we would have – you would have had a situation, if you looked at the lives saved – if we didn’t close down and now reopen, and we reopened.” The proposal under consideration contains several repetitions. The first two are complete lexical-syntactic repetitions. The first one can be attributed to tautology, since it does not add new thought. Functionally, this adds a rhetorical pause. The second repetition is not a tautology, since immediately after it the speaker introduces a new thought. The end contains the lexical repetition of the predicate with a change in time. Functionally, this not only adds a new idea, but also promotes eloquence. The President focuses on the results achieved.

“I’m talking about the saving of years – the saving of years.” The repetition of lexical units and syntactic structure also creates a complete lexical-syntactic repetition. Functionally promotes pause and eloquence, and also highlights the speaker’s thought about the large number of years that the country can save if it implements his ideas.

“So it was $19 billion. It was $12 billion. It was – started off at 12, went to 19, went to 28, and I think it’s going to go probably up to about $34 billion.” The sentences under consideration contain two partial lexico-syntactic repetitions. Since the syntactic structure is repeated in sentences, but some lexical units differ. This functionally creates an enumeration effect and makes the data easier to read. Indeed, the President is talking about a change in value.

In the next example we are going to analyze the Canadian Prime Minister’s remarks announcing an infrastructure plan to create jobs and grow the economy, that took place in Ottawa, Ontario on the 1st of October 2020 (PRIME MINISTER’S REMARKS ANNOUNCING AN INFRASTRUCTURE PLAN TO CREATE JOBS AND GROW THE ECONOMY, 2020). “Earlier this week, I called Premier Ford and Premier Legault to offer my full support, as we face this second wave together. We talked about what more our government could do, especially in terms of screening, and support for small and medium-sized businesses. Later today, we will hold our
nineteenth meeting with Canada’s premiers. We must continue working together.” In this passage of speech, the repeated pronoun is at the beginning of four sentences. This creates an anaphora. Functionally, this gives the statement a special rhythm and promotes the enumeration effect. The Prime Minister of Canada consistently reports on past interactions with colleagues.

“This one remains keeping people safe. And as we do that, we’re also going to fight for the livelihoods of every single worker. This spring was tough for a lot of people who either lost their jobs, or saw their hours cut. And while many Canadians are back at work, many others are still looking. As a government, there are ways we can help by building on what we’ve done so far. In the Throne Speech, we announced a plan to create over a million jobs for Canadians.” The statement under consideration contains three groups of repeated words, which are at the beginning or at the end of sentences. The word “job” is repeated three times and is found once at the beginning of the statement and twice at the end. This creates one frame structure that connects the utterances, and one epiphora that makes emphatic stress (KATSAOUNIS, 2020). Then the word with the same “work” is repeated at the end of two sentences. It is also an epiphora and creates the effect of alternating events. First, the speaker says that the government protects the interests of every worker, then explains that many workers have returned to their jobs. Finally, the last repetition of the word “Canadians” is found at the beginning of one sentence and at the end of another. It also forms a framework construction and makes the thought complete. Thus, the Prime Minister focuses on the actions taken for the sake of Canadians.

“This is a win-win”. This repetition of a lexical unit is called tautological, as it does not bring additional meaning. Functionally, it makes the statement emotional.

“The past six months have been difficult for everyone, but especially for many of our seniors. Seniors: you worked hard your entire lives and now it’s our turn to work hard to give you the best support possible.” The repetition of a lexical unit at the beginning of one sentence and the beginning of the second creates anadiplosis. Functionally, this connects statements and contributes to the logical presentation of thoughts.

In the next example we are going to analyze the Canadian Prime Minister’s remarks on support for Black entrepreneurs and business owners, that took place in Toronto, Ontario on the 9th of September 2020 (PRIME MINISTER’S REMARKS ON SUPPORT FOR BLACK ENTREPRENEURS AND BUSINESS OWNERS, 2020). “The small businesses that Black entrepreneurs create are the backbone of our communities. Just take the story of Thornton and Lucie Blackburn, two prominent Black Canadian entrepreneurs from the early 1800s.” The repetition of lexical units at the beginning and at the end of the utterance form a frame structure. In this case, it has the function of clarifying information and links the text. The Prime Minister talks about the experience of real black-market entrepreneurs.

