

Abstract

Topic of work is an intersubjectivity of economic knowledge. Work is describing the process, how is intersubjective economic knowledge may be manifested and legitimized in speech by lay individuals. In general, knowledge is presented as created, redacted and legitimized during the process of speech as an ongoing activity, intersubjective symbols are used as tools to proclaim itself. In the theoretical part, broad overview of sociological theories of knowledge are presented, and the research question was conceptualized by the terms of constructivist approach of Berger and Luckmann. Lay knowledge was manifested as mix of referring four modes of reasoning: economical rationality, societal rationality, habitual and doxic knowledge, discourses. Overemphasizing one of the mods leads to reducing the legitimacy of manifestation, the process of balancing between modes is described. In addition, paper proposes suggestion of differences in intersubjective knowledge between Ukraine and Czechs, and discusses the possibilities of further research.