Krugman vs Garicano: Individual and Cultural Differences in the Rhetoric of two Economic Op-ed Writers

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Abstract

The present paper attempts to account for the rhetorical traits of two prestigious economists, who are also authors of economic op-eds: Paul Krugman and Luis Garicano, who write for a prestigious American newspaper, the New York Times, and for the renowned Spanish newspaper, El País, respectively. Through a contrastive study of a roughly 12-thousand-word corpus of either author, this analysis has attempted, on the one hand, to endeavor a qualitative analysis scrutinizing the formal, or lexical-semantic aspects, of their prose in terms of technical words, clichés and coinages, as well as the patterns of conceptualization of the metaphors they use to describe the economic crisis that is sweeping the Western world at large. The second part of the analysis has concentrated upon the interpersonality of the texts, at the pragmatic layer of the op-ed genre, thus covering the extra-linguistic context of the texts which have been scrutinized under the umbrella of metadiscourse. These two different, but complementary, levels of analysis have led to the conclusion that the authors’ styles depict two individual ways in which op-eds are written in the economic world, but that their styles also reflect cultural and linguistic differences in the way columns are viewed in the English and Spanish languages.
Culture is complex and individual behavior is influenced by culture not determined by it. (Usunier & Lee, 2009). Hofstede defined culture as “the collective programming of the mind which distinguishes the members of one human group from the other” (1980, p87). Multinational companies have to find marketing solutions by tailoring their marketing mix to satisfy and adapt to cultural changes and differences in other countries. This brings us to two possible problems which has long being an issue of debate. Essay help from qualified, expert writers. If you are the original writer of this essay and no longer wish to have the essay published on the UK Essays website then please. Request the removal of this
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I document that, while the objective cultural differences between Chewas and Tumbukas on both sides of the border are identical, the political salience of the division between these communities is altogether different. I argue that this difference stems from the different sizes of the Chewa and Tumbuka communities relative to each country's national political arena. In Malawi, Chewas and Tumbukas are each large groups vis-à-vis the country as a whole and, therefore, serve as viable bases for political coalition building. In Zambia, Chewas and Tumbukas are small groups relative to the country as a whole, with little to no political salience.