

ECONOMIC DEVELOPMENT AS A METAPHOR

Abstract in Romanian: Cercetarea metaforei a devenit una dintre cele mai importante direcții în știința modernă cognitivă, care studiază metafora ca "o comparație simplificată". În cognitivistica modernă se considera că metafora este o operație fundamentală intelectuală, un mijloc de cunoaștere, structurare, apreciere și explicare a lumii. Articolul dat este dedicat studierii problemei de dezvoltare economică ca model de metaforizare în economie. Metafora conceptuală influențează autoconștiința națională, socială și personală; această formează relațiile și poziția personalității față de lume. Personalitatea exprimă gândurile sale nu numai cu ajutorul metaforei, persoana deja gândește metaforic; omul crează această lume prin intermediul metaforei. Dezvoltarea economică ca o metaforă este investigată conform a șapte tipuri de concepții metaforice.

Abstract in Russian: Одно из самых важных и современных направлений когнитивной науки стала исследование метафоры, которая изучает метафору как «упрощенное сравнение». Современная лингвистика представляет метафору как ведущая ментальная операция, как направление образования, структурообразование, оценка и пояснение мира. Статья посвящается исследованию проблемы развития экономики как модель экономической метафоры. Концептуальная метафора отражает национальное, социальное и личностное самосознание; оно образует взаимоотношение и отношение личности на мир. Человек выражает его мысли не столько по средствам метафоры, как он думает с помощью метафор; он создает этот мир по средствам метафоры. Развитие экономики как метафора представлена в семи концепциях.

Economics is the realized system of human activities related to the production, distribution, exchange, and consumption of goods and services of a country or other area. [Агабекян И.П., Коваленко П.И. "Английский для экономистов", Ростов-на-Дону 2004, p.299] The composition of a given economy is inseparable from technological evolution, civilization's history and social organization, as well as from Earth's geography and ecology, e.g. *ecoregions which represent different agricultural and resource extraction opportunities, among other factors*. Economy refers also to the measure of how a country or region is progressing in terms of product.

The word "**economics**" can be traced back to the word *οικονομία*, "one who manages a household", derived from *οικος*, "house", and *νέμω*, "distribute (especially, manage)". From *οικονόμος* of a household or family" but also senses such as "thrift", "direction", "administration", "arrangement", and "public revenue of a state".

About 14 years ago the irreplaceable Rob Mier [Rob Mier "Dilemmas of Urban Economic Development: Issues in Theory and Practice", New York 1993, p.56] and the well-published Richard Bingham (both based at the University of Illinois at Chicago and Viet Nam vets) edited an interesting group of articles in a book entitled "Theories of Economic Development: Perspectives From Across the Disciplines", that, in turn, described and applied most of the theories and models of economic development that existed at the time. These included: cost minimization models, cluster theories, agglomeration economies, central place theory, product cycle theory, stage/cycle/wave theories, export base theory, entrepreneurial theories, growth machine models, and many others. Originally, the editors had planned to synthesize all these perspectives and expound ways in which they could be better applied in the field. Needless to say,

given the 51 different interpretative frameworks covered by the articles in the book, this proved to be too ambitious of an assignment.

The economic developer needs “new angles” for seeing problems and devising solutions, narratives for explaining their work, metaphors for inspiring action, and concrete tools for delivering the “goods” – more employment and a stronger tax base. Consequently, Mier R. and Bingham S. developed seven common (but generally unstated) metaphors that they believed guided policy and practice and were not hard discrete categories, but fuzzy, alternative frameworks for understanding and action. [Mier R. “Dilemmas of Urban Economic Development: Issues in Theory and Practice”, New York 1993, p.70]. The authors also demonstrated how the varied theories fit into different metaphors. Here are *the seven types of metaphorical concepts*:

➤ *Economic development as problem solving* This metaphor was based on the need to limit and prioritize the data needed to reach a decision. Targeted industry strategies and transportation cost minimization modes are just two examples of methods within this “paradigm.” The metaphor’s general thrust is to focus by defining the types of data gathering that is truly essential, establishing the nature of the problem or opportunity to be addressed, moving quickly into action planning and pursuing strategic and tactical courses that avoid conflict. Its chief pitfall is premature closure – defining the nature of the community’s development challenge too quickly and being a development copy-cat, not innovator or customizer. For e.g. *time* – время; the economical metaphors which express the time in economical discourse: “*time account*” - срочный вклад; “*time bill*” - вексель со сроком платежа через определённый промежуток времени.

