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## PROJECTIONS OF COGNITIVE AND ECOLOGICAL LINGUISTICS

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The anthropocentric and eco-centric lines may be distinguished as competitive modes in the development of modern humanitarian sciences for the reason that they introduce different approaches to investigating processes and results of human activity. Modern stage of linguistics is characterized by coordination of various scientific opinions, regarding its object – language. With all the differences in the interpretation of natural language dominant directions converge that this phenomenon can be understood and explained only by considering it as an integral part of the cognitive system, i.e. all of the

structures and mechanisms that combine to provide cognitive and intellectual person's activity.

Within the cognitive approach category of knowledge is considered the key one. It combines knowledge of the world and language system. This focus of linguistic research makes problems of solving linguistic semantics in terms of categorization and conceptualization of cognitive processes of surrounding reality particularly urgent.

In spite of the significance of the concept «Ecology», its important social role, it is not quite a study in linguistics. This determines the topicality of this article. An eco-centric model of consciousness is based on the assertion that Man shouldn't be esteemed as a core element of universe but a part of natural environment, eco-centric consciousness is associated correspondingly with the issues of diversity and harmony of Man's coexistence in natural environment rather than of intellectual domination and global convenience.

The basis of the conceptual content of the linguistic ecology as a scientific field constitute the basic value orientations related to ethical standards, concepts of morality, spirituality. The subjects of linguistic ecology are the culture of thinking and speech behavior, formation of linguistic taste, protection and improvement of the literary language, identification of ways and methods of its enrichment, the purity of speech habitat. The popularity of the eco-centric line and its implantation into some branches of modern linguistics may be explained undoubtedly by the global ecological changes in the 20th cen. thought to be caused mainly by human activity.

Ecolinguistics as a scientific field that combines ecology and linguistics studies the interaction between language, human being as a language personality and his environment, which is the influence of the environment through the person and society on language, on the one hand and the influence of language on the moral and spiritual level of society, on the other.

Ecolinguistics examines the influence of language on the life-sustaining relationships of humans with each other, with other organisms and with the natural environment. Research ranges from the impact of advertising discourse in encouraging ecologically damaging consumption to the power of nature poetry to encourage respect for the natural world.

Language is regarded as an integral component of the chain relationship between man, society and nature. Functioning and development of the language appears as an ecosystem, and the world – as a linguistic concept. In recent years appeared many investigations devoted to the consideration of cognitive and linguistic aspects of phenomena of surrounding world, the essence of conceptualization and categorization as basic cognitive processes.

Thus, Ecolinguistics considers the language in interaction. Ecolinguistics represents an act of interaction between individual languages or acts of interactions that occur between people and nations through language. For Ecolinguistics object is the natural environment for natural languages. Development of ecolinguistics as a new scientific field of linguistics allows us to consider the problem of interaction of language and society, drawing knowledge from various scientific disciplines: psychology, sociology, philosophy. Ecolinguistics tends to purify the environment purely linguistic means. Helping to realize the mechanisms of exacerbation of conflicts and disputes, ecolinguistics trying to promote the peaceful coexistence of people in different social groups in society. Ecological linguistics studies the processes of replacement or survival between the competing languages in a certain space, whether the consciousness of the individual or any society.

The fundamental principles of cognitive field of the first generation were questioned and main principles of cognitive science of the second generation (as it is conventionally called by G. Lakoff and M. Johnson) [2] were worked out. Cognition is seen by scholars as the activities of the human body, carried out in the course of interaction with the environment in order to adapt to the environment for survival and reproduction.

It is very important to note that this thesis and other postulates formulated by G. Lakoff and M. Johnson were reflected in biocognitive theory developed by Chilean neurobiologists H. Maturana and F. Varela. Researches proposed an interesting conception of living systems, based on the principle of living systems are studying systems, and life is a process of cognition. In other words, an attempt was made to find an explanation for the phenomenon of knowledge as an effective action, which enables a living organism to continue its existence in certain environment. In addition, scientists emphasize that the center of any knowledge is observer.