“To Black entrepreneurs: we heard you when you said that investing in the right tools and support create good, sustainable jobs. You’re absolutely right. An investment in Black excellence is an investment in economic empowerment. And economic empowerment is an essential part of justice. It’s justice against a system that has locked out far too many Black entrepreneurs and denied them the same opportunities as other Canadians.” This example contains a repetition of the phrase “black entrepreneurs” at the beginning and at the end of the quoted passage. It creates a framework structure and functionally completes the thought. But besides this, the word “black” is repeated in combination with another word “excellence” in the middle of the text. Although it is not a synonym, the substitution allows the speaker to achieve a humorous effect. This makes the whole statement emotionally powerful. The next group of repetitions includes words with the same “invest”. They are at the beginning of two sentences and create an anaphora. This contributes to the emphatic emphasis of the concept. In addition, in the third sentence, the repeated word is at the beginning and at the end. This makes the thought complete. And in fact, this sentence is a definition. Combined with the humorous effect, the statement becomes interesting for listeners. Further, repeating the phrase “economic empowerment” at the end of one sentence and the beginning of another creates anadiplosis. It serves as a logical unification of ideas. This is immediately followed by the repetition of the word “justice”. It is also anadiplosis, because the word is also found at the
end of one and the beginning of another sentence. And it performs the same function as the previous example. Two anadiplosis that follow each other bring a special rhythm.

We proceed analysis to the Canadian Prime Minister’s remarks updating Canadians on COVID-19, the economy, and strategies to fight racism on the 8th of July 2020, Ottawa, Ontario (PRIME MINISTER’S REMARKS UPDATING CANADIANS ON COVID-19, THE ECONOMY, AND STRATEGIES TO FIGHT RACISM, 2020). “Yesterday, Minister Miller signed a new, co-developed protocol with National Chief Bellegarde to move forward on much-needed reforms of Indigenous child and family services. It should be up to Indigenous peoples to decide what is best for their children, families, and communities, and with this protocol, we’re taking another important step in the right direction.” In this sentence, two groups of words are repeated. The noun Protocol is repeated at the end of the first and second sentences and forms an epiphora. This contributes to the coherence of ideas. The second group of repetitions includes words with the semes “child” and “family”. They are also found at the end of sentences and form an epiphora. Two epiphora within one segment of speech give the statement of the rhythm and make it coherent.

“We could sit back, let Canadians fend for themselves, and hope that it would all be over soon – or we could swiftly and substantially choose to support Canadians. We chose to support Canadians.” In this example, we consider a complete lexical and syntactic repetition with a change in the verb tense. In other words, lexical units are also repeated, and the syntax in the construction of sentences is completely identical. The speaker uses this technique to focus the audience’s attention on the modified verb. In other words, the Prime Minister says that the Government had a choice which way to go, they chose this one, which is aimed at supporting citizens.

“Our government took on debt to reduce the amount that Canadians themselves had to take on.” The sentence in question contains lexical repetition at the beginning and end of the sentence, which forms a framework structure. This performs the function of completing the thought and also focuses the listeners’ attention on the meaning of the verb itself. In other words, the Prime Minister reports that the Government has not just assumed a certain number of obligations, but has thus relieved citizens.

“Our government was well positioned to be there for Canadians and lay the groundwork for our economy to bounce back. Four months later, we’ve slowed down the progression of the virus significantly and we’re now seeing parts of the economy reopen. And, historically low interest rates mean manageable borrowing costs as we continue to invest in Canadians and in the economy. Now, the road to recovery will not be an easy one. Some sectors will bounce back more quickly than others. Some people will be able to find work, but others won’t right away.” In this example, the first repeated words are located at a sufficiently large distance from each other. The first time a phraseology occurs at the end of the first sentence and then at the beginning of the fifth. However, the verb used by the speaker in this context has an emotional connotation. And its repetition enhances this function. Further, at the end of the passage under consideration, the utterance contains a partial lexical and syntactic repetition, as long as some lexical units are repeated, and the sentences have a symmetrical syntax. This functionally connects ideas and adds logic to the statement. The listener may conclude that some sectors of the economy will recover faster than others. This is also why some people won’t find a job right away. Stylistic repetition creates exactly this causal relationship, although additional conjunctions are not used in sentences.

