

Abstract for the general public

Modern financial market analysts rely on a variety of tools to anticipate potential price movements and make informed investment decisions. One of the most recognized and straightforward methods is Price Action. This approach, which de-emphasizes fundamental factors in favor of historical data like past price peaks or troughs, is not just for professionals. In a simplified form, it's also used by everyday consumers when making purchasing decisions.

How do we know that the purchase price is attractive, and how do we set the cost of the items we want to sell? We often enter the phrase we are interested in in an Internet search engine and compare current and recent prices. Previously, we looked for similar data in newspapers, asking friends, or in nearby stationary stores. Regardless of the method, when assessing a reasonable price level, we always consider time (e.g., seasonal price variability) and place (e.g., purchase in a local or foreign online store), assuming that the items we seek are comparable quality.

How did ancient consumers determine the price? Were they aware of current and historical price levels? How did price fluctuations affect their daily financial decisions? Answers to these and similar questions have already become the subject of many scientific studies. These issues still need to be addressed from the perspective of the language describing various price actions and features. The project aims to fill this research gap by providing detailed descriptions of phrases for price actions from a historical and linguistic point of view. The results of this part will additionally be subjected to a conceptual analysis, which will answer how the perception of price changed depending on the context and time and whether its ancient analysis methods had something to do with contemporary Price Action theory.

The project results will be published in an English-language monograph, the content of which will be important not only for narrowly specialized papyrologists and linguists but also for historians of technical price analysis, economic history, and the general public interested in ancient and modern financial markets.