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BEYOND ECONOMICS: LINGUISTIC AND SOCIETAL IMPLICATIONS OF BREXIT IN CONTEMPORARY ECONOMIC DISCOURSE

After the withdrawal of the United Kingdom from the European Union, Brexit became not only a political and economic event, but also an important social phenomenon that significantly transformed contemporary economic discourse. Social attitudes within British society, particularly distrust of experts, the desire to “Take Back Control,” and the growth of regional inequality, influenced the formation of new economic rhetoric [1]. In contemporary discourse, economic issues are increasingly interpreted through social and emotional categories such as freedom, sovereignty, isolation, and struggle. This determines the relevance of studying the relationship between societal changes and the transformation of economic language after Brexit.

The issue of Brexit has been actively researched by British and European scholars, particularly in the fields of political linguistics, economic communication, and media discourse. Researchers have analyzed Brexit political slogans, linguistic means of shaping public opinion, as well as the economic consequences of the United Kingdom’s withdrawal from the EU. Considerable attention has been devoted to the concepts of “Take Back Control,” “Global Britain,” and “Levelling Up,” which became central elements of British political and economic discourse. Particular attention has also been paid to the crisis of trust in experts, as a result of which society increasingly perceived economic forecasts as instruments of political influence rather than neutral analysis [2].

The aim of this study is to analyze the impact of societal changes caused by Brexit on the transformation of contemporary economic discourse in the United Kingdom, particularly the reinterpretation of economic terminology, the formation of new political concepts, and the use of metaphors in public communication.

Brexit caused significant changes in the ways economic processes are represented in British discourse. One of the key features was the emergence of metaphors of struggle and liberation. Economic relations with the EU began to be described through concepts such as “liberation,” “restoration of sovereignty,” or “breaking the chains.” At the same time, supporters of European integration used opposite metaphors — “isolation,” “loss,” and “economic division” [3]. As a result, economic discourse acquired a strongly emotional character.

Public distrust of experts also played an important role in the transformation of discourse. During the Brexit campaign, a significant part of the population became skeptical of economic forecasts and analytical reports. This contributed to the popularity of political messages based more on emotional arguments and national identity than on economic indicators. As a result, economic rhetoric became less technocratic and more oriented toward social attitudes [4].

Another important element was the concept of “Levelling Up,” which combined economic policy with the social regeneration of regions that supported Brexit. This term is used to describe the reduction of regional inequality through investment, job creation, and

infrastructure development. Consequently, economic discourse began to incorporate elements of social justice and territorial development [5].

After Brexit, a new foreign economic discourse also emerged, associated with the concept of “Global Britain.” While the focus had previously been placed on integration with the EU, attention shifted toward new international trade agreements with the United States and the countries of the Trans-Pacific Partnership. Even when the economic benefits of such agreements remain debatable, political discourse presents them as symbols of national sovereignty and independence [6].

Brexit also contributed to the reinterpretation of key economic terms. The concept of “risk,” which traditionally carried a negative meaning in economic forecasting, is increasingly interpreted as an “opportunity” for innovation and independent policy. The term “regulation” in political discourse is often replaced with the notion of “red tape,” giving it a negative connotation, while “deregulation” is associated with economic freedom and flexibility [2].

Thus, Brexit significantly influenced not only the economy of the United Kingdom, but also the nature of contemporary economic discourse. Social changes connected with the crisis of trust in experts, growing regional inequality, and the pursuit of national sovereignty contributed to the emergence of new political concepts and the transformation of economic terminology. Contemporary British economic discourse increasingly combines economic arguments with social, cultural, and emotional aspects, reflecting the deep interconnection between society and the language of economic communication.

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