➤ *Economic development as running a business* Government is secondary to the process. Organizational and management thinking is more relevant than economics. You need to be able to “speak corporate” to succeed. There are attendant tendencies to over-emphasize the role of capital investment as the most important factor in the development process, to privilege organizations and persons commanding capital, to work mainly with mainstream business constituencies, to adopt conventional business climate notions as the lens for viewing development realities, to emphasize the sanctity of private markets and the importance of elite partnerships. For e.g. *movement* – движение; the act of changing location from one place to another; in economical terminology “*price move*” – движение цен.

➤ *Economic development as building a growth machine* This perspective sides with the pro-growth factions in the area – most local officials, place-based business interests such as utilities, retail, real estate, bankers, and others. Export base models and project impact analyses are among its favored tools. Those that are less powerful and are either run-over or bypassed by growth are rarely among its foremost concerns. For e.g. *growth* – рост; this construction is presented which contains the quantitative rate “growth rate”. The annual rate at which a variable, such as gross domestic product or a firm’s earnings, has been or is expected to grow; “*monetary growth*” – рост денежной массы, “*company growth*” – рост компании.

➤ *Economic development as preserving nature and place* This metaphor emphasizes the homegrown economy, smart growth, and local initiative. It is more critical of standard practice than the earlier views. It may have a social justice vision, a “small is beautiful” ethos, a nature and heritage preservationist mentality, a not-in-my-backyard anger. Its pitfalls include: minimizing ties with other localities, regions, and nations, ignoring economies of scale, and allowing better land use planning to trump equity issues. For e.g. in nature: *bull* – бык, the general meaning is an adult male bovine mammal or sometimes in the animal world is the male of certain other large animals, such as the alligator, elephant, or moose. In the economical terminology it characterizes the person or optimistic investors who are presently predicting good things for the market, and are attempting to profit from this upward movement. “*bull speculation*” - игра на повышение; “*bull spread*” - двойной опцион в расчёте на выгоду от повышения курсов; “*bull pool*” - объединение спекулянтов, играющих на повышение.

➤ *Economic development as releasing human potential* This metaphor makes up for decades of the field’s neglect of human capital and entrepreneurial initiative. It also focuses more clearly on the fact that development is ultimately about people and their standard of living and inclusion, not just profits. For e.g. *physical abilities* – физические способности; *physical abilities* proper to people in different social status, or their ages; every person has own abilities. In economical terminology due to transfer of the meaning they acquire a new meaning: “*opinion consistency*” – согласованность мнений.

➤ *Economic development as exerting leadership* This is a strong undercurrent in development today. Planner Edward Blakely captures this concept in a simple formula: economic development equals capacity time’s resources. And by capacity, he means leadership and organizational strengths. Viewing this mathematically, a “c” that is less than “one” lowers the impact of other resources, such as a good location, a skilled workforce, low energy costs, etc. Leadership has always been important, but now it’s shifting from sheer civic boosterism to vision, collaborative and negotiating skills, reaching out and mobilizing. For e.g. *realize* – осознавать; in general it means to comprehend completely or correctly. In economical terminology to exchange holdings or goods for money, “*realized price*” - установленная цена; “*realized profit*” - полученная прибыль.

➤ *Development as a quest for social justice* A lot of development projects are sold on the basis of aiding those that are most disadvantaged and struggling. Sadly, few really deliver on this promise. While operating within market parameters, this view calls for broadening asset ownership and expanding economic opportunities for places and people left behind. At times, it even embraces conflict as the only way to bust a logjam. The view also tends to amplify the indigenous development and community capacity and control ideas of some of the other metaphors. Needless to say, this is a tough row to hoe. Race and class issues come to the fore, along with the need to nurture people power. For e.g. the profession: *plunger* – водолаз; the person who plunges or dives; in economical terminology it has another semantic meaning “спекулянт, идущий на большой риск в ожидании высоких прибылей”.

Thus, a given development strategy is not just context dependent or ordained by science; its associated

values, stories, vocabulary, and metaphors shape its destiny, its successes and failures. Mier R. and Bingham S. [Mier R. "Dilemmas of Urban Economic Development: Issues in Theory and Practice", New York 1993p.56] remind us that promoting alternative, better futures is a thread running through all seven metaphors. But to do this with more effectiveness, environmental sensitivity, and inclusion, developers must increase their mindfulness of the omissions and biases and politics hidden in these common metaphorical models.

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