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PHILOLOGICAL SCIENCES

ECONOMY OF THE WORD: LINGUISTIC RESOURCES AS A FACTOR OF MARKET VALUE

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Abstract. In the modern knowledge-based economy, language has transformed into a strategic resource that directly influences market performance and business competitiveness [1, c. 5]. Linguistic resources, including vocabulary, style, semantics, and communication strategies, play a crucial role in shaping consumer perception, optimizing operational processes, and creating added value [2, c. 45]. The concept of the economy of the word reflects the ability to convey maximum meaning with minimal linguistic effort, thereby reducing communication costs and increasing efficiency [5, c. 12]. This paper provides a comprehensive analysis of linguistic resources as an economic factor, examines their application in branding, marketing, and digital communication [3, c. 78], and evaluates the impact of emerging technologies such as artificial intelligence on language use in economic systems [6, c. 102].

Keywords: linguistic economy, market value, communication efficiency, branding, digital economy, language strategy, AI communication.

Entry. The transition to a digital and information-driven economy has significantly increased the importance of intangible assets, among which language occupies a central position [1, c. 22]. In contrast to traditional economic resources,

linguistic capital is renewable, scalable, and adaptable across industries [2, c. 60].

Modern businesses operate in environments characterized by high information density, rapid communication, and global interaction [1, c. 30]. Under such conditions, the efficiency of language use becomes a measurable economic factor. Poor communication leads to misunderstandings, increased transaction costs, and loss of customers, while effective linguistic strategies enhance clarity, trust, and engagement [5, c. 18].

The concept of the “economy of the word” is closely related to the principles of efficiency and optimization [2, c. 47]. It implies reducing redundancy, increasing semantic density, and ensuring that each linguistic unit contributes to the overall communicative goal [5, c. 20]. This approach is particularly relevant in areas such as advertising, user interfaces, corporate communication, and digital content production [3, c. 90].

The purpose of the work. The purpose of this study is to conduct a comprehensive analysis of linguistic resources as an economic category and to determine their role in the formation of market value in modern conditions of the digital and global economy [1, c. 35].

Research aims:

1. Identify the theoretical foundations of the concept of the economy of the word and its relationship with economic efficiency [5, c. 12];
2. Analyze the structure and types of linguistic resources used in business communication [2, c. 50];
3. Evaluate the impact of language optimization on reducing transaction and communication costs [1, c. 40];
4. Investigate the role of linguistic strategies in marketing, branding, and consumer behavior [3, c. 80];
5. Assess the effectiveness of digital communication tools and content optimization in value creation [2, c. 55];
6. Explore the influence of multilingualism and localization on international market expansion [4, c. 25];

7. Examine the role of artificial intelligence and language technologies in automating communication processes [6, c. 110];

8. Develop conceptual approaches to measuring the economic effectiveness of linguistic resources [1, c. 45].

Linguistic capital as an economic category: linguistic resources can be considered a form of capital similar to human or intellectual capital [2, c. 60]. They include not only language proficiency but also the ability to structure messages, adapt communication to different audiences, and use persuasive techniques [5, c. 15]. Companies investing in linguistic competence often achieve higher productivity and stronger market positions [1, c. 50].

Transaction cost reduction through language optimization: clear contracts, precise instructions, and user-friendly interfaces minimize the time and effort required for communication [1, c. 55]. This leads to faster decision-making processes and improved operational performance [5, c. 22].

The role of language in marketing and consumer behavior: language directly influences consumer perception and decision-making [3, c. 85]. Emotional wording, storytelling techniques, and persuasive language structures can significantly increase product attractiveness [2, c. 48].

Branding and value creation: Brand names, taglines, and communication tone create associations that influence perceived value [3, c. 92]. Companies that successfully manage their linguistic image can charge premium prices and maintain customer loyalty [1, c. 60].

Digital economy and content efficiency: websites, social media posts, and digital advertisements must compete for attention in a limited time frame [2, c. 52]. Proper keyword selection and content structuring improve visibility, increase traffic, and ultimately generate revenue [5, c. 30].

Multilingual strategies and globalization: effective localization goes beyond translation — it involves adapting messages to cultural norms and expectations [4, c. 28]. Companies that invest in high-quality linguistic adaptation gain access to new markets and increase global competitiveness [1, c. 65].

Artificial intelligence and automation of linguistic processes: Technologies such as natural language processing (NLP), chatbots, and automated translation systems reduce the cost of communication and enable real-time interaction with customers [6, c. 115]. However, human linguistic creativity remains essential for complex and emotionally nuanced communication [5, c. 35].

Linguistic economy in internal corporate communication: Clear instructions, well-structured reports, and effective knowledge sharing reduce errors and increase productivity [1, c. 70]. Companies that implement standardized communication practices often achieve better coordination and faster execution of tasks [2, c. 58].

Problems:

- a) Risk of excessive simplification leading to loss of meaning or ambiguity [5, c. 40];
- b) High costs associated with professional linguistic services and localization [4, c. 30];
- c) Cultural and linguistic diversity that complicates standardization [4, c. 32];
- d) Dependence on digital platforms and algorithms that shape language use [6, c. 120];
- e) Ethical concerns related to manipulation and persuasive communication [5, c. 42];
- f) Limitations of artificial intelligence in understanding context and nuance [6, c. 122].

Conclusions. Linguistic resources play a fundamental role in shaping market value in the modern economy [1, c. 75]. The ability to use language efficiently is directly linked to business success, as it affects communication costs, consumer perception, and operational effectiveness [2, c. 60].

The most important directions for applying the economy of the word include:

1. Enhancing clarity and conciseness in communication [5, c. 45]
2. Developing strong linguistic branding strategies [3, c. 95]
3. Optimizing digital content and communication channels [2, c. 55]

4. Implementing multilingual and localization strategies [4, c. 35]
5. Integrating artificial intelligence into communication processes [6, c. 125]

Future research should focus on developing quantitative models for measuring linguistic efficiency and its direct impact on economic performance, as well as exploring the balance between automation and human creativity in language use [1, c. 80].

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