

On the Problem of Preserving the Ecological Purity of the Language in the Linguocreative Media Space

Ibrokhimova Mokhinurkhon Ahrorkhon Kizi

Master's Student of the Direction "Linguistics: Russian Language" of FerSU, Uzbekistan

ABSTRACT

The article attempts to analyze the problem of the ecology of language within the framework of a new direction of linguistic thought.

KEYWORDS: *ecology, language, concept, ecolinguistics, relationship, ecological purity, derivation*

The close relationship between the ecology of nature and the ecology of language as a part of culture revived a new term and a whole direction in modern linguistics associated with it - ecolinguistics, which, in turn, was introduced into scientific circulation by the American linguist Einar Haugen [Ionova 2010: 87]. Being the founder of the concept of ecology of language and the founder of the theory of ecology of language, Haugen in 1970 defined the ecology of language as a science that studies "interactions between any language and its environment, environment" codes "(quoted from [Rarenko 2003: 73]). There are also a number of other conflicting opinions on the correlation of the authorship of this term and even the correlation of the terms "ecolinguistics", "ecology of language / languages", "linguistic ecology" and "linguoecology" / "linguistic ecology". As a rule, these terms are used as synonymous (see, eg, [Moiseenko 2007; Ogdonova 2009: 122 and many others]), however, attempts are being made to differentiate them. The term "ecolinguistics" is used to refer to all areas of research that link ecology to linguistics.

This is how it is defined by Alvin Phill (after [Ionova 2010: 88]), and after him other scientists. According to Alvin Phill, "the ecology of language (s) examines the interaction between languages (with the aim of preserving linguistic diversity)"; "Environmental linguistics uses the methods and principles of ecology to learn a language (for example, the concept of an ecosystem)"; "Linguistic (linguistic) ecology studies the relationship between language and environmental problems" [Ibid.].

It is advisable to consider the object of ecolinguistics such manifestations of linguistic signs or units in which identical features of independent disciplines such as ecology and linguistics are clearly indicated at the junction of the general laws of their existence. And as the subject of this direction, it is customary to consider various aspects of the functioning of languages and discourses in their social and natural environment.

At the present stage of the development of media discourse, an important role is played by the problems of linguistic creativity, which in turn affects linguistic ecology. The tendency of the formation of new words, terms and related concepts does not always obey the traditionally accepted linguistic laws of a particular language. Sometimes there is even a clear contradiction of new formations with the basic structure of the whole word-formation system.

But nevertheless, adequate perception of the lexical form of new words unusual for language and widespread use, in particular in the media space, "fixes" it so much in the minds of speakers and listeners that they gradually begin to acquire the meaning of a norm. In this sense, as a reverse process of this phenomenon, the disappearance of the eradicated classical forms of words due to their "displacement" as a result of the results of linguistic creativity is also observed. If we consider the language as a reflection of the soul of the nation, the traditions of the people, the primary factor in the awareness of its originality, the issue of preserving the ecological purity of the language becomes especially relevant. At the moment, due to the expansion of technical capabilities in communication and their features of functioning, there is a tendency to replace verbal communication with sign, or non-verbal. The social characteristics of the language change somewhat. Increasingly, the author's neologisms, slangs, jargons are adjacent to a number of literary words. Understanding the process of formation of this kind of words will help to identify the reasons for such a wide use of them in the speech of native speakers. So, the formation of the dictionary of the so-called "systemic" slang - occurs at the expense of the same sources and means that are characteristic of language in general, and Russian in particular. Having appeared in such a grotesque guise, the borrowed slangism immediately actively enters the system of inflection: girl - girls, girls, street - to street, perent - with perent, zipper" lightning "- zipper, byte" white "- byte. It is interesting to note that some foreign words, which have long been assimilated by the Russian language, seem to be re-adopted in a different meaning (and sometimes with a different stress) and already in this meaning form derivatives: record (record) - "gramophone record"; record - "plate"; rally - "meeting"; smitingnutsya - "to meet"; ring - "phone"; ringing, tringanut - "to call by phone", ringushnik - "a notebook with phone numbers"; speech - "conversation"; to speak, to speak - to "talk".

- Affixation, as a means, is very productive and with primordial Russian roots: ottyag - "pleasure", to be delayed - "to receive pleasure, indulge in fun; pin up - "pay attention, cling, mock, get carried away"; joke - "something that you can laugh at, what you can get carried away with"; prankster, prank - "one who loves to find fault,
- The next powerful source of the formation of the lexical composition of slang is metaphor. Here are metaphors proper (such as pussy - "narrow triangular dark glasses", zagolyak - "complete absence of anything", extinguish - "kill"), and metonyms (such as hairy - "hippies").

In metaphor, there is often a humorous interpretation of the signified. As an example, let's call metonyms: splevich -

"ephedrine, a medicine for the common cold, which is used as a narcotic drug"; shaggy - "bald"; or metaphors with an ironic connotation a basketball player is a "short man."

Compared with the three named (foreign borrowing, affixation and metaphor), the share of other sources of the formation of the lexical fund of youth slang is insignificant.

- Borrowing thieves' argotisms: lawlessness - "complete freedom, revelry"; ksiva - "documents"; wet - "beat, kill."
- Antonomazia (proper noun as a common noun): Levis, Louis "jeans"; Masha, Natasha - "girl"; listening to Mendelssohn - "to be present at the marriage ceremony"; to drive mumu - "to lie".
- Synonymous or antonymic derivation (one of the components of a phraseological unit is replaced by a close or opposite word of the national language or slang): to hammer in a joint - "fill a cigarette with a drug for smoking" - to nail a joint - to nail a joint - to nail a joint; get on a needle - "start using drugs on a regular basis" - get hooked; add a needle - "teach someone to use drugs" - add a screw - add a jeff; get off the needle - "stop using drugs" - get off the needle - jump off the needle.

In addition, this series can be continued by describing such linguistic manifestations as truncation of roots, addition of roots, universalization, abbreviation, etc. These processes are especially vividly observed in the media space, where there is a "shift in communication towards non-environmental friendliness", which is confirmed by "environmental disasters", for example, such as the influx of foreign words, stylistic decline in speech, its jargonization, vulgarization, stamping, the use of obscene words and expressions, disregard for the formulas of politeness, depletion of the vocabulary of native speakers.

If all structural, linguistic and stylistic norms are observed in speech, but "the choice of goals is determined by anti-values (moral, existential, aesthetic, etc.)," then such speech is a manifestation of speech anti-culture, this concept is so understood. In other words, the goal set also determines the degree of environmental friendliness of speech. The degree of environmental friendliness of speech should be determined taking into account the goal of the performed speech behavior and its linguistic implementation.

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