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Abstract: As in many other fields, English is increasingly the universal language of economic field, which means that professional and academic economists are obliged to publish in English in order to expand their careers.

The demand for English (ESP) for economics and business is inherent in the nature of economic management and business running; moreover some undergraduate and graduate economics students seeking to continue their education or, to be employed in British, American or Canadian institutions have increased this demand for ESP courses. Therefore, the present study of tropes in economic texts is useful and takes advantage of rhetoric thinking as a didactic tool to simplify what would otherwise be too complex for students to understand.

The ESP teacher himself needs to be aware of the different rhetorical strategies and models used in economics and (s)he can adopt them to his/her students' needs or (s)he can adopt them to his/her students' cultural background. English has clearly become the world's predominant language of research and scholarship.

This study of tropes in economic texts, with an emphasis on metaphor, will be useful in determining the relevant aspects in which a consideration of tropes might help students get into texts besides contributing to the building of a theory of text-types different from the traditional taxonomy of literary versus non-literary texts.