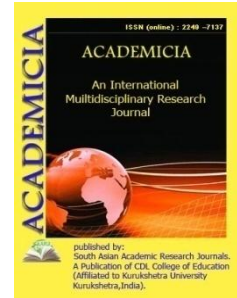




ACADEMICIA
**An International
 Multidisciplinary
 Research Journal**
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: 10.5958/2249-7137.2021.00985.X

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.*

INTRODUCTION

The term "ecolinguistics" is used to refer to all areas of research that link ecology to linguistics. This is how Alvin Phill defines it, 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 issues".

DISSCUSION

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. Various aspects of the functioning of languages and discourses in their social and natural environment are considered to be the subject of this direction.

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.

According to scientists, in order to counteract the negative tendencies of word use and search for ways to enrich and improve speech communication, it is necessary to study the ecology of the language. The term "greening" was introduced, which in relation to linguistics is gradually spreading and clarifying in Russia. In practical terms, greening is closely related to language policy. A language policy is necessary to preserve the moral and spiritual values imprinted in the language, which at the present stage of the country's development are beginning to degrade due to the penetration of foreign words into our language and the borrowing of elements from other cultures. A necessary requirement for the development of a language should be the unity of the people, who would like to preserve their culture, morality, spiritual values, because language is the most important means of national identification: belonging to a nation is determined by what language a person speaks.

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.

1. On the first place in terms of productivity are foreign-language borrowings, and, almost exclusively - English-language borrowings. Only two Spanish were recorded (to be proud - "to get fat" and fumarite - "to smoke"), two German (Bundes, Bundes - "Germans from FRG", "West German" and Kind - "child") and one Finnish (yux "one

Ruble ") 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. to note that some foreign words, long 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"; meeting - "to meet"; ring - "phone"; ring, triganut - "call on the phone", ring - "notebook with phone numbers"; speech - "conversation"; to speak, to speak - "to talk". The leading place in the social networks of young people is occupied by the use of neolexics. Stable phrases and special words were the result of the functioning and their use when communicating in the virtual world [1, p. 114].

2. 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, joking at someone "; cool - " funny, interesting "; cool - " fun, original".

3. 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.

4. Borrowing thieves' argotisms: lawlessness - "complete freedom, revelry"; ksiva - "documents"; wet - "beat, kill".

5. Development of polysemy: to throw - "to steal something from someone, take something from someone and not give it back, cheat when making a deal, do not keep a promise, deceive"; nishtyak - "everything is all right, it doesn't matter! it is irrelevant! not bad, passable, excellent "; "Please" - "okay, agreed".

6. 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".

7. 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.

Speech is an ecosystem, self-renewing and self-regenerating, serving both modern man and future generations. As the researchers say, a cultured person's concern for the future is manifested in a respectful attitude towards native speech. Obscene vocabulary, foul language and

incomprehensible Englishisms that require translation for the majority come into conflict with the Orthodox spiritual tradition of the Russian people, destroy the Russian language, and with it - the culture of the Russian people, which has evolved over the centuries.

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 within 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. Moreover, this shift is reflected in the terms used by scientists, for example: "speech irresponsibility".

CONCLUSION

Thus, 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. The eco-linguistic approach to the culture of speech is based on the Russian spiritual tradition, which describes the relationship between words and nature. Today, the ecology of a language is understood as "the science of the integrity of the language, of its connection with the culture of its people and, at the same time, of its connection with the earthly semiosphere. This is the science of the energy of the word, of its creative power, of its connection with the biosphere, with the language of living nature. Hence it becomes more and more clear that biological, terrestrial ecology cannot do without the ecology of word and spirit. "

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