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ON THE PROBLEM OF PRESERVING THE ECOLOGICAL PURITY OF THE LANGUAGE IN THE LINGUOCREATIVE MEDIA SPACE

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ABSTRACT

The close relationship of the ecology of nature and the ecology of language as 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 [2, p. 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", while the environment (environment) is understood as "a society that uses language as one of its codes" [5, p. 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, but attempts are made to differentiate them [3, p. 65–71].

KEYWORDS: *Ecolinguistics, Discourse, Creativity, linguoecology, linguoecology.*

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