Observer is defined as a living system with a circular organization (for such system U. Maturana uses the term «autopoetic») [3]. All aspects of the living system are imposed on this fundamental circularity and maintained it, ensuring its continuity in successive interactions in the continually changing environment. The living system exists as long as it retains the ability to self-reproduction and adaptation. Thus, reproduction and adaptation are the basic conditions for a single organism's life and for the whole species.

Subjects surrounding the individual are an integral part of his niche, so interactions with them serve his adaptation within niches. These interactions tend to have the orientation character. One organism can modify the behavior of another one, first, when they are connected with each other in such a way that the previous behavior of one determines the subsequent behavior of

another, such as courtship or in a fight, (such behavior is the basis of friendship and enmity).

Secondly, one organism can orient the behavior of another organism on part of his fieldwork, which is different from the part that includes this interaction. This happens only if the interaction spheres of organisms coincide. The second type of orienting interaction is the basis for any language behavior.

The states of activity of the nervous system, resulting from the interaction with an object is qualified as elementary representations [1]. Representations of all possible interactions with a particular object or with similar objects as well as interactions with different objects (but at the same time and in similar situations) are combined into complex representations. This complex representation is considered as a structural unit of the experience / memory, or concept. In other words, ecological concept is a set of representations of interactions with the object or objects (non-linguistic and linguistic), characterized by the causal dependency and promotes effective adaptation of the organism to its environment.

Ecology of communication seems to be a promising paradigm of linguistics, a vital part of the theory of speech that studies the ways personal communicative intentions are enforced during communication without weakening the opponent's communicative position or humiliating him by inappropriate speech acts. The detection of the mechanisms of text influence on the addressee, methods of verbal representation (relevant or not) of the referential situation image in textual forms seems to be prospective both in theoretical and practical values.

The findings by this approach will allow balancing several issues of human environment instability and extending the facilities of ecosystem by integration of special notions, methods and ways of linguistic analysis and giving them status of universal instruments for humanitarian tasks implementation. Application of them into various spheres of modern communication will help to set principles of well-balanced information policy, reduce tension in interpersonal and cross-cultural communication, lessen conflicts and improve relations in the global community of the future.

Each person has a unique experience of adaptation to the environment; hence, the set of representations and concepts of causal relations is also to some extent unique. In this connection, it is lawful to talk about the individual level in the structure of the concept. However, a man lives in a certain society, which is a part of his niche. The existence of an individual directly depends on the interactions with other individuals, as they orientate him on his effective behavior in a specific situation.

From the standpoint of biocognitive approach, conceptual picture of the world can be defined as the totality of concepts or complex representations

present in the mind of the individual reflecting collective experience of the direct and indirect (in the process of upbringing and education) interaction with the environment. This conceptual system itself is the object of interaction.

Linguistic ecology dynamically reflects natural changes of linguistic conceptualization of the world, the relationships between social, cultural and linguistic processes. In this regard, it should be noted that this field has vividly marked interdisciplinary character, integrating diverse knowledge of humanitarian nature.

In linguistic ecology functions a number of interdisciplinary phenomena and their respective terms, which are in a state of constant interaction and intersect with different linguistic fields of terms. Thus, linguistic ecology relates to the field of complex and multifaceted phenomena of culturological and humanitarian character.

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### **ТЕКСТ ЯК РЕЗУЛЬТАТ І ОДИНИЦЯ КОМУНІКАЦІЇ: СТРУКТУРНО-СЕМАНТИЧНИЙ АСПЕКТ (РОЗГЛЯНУТО ШЛЯХОМ КОМПАРАТИВНОГО АНАЛІЗУ ФУНКЦІОНУВАННЯ СКЛАДОВИХ КОМУНІКАТИВНОГО ПРОЦЕСУ)**

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Наше спілкування пов'язано з відтворенням мовного коду і полягає у площині фреймових ситуацій, тому темою дослідження обрано складові комунікативного процесу. Складові комунікативного процесу розглянуто