We proceed analysis to the Canadian Prime Minister’s remarks on supporting and investing in Canadian businesses on the 22nd of June 2020, Ottawa, Ontario (PRIME MINISTER’S REMARKS ON SUPPORTING AND INVESTING IN CANADIAN BUSINESSES, 2020). “And that’s what this program is all about. But even as things start to improve for many people, we also have to remember that some industries have been hit harder than others. And if you work in one of those sectors, it might take longer to find a job.” Analysis of this example leads to the fact that the two sentences are linked using “and”. The repetition of conjunctions is called polysyndeton. Functionally, this repetition provides a smooth transition from one sentence to another.
“Since the beginning, we have said that as the situation evolves, our response would evolve with it.” The repetition of a lexical unit at the end of two sentences forms an epiphora. This creates a climax effect in the statement and emphasizes the government’s determination to take the necessary measures.

In the next example we are going to analyze the Canadian Prime Minister’s remarks announcing support to help communities create jobs and restart the economy, that took place in Ottawa, Ontario on the 1st of June 2020 (PRIME MINISTER ANNOUNCES SUPPORT TO HELP COMMUNITIES CREATE JOBS AND RESTART THE ECONOMY, 2020). “Anti-black racism is real. Unconscious bias is real. And systemic discrimination is real.” The passage in question contains a partial lexical and syntactic repetition. First, the predicative part is completely repeated, and second, three sentences are constructed in parallel syntactic structures. This brings additional rhythm and style to the text, and also allows you to focus on the subject of each sentence.

“It is time – it is past time – for this to change.” This sentence contains a complete lexical and syntactic repetition, since both lexical units and the entire syntactic structure are repeated. This is not a tautology, because in the second sentence, the speaker adds a new word, which introduces a new meaning and adds emphatic stress.

“Now, the situation remains very serious, but the more we can control the spread of the virus, the more we can begin restarting.” This sentence also contains partial lexical and syntactic repetition since the subject and the first part of the compound verb predicate are repeated. The sentence itself is also complex and is connected using the double construction “the more”, which is also a repetition and creates the effect of anaphora. These stylistic techniques together perform the function of emotional highlighting of meaning. In addition, the statement adds eloquence to the speaker.

In the next example we are going to analyze the Reply by South African President Cyril Ramaphosa to the Joint Sitting Debate on the South African Economic Reconstruction and Recovery Plan on the 21st of October 2020 (REPLY BY PRESIDENT CYRIL RAMAPHOSA TO THE JOINT SITTING DEBATE ON THE SOUTH AFRICAN ECONOMIC RECONSTRUCTION AND RECOVERY PLAN, 2020). “This plan is a response to a severe economic contraction unlike any we have experienced in recent memory. South Africa is not alone in experiencing an economic crisis of this depth and extent.” The end of two sentences contains repetitions of two different words. This creates a double epiphora and emphatic stress. In addition, non-repeating elements are stressed. Namely, the words that are immediately after the repetitions – “contraction” and “crises”.

“It is true that the measures that were necessary to delay the spread of the virus and prevent deaths led to a sharp decline in economic activity. But there is now substantial evidence that the economic contraction has been even worse in countries that took fewer measures to protect their people, and where the pandemic has spiraled out of control.” In this example, there is a repetition of the word at the beginning of the first and at the end of the second sentence. This forms a framework construction, that serves as the logical conclusion of the statement. In addition, at the end of the first sentence is a phrase that is repeated at the beginning of the second. Despite the fact that one of the words in the phrase changes to a synonym, we still consider it a repetition, which is called anadiplosis. Functionally, this repetition connects statements and contributes to the development of the speaker’s thoughts.

“We are agreed that even the best laid plans will amount to nothing unless matched by an undivided focus on implementation. Above all, we agree that people must be at the centre of the recovery effort.” This example contains a complete lexical and syntactic repetition, since the repeated lexical units are found in sentences with a symmetrical syntactic structure. Functionally, this gives the proposal a special rhythm and alternation effect, in which the speaker highlights each point that was agreed upon in a separate thesis.

“The plan is underpinned by a commitment to fiscal sustainability and economic reforms that will enable growth. It is about choosing a few things and doing them properly. Our immediate focus is job creation. The plan recognises that the private sector is by far the biggest driver of employment. This is why the plan emphasises growth-enhancing measures that enable businesses to recover, to grow and to thrive.” Repeating the word “the plan” at the beginning
of three sentences creates an anaphora. Functionally, this contributes to a consistent presentation of the content of planned actions. It also creates the effect of a culmination at the end of the statement, where the President puts the emphasis on the fact that the plan emphasizes growth-enhancing measures. The passage in question also contains repetitions of the word with the seme “grow” at the end of sentences. This creates an epiphora and makes emphatic stress. The combination of anaphora and epiphora makes it interesting to hear the President’s message that the adopted plan promotes development and growth.

