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Note generali	"In May 2002 an international conference on 'Text and economics' was held at the University of Antwerp (Belgium) ... The present volume contains a selection of the papers that were read ..."--Preface.
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Nota di contenuto	Language, Communication and the Economy -- Editorial page -- Title page -- LCC data -- Table of contents -- Preface -- Introduction -- Aim -- Data -- Method -- Overview -- Critique -- Method -- History -- References -- I. Critique -- 1. Communication and commodification -- 1. Introduction -- 2. Language as a valuable commodity -- 2.1. Foreign language competence -- 2.2. Styling -- 2.3. Gendered speech -- 3. Authenticity -- 4. Skills -- 4.1. Communicative skills as discursive constructs -- 4.2. The good person -- 5. Conclusion -- Acknowledgement -- References -- 2. For-profit discourse in the nonprofit and public sectors -- 1. Introduction -- 2. How change is conveyed -- 3. The for-profit sector as a model and yardstick -- 4. Visual identities and naming practices -- 5. Genres and media -- 6. Lexical imports from the business domain -- 7. Conclusion -- Notes -- References -- 3. Education, discourse and the market -- 1. Introduction -- 2. Case: The merger of two schools of applied economics -- 3. The emerging role of the student -- 3.1. Student as customer, student as product, etc. -- 3.2. Diversity in reference -- 3.3. Passive students: The view from the new school's website -- 3.4.

Sommario/riassunto	This volume brings together a number of wide-ranging, transdisciplinary research articles on the interface between discourse studies and economics. It explores in what way economics can contribute to the analysis of discursive practices in various institutional

settings as well as investigating what role discourse studies can play in economic research. The contributors are linguists, communication scholars, economists and other social scientists drawing on various traditions including Critical Discourse Analysis, Cognitive Linguistics, ethnography and the literature on the rhetoric of economics and on economic storytelling. All articles are essentially empirical, focusing on the details of actual language use. The type of data analysed ranges from the minutes of university policy meetings and large-scale corpora of newspaper language, over books of economic theory from both well-respected economists and monetary cranks, to cartoons from The Economist.