Bret Ploucha

Genre Analysis

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Dr. Reiff

A Genre Analysis and Critique of Economic Market Reports

 Market reports are used for basically one purpose, to inform the investors of the United States of America and the global economies such as China and Europe about the status and health of certain economic markets. The major markets that investors are concerned with are: stocks, bonds, mutual funds, and commodities. Stocks are capital, or money, that is invested into a business. Stocks are divided into shares which are owned by private investors. When the companies do well, these private investors see a return on the shares that they own. Bonds are contracts that allow debt borrowing with interest paid to the bond holder at a certain time, usually twice a year. This allows for companies to finance the cost of doing business at a given time, making sure to pay back the investors later on down the road. Mutual funds are funds that are grouped together with other investors and then invested into short term securities, such as stocks, bonds, and money markets. Commodities are goods that are in demand at all times such as agricultural products, along with resources such as oil, gold, iron, and silver.

 Market reports are usually on the internet, informal using jargon, and are very important to successful investors. Market reports help give insight to possible business transactions and sales. Because these markets give us insight to possible trading and investing success, market reports can be given with much statistical data which omits any source of pathos or emotion. This statistical data assists possible investors to infer that successful trading and investing must exclude any emotional attachment or “gut” feelings towards any stock or market and rely on statistical formulas to achieve a favorable portfolio.

 Market reports give the impression of informality and are more concerned with getting important information about the economy and certain markets out to potential investors in a quick and efficient manner. Market reports use a combination of the rhetorical appeals, ethos and logos, in relation to statistics. Writers of market reports use ethos to establish credibility by presenting much statistical information and go on to utilize logos grouped with numerical knowledge and support to make claims about the condition of certain markets and indexes. Market reports are there to inform the reader, not to convey a certain emotion. This leads us to the assumption that they pay no attention to pathos, mention before.

 In today’s age, most of the main market reports are computer generated and are usually viewed on the World Wide Web. This notion allows us to understand that market reports are created in a quick manner (as mentioned before), and the authors do not exactly keep formal language at the top of their language arts check list. Jargon is used in market reports to allow for quick and easy vocabulary. Authors know that they don’t need to explain every issue because the audiences of these market reports, possible investors, know the business “lingo”. Even though market report authors use jargon, there tone is still as serious as possible, after all they are reporting on the some of the biggest and most important issues in the world today.

 The structure of market reports is quite simple. Since these market reports are more commonly located on the World Wide Web, they tend to be no longer than one or two pages with very small font size. This allows the authors to fill up a small area with much statistical information and analysis of different markets such as graphs and charts to further enhance the breakdown of current markets. Furthermore, it seems that these market reports are not indented at all. These market reports contain small paragraphs pertaining to each company that is being analyzed and researched so as to segment and help differentiate between the various companies’ financial conditions.

 Major news and financial publications are the main driving producer of market reports. The Wall Street Journal, CNBC, Fox News, CNN and Seeking Alpha are just a few of the top producers. These market reports inform the many possible investors of very particular content. Most market reports report an overview of the past day’s events in the economy in relation to the condition of specific companies or economic indexes such as the Dow Jones Industrial Average, the National Association of Securities and Dealers Automated Quotation (NASDAQ), and the S&P 500. For example, CNBC reported on November 5th, 2009, that “the Dow Jones Industrial Average shot up more than 100 points, or over 1 percent. Techs were among the early leaders after Cisco posted strong results after the bell Wednesday”. This portion of a market report by CNBC helps to reveal to us that the Dow Jones Industrial Average closed with a successful day of business in the “green” or positive numbers. It goes on to disclose that “techs” (an example of jargon), or products such as Blackberry phones, internet-based companies, and or software companies did well that day. This information allows possible investors to go into much further research on whether to invest in these “tech” companies or not.

 Market reports are very important to possible investors, the information that they include is crucial to the success of many investors in the world. Their use of the World Wide Web thru the major news publications such as the Wall Street Journal, CNBC, Fox News, CNN and Seeking Alpha which is a major provider of investing tips through blogs, money managers, and investment newsletters helps us understand that the stock, bond, mutual fund, and commodity markets are in a fast paced arena where many people must see these reports very quickly in order to determine what strategy they will use to try to succeed in investing. These market reports’s author’s exclusion of pathos helps investors to further understand that no such emotion is needed in order to gain a positive portfolio; and their continued use of ethos and pathos show the readers of these market reports that analyzing statistical information is the key to achieving that positive portfolio.

 Here are some examples that will help you get started:

http://www.cnbc.com/id/33653570/

http://www.cnbc.com/id/33654483/site/14081545/for/cnbc/

http://www.cnbc.com/id/33623831/

Works Cited

 *CNBC*. Market Overview, 2009. Web. 9 Nov. 2009.