
Based on the methodology of the situational logic that Popper (1997) formulated for social sciences, this article discusses the methodological consistency with which Bourdieu (2000) uses the notion of linguistic market in the sociological analysis about discourse. The existence of two economic rationality notions is shown, in such a way that the decision agents act at the same time with a substantive rationality endowment and another of bounded rationality.

Key words: linguistic market, substantive rationality, bounded rationality, rationality principle, conventions. JEL: A12, B41, D03, Z13.