“The African Continental Free Trade Area will open up the doors of trading and present a huge opportunity for the growth of South Africa’s industrial capacity. The AfCFTA will transform trade in one of the fastest-growing regions in the world, creating a massive market for goods and services.” The statement under consideration contains a stylistic partial lexical and syntactic repetition, in which the subject and auxiliary verb are repeated in a compound verb predicate. This gives the utterance a special style and rhythm. In addition, at the end of two sentences there is another repeated word with a single seme from “grow”. This is called an epiphora. Functionally, it creates a culmination effect. In other words, the President emphasizes that the African Continental Free Trade Area not only has growth opportunities, but will be the fastest in developing.

In the next example we are going to analyze the Address by South African President Cyril Ramaphosa to the Joint Sitting of Parliament on South Africa’s Economic Reconstruction and Recovery Plan on the 15th of October 2020 (ADDRESS BY PRESIDENT CYRIL RAMAPHOSA TO THE JOINT SITTING OF PARLIAMENT ON SOUTH AFRICA’S ECONOMIC RECONSTRUCTION AND RECOVERY PLAN, 2020). “The reality that we must confront is that the pandemic will not be over soon. Globally, the number of new COVID cases per day is currently at its highest level since the start of the pandemic.” In this example, the repetition of a noun is at the beginning of one sentence and at the end of another. This forms a frame structure and performs the function of logical completion of the thought in the statement.

“This has far-reaching implications in every area of human development, from education to health, from food security to poverty alleviation, from the empowerment of women to social stability.” This sentence contains repetitions that are characterized by common lexical units and also form parallel syntactic structures. We will refer this to partial lexical and syntactic repetition. But we will also mention that the function of these repetitions is the same as in polysyndeton. A polysyndeton is a repetition of conjunctions, such a construction of a sentence when all or almost all homogeneous parts of the sentence are connected by the same conjunctions. In this case, the homogeneous parts of the sentence are connected by particles. But functionally, they link the text.

“No country has been spared. No economy has been unaffected.” In this example, we analyze partial lexical and syntactic repetition, since various lexical units that are located in symmetric syntactic structures are repeated. This gives the utterance a special rhythm and style. This adds a special emotional color to the statement. The President uses this stylistic device to describe the consequences of the pandemic in the world.

“We must rebuild, repair and restore our country not after COVID, but in the midst of COVID.” In the sentence under consideration, there are two stylistic repetitions that have the character of epiphora, since the repeated elements are at the end. The first group of repetitions is not entirely words or phrases, but prefixes in predicates. This creates a very interesting rhythm and greatly enhances the perception of meaning. The second group of repetitions includes naming the disease and also adds emphatic stress.

“It will be transformative. It will be inclusive. It will be digital, green and sustainable, and it will invest in our human capital to lay the foundations for the future.” In this expressive passage of speech, we see four partial lexical and syntactic repetitions, since both the subject and part of the predicate are repeated. Functionally, this gives the utterance its own style, makes emphatic emphasis and adds expression. This statement sounds not just as an assumption, but as a statement or even a promise.

“We are going to expand our natural resource management programmes such as Working on Fire and Working for Water. We are going to create 300,000 opportunities for young people
to be engaged as education and school assistants at schools throughout the country, to help teachers with basic and routine work so that more time is spent on teaching and enabling learners to catch up from time lost because of Covid." In this passage of speech, there is a partial lexical and syntactic repetition, since the subject is repeated, part of a complex compound predicate, and there is also a symmetrical structure of sentences. Functionally, this gives the statements a unified style and puts a strong emphatic emphasis on the second part of the second sentence, where the President talks about plans for economic development. Also in the second part of the sentence there is a repetition of the word “school”. We can say that it has the character of an anaphora and functionally contributes to the emotional coloring of the utterance.

“We shall not rest until we have fulfilled the potential of our country. We shall not rest until we have built a new economy based on fairness, justice and equality.” The repetition of subjects and predicates within two different sentences creates a complete lexical and syntactic repetition. Functionally, this makes the statement very emotional and strong. The President talks to the people. This statement is at the end of his speech.

