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INTERACTION BETWEEN ADDRESSER AND ADDRESSEE IN ECOLOGICAL DISCOURSE

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The relationship between human and nature nowadays is becoming one of the most important problems which concern world's society. The study of the language in the field of environmental protection is caused by the development of people's awareness of environmental issues. In the text paradigm, text on ecology occupy an important place [2, p. 45]. Taking into consideration the definition of discourse by N. Arutyunova [1, pp. 136-137], we define *ecological discourse* as the set of texts on environmental issues created according to the rules of the given discourse where the key concepts are nature and environment. Ecological discourse is influenced by extralinguistic factors of ideological content (ideology and propaganda), macro-social (mass communication) and social factors (environmental problems in society). This means that ecological discourse as means of ecological thinking and behavior influences people, contributing to preserving or changing social institutions and environmental situations.

Communication in ecological discourse is provided by addresser's and addressee's interaction. From pragmatics, the written form of presenting material is the dialogue between an author and potential reader (imaginary interlocutor). The addresser acts not only as subject of cognition and transformation of reality but also as a person with the set of verbal characteristics for creating and perceiving texts.

In textbooks on ecology we found the following language means of expressing interaction between addressers and addressees.

1. Using personal pronoun *we* which is explicit linguistic representation of the addressers in the discourse. The usage of this pronoun is based on the technique of intimacy which consists in creating the effect of author's direct participation in the communicative process and presenting scientific information in the form of lively dialogue with the reader [3, p. 249]. In the example *We have used the constructive comments provided by these professionals in our continuing efforts to enhance the strengths of the text* [5, p. xviii], authors use personal (we) and possessive (our) pronouns showing the personification. Traditionally pronoun *we* is considered to show the authors' modesty (*pluralis modestiae*).

2. Using personal pronoun *you*. Here we can see dialogue imitation between addressers and addressees. The situation modeled in the text is close to the real communication between them, thus creating the effect of the author's presence as a real interlocutor. In the example *For those of you interested in your diet and weight, a Big Mac contains 576 Kcal, which is 669 watt-hours, enough to keep that 100-watt bulb burning for 6 hours and 41 minutes* [4, p. 50], by using this pronoun, authors appeal to all readers in general and at the same time to each of them individually, which contributes to creating personal communication based on the addresser's trust in the addressee's professional qualities as well as implementing manipulative technology to influence the addressee's consciousness.

3. Using passages where addressers ask addressees to solve different ecological problems and express their opinions on them. Stimulating questions activate recipient's mental activity, draw his/her attention to important environmental issues.

What Do You Think?

– *Should Nevada be required to accept a nuclear repository for the good of the nuclear industry and the safety of the country?*

– *Should the state of Nevada be able to prevent the construction of the repository?*

– *If the site at Yucca Mountain is not built, what other solutions to the nuclear waste problem would you suggest?* [5, p. 232].

4. Using passages where authors ask their readers to express their opinions and critical remarks about the textbooks by sending them an e-mail. For example, in the book *Environmental Science* in the preface we can see the electronic address of its authors T. Miller and S. Spoolman *We invite you to contact us and point out any bias, correct any errors you find, and suggest ways to improve this book. Please e-mail your suggestions to Tyler Miller at*

mtg89@hotmail.com or Scott Spoolman at *spoolman@tds.net*. [6]. This is an explicit manifestation of the dialogue between an addresser and an addressee. Separated in time and space communicators in the process of asynchronous communication send instant messages by analyzing which authors can make some changes to improve the content and quality of the material. According to T. Yakhontova, electronic communication is characterized by the highest degree of interactivity within virtual communication, creating numerous contacts, initiation and maintenance of professional and friendly interaction [3, p. 312].

Thus, different means of expressing interaction between an addresser and an addressee (personal pronouns *we*, *you*, different passages) help the authors create such conditions for readers where the latter are close to the first in space and time during the communication which takes place "here and now".

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