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**THE ROLE OF LANGUAGE IN COMMUNICATION
AND SHAPING THE LIVING ENVIRONMENT:
AN ECOLOGICAL APPROACH**

**РОЛЬ МОВИ В КОМУНІКАЦІЇ ТА ФОРМУВАННІ
СЕРЕДОВИЩА ІСНУВАННЯ: ЕКОЛОГІЧНИЙ ПІДХІД**

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Language and the environment we live in are inseparable and closely interrelated. Our environment (natural, social, cultural, etc.) influences our language system, and the way we communicate about our living environment mirrors and defines the way we live on the planet. Angelov A. G. [2] defines the natural environment as a localized geographical ecosystem consisting of living and non-living matter. The scientist points out that in the semiotic paradigm developed by Jacob Johann von Uexküll, humankind occupies a dominant position. Jacob Johann von Uexküll is also known for introducing the term “Umwelt,” which is not restricted to the biological and ecological senses of the environment but also encompasses, in particular, the worldview as a space of information exchange between living organisms [2, p. 159].

Within the “humankind-nature-society” system, according to the anthropocentric worldview, humankind occupies the pinnacle in the hierarchy. In other words, nature is nothing more than an entity for human cognitive inquiry. When conducting research, humans prioritize their own interests over other facets of the universe. However, in our view, the anthropocentric paradigm, both in linguistic research and in our interactions with nature, i.e., granting humans an exclusively prominent, pivotal position, is a pursuit of (albeit illusory) control, freedom, order, and a desire to establish “their own game rules” for phenomena, the principles and regulations of which are not yet within the scope of human consciousness. In contrast to anthropocentrism, a new, evolutionarily anticipated approach, ecocentrism, has emerged. The fundamentally opposite principles of ecocentrism consider the development of humans and society as being an integral part of the course of evolution, where people are merely a fraction of the whole and are governed by the laws of ecological irreversible limits and survival

of the fittest [1, p. 109]. Discourse serves this purpose: ecological discourse, which has emerged from paradigm shifts, the “ecological turn.” The focus is not only on the environment that sustains our biological existence, but also on the milieu essential to the spiritual and moral development of a human being. Civilization’s mission is to become an integral part of nature [3, p. 15].

The ecological perspective promotes the cultivation of a holistic worldview, while allowing for a certain degree of autonomy among its various elements. Thus, a vision of language as a kind of linguistic code has taken shape, one that is not isolated from other components of reality, which facilitates a better understanding of the dynamic changes within the very structure of language [4]. Language is fully integrated and adapted to the sociocultural ecosystem and its components. A. Bastardas-Boada uses the term “sociocultural ecosystem” to describe it, and metaphorically reinterprets language as a living organism within it [4].

The ecological approach seeks to restore language to its proper place and social role as a socio-integrated activity, encouraging moral responsibility and being dialogical at its core. Searching for meaning as the goal of speech activity aims to make the speaker aware of values, in particular caring for oneself and others, and the environment we live in [5, p. 93].

Human attitudes towards the environment and the study of moral and philosophical aspects within the framework of sustainable development are relevant research topics at both the social and language levels. Scholars distinguish between the discursive approach within ecolinguistic researches (Diskursanalyse an die Ökolinquistik) and the approach of ecocriticism (ökologische Sprachkritik). The study of the moral aspect and the relationship between language and moral norms is presented in the latter approach. The aim of this approach is to investigate whether linguistic structures and means influence the way people live [6, p. 21]. N. Kovalyk states that the priority goal of research on environmental issues and nature conservation activities, including ecolinguistic studies, is to resolve conflicts that arise within the “humankind-nature-society” system [1, p. 108].

Therefore, we consider the ecological approach to language promising for linguists, as it helps us better understand the patterns of portrayal of environmental issues and reveal the linguistic mechanisms that manipulate people’s perceptions of climate change and the challenges we face in the wake of anthropogenic impacts.

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