CONCLUSION
To sum up, despite the fact that stylistic repetitions were previously well studied by linguists, the consideration of this phenomenon within the framework of economic discourse is still of great interest. The nature of the use of repetition belies the long-held and persistent view that repetition naturally slows down the flow of the narrative. On the contrary, they make it impulsive and enhance expressivity. Being a stylistic category, repetition is closely related to some categories of text. It is one of the means of organizing retrospection and projection in a text, a means of expressing subjective modality, and it participates in the creation of informativeness (SAVCHENKO, 1984).

It can be concluded that the number of stylistic repetitions in written texts is significantly less than in oral speech. Stylistic repetitions were found both within a single sentence, and within sections of text or fragments of speech, they were expressed in the repetition of a part of a word, a word, a phrase, part of a sentence, or the entire sentence. The function of stylistic repetition always depended on the meaning that the author put into it.

The functioning of stylistic repetitions differs in oral speech and written text. Written text is drier, more formal and less emotional. The main types of stylistic repetition in written texts are the anaphora, epiphora, anadiplosis and frame constructions. They perform the functions of developing the author’s thought, emphatic stress, and adding emotionality. Stylistic techniques in the texts of economic discourse contribute to easier assimilation of figures and other data, since the texts of economic discourse contain a large number of them. The number of stylistic repetitions in documents is also significantly less than in oral presentations.

Oral speech is characterized by a wide variety of stylistic repetitions. In addition to those we listed above, there was also the chiasm and polysyndeton. Partial and complete lexical and syntactic repetitions were especially common. The functions that they perform often contribute not only to the logical presentation of the text and ensure its coherence, but also to add a strong emotional coloring and a humorous effect. Speakers use stylistic repetitions to make their speech strong, understandable, and emotional, to convince, prove, emphasize, and have a psychological impact on the audience. They form conclusions that the audience should make, use some psychological techniques that are expressed in speech through stylistic repetitions. Each speaker has his own special style of speech, and his speech has a special rhythm. Because of this there are certain types of repetitions and features that are very rarely found in written texts, for example, chiasmus and polysyndeton. Oral speech often contains slogans, statements, and other appeals to the audience.

Thus, stylistic repetition is a unique linguistic phenomenon that performs special functions necessary for the qualitative perception of information. Due to stylistic repetition we can add expressiveness to the text and place emphatic accents. It can influence the formation of a person’s opinion about a particular issue because it may not be explicit, but hidden in the text.
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Analysis of stylistic repetitions in economic discourse

Análise de repetições estilísticas no discurso econômico

Análisis de las repeticiones estilísticas en el discurso económico

Resumo
O artigo trata da utilização de repetições estilísticas como figura de linguagem no discurso económico. O tema é bastante relevante hoje em dia, uma vez que este tipo de dispositivo estilístico sintático é frequentemente utilizado. O objetivo do presente artigo é abordar a questão de um fenómeno linguístico como a repetição estilística, encontrar as regularidades do seu funcionamento e apresentar uma análise comparativa dos resultados desta investigação tendo em conta uma limitação importante que deve ser reconhecida em relação ao presente estudo. Este é o quadro do discurso económico. Os resultados da investigação podem encontrar aplicação no estudo de diferentes cursos, tanto teóricos como práticos.

Keywords: Repetitions estilísticas. Discurso económico.

Abstract
The article covers the issue of the use of stylistic repetitions as a figure of speech in economic discourse. The topic is quite relevant today, given that this kind of syntactic stylistic devices is frequently used. The objective of the present article is to touch upon the issue of such a linguistic phenomenon as stylistic repetition, to find the regularities of its functioning and to present comparative analysis of the findings of this investigation considering one major limitation that should be acknowledged regarding the present study. It concerns the framework of economic discourse. The results of the research may find application in studying of different courses, both theoretical and practical.

Keywords: Stylistic repetitions. Economic discourse.

Resumen
El artículo aborda el tema del uso de las repeticiones estilísticas como figura retórica en el discurso económico. El tema es bastante relevante hoy en día, dado que este tipo de recursos estilísticos sintácticos se utiliza con frecuencia. El objetivo del presente artículo es abordar la cuestión de un fenómeno lingüístico como la repetición estilística, encontrar las regularidades de su funcionamiento y presentar un análisis comparativo de los resultados de esta investigación teniendo en cuenta una limitación importante que debe reconocerse en relación con el presente estudio. Se trata del marco del discurso económico. Los resultados de la investigación pueden encontrar aplicación en el estudio de diferentes cursos, tanto teóricos como prácticos.

Keywords: Repeticiones estilísticas. Discurso económico.