

THE STUDY OF ENVIRONMENTAL DISCOURSE AS A REQUIREMENT OF CONTEMPORANEITY

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The increasing interest of modern scientists in the problems of human communication has led to the emergence of a new cognitive-communicative paradigm. Discourse analysis is both its object of investigation and main methodological principle.

Since its introduction to modern science the term 'discourse' has taken various, sometimes very broad, meanings. Sharing the point of view of Kharkiv Scientific School of Linguistics, we define **discourse** as an integral phenomenon, as a cognitive – communicative activity occurring in a broad sociocultural context [1; 28].

The literature review shows that linguistics has accumulated considerable theoretical potential on the study of discourse stratification (F. Batsevych, G. Pocheptsov, E Sydorov), modeling (E. Atayan, G. Pocheptsov, O. Selivanova), components (N. Arutyunova, N. Bardina, O. Vorobyova) and various types of discourse, including scientific (O. Kravchenko, V. Lukyanets), political (F. Batsevych, G. Yavorska), religious (F. Batsevych, S. Kot) advertising (V. Zirka, T. Kovalevska) etc.

In recent years, scientists have paid considerable attention to environmental problems. This is mainly due to the ecological situation in the world. It is becoming more and more threatening putting in jeopardy the existence of the whole mankind. As a result, the scientists working in different spheres concentrate their efforts on resolving urgent environmental issues. Linguistics does not stay aside. Ecolinguistics, a separate branch of linguistics,

investigates the interrelation between language and environment as well as the role of a language in dealing with environmental problems. As environmental issues penetrate into and influence social communication, the analysis of environmental discourse gives ample scope to scientific investigation.

The aim of this article is to analyze the types of environmental discourse and to show the importance of research in this sphere.

Environmental discourse is understood as a totality of verbal and non-verbal acts used for verbalization of knowledge about environment; its aim is to influence social consciousness [3; 6].

The main concepts of environmental discourse are nature and environment. This type of discourse is realized both in written (various articles, reports, reviews, analytical materials, posters) and oral (public speeches, parliament debates, TV and radio news, commercials which touch upon these problems) form.

Environmental discourse is further subdivided into:

1. scientific – scientific articles, research etc.;
2. mass media – texts spread by means of TV, radio and Internet;
3. religious – texts constituting religious communication;
4. belles-lettres – literary texts describing different nature phenomena [2; 7].

The boundaries between different types of environmental discourse are not well-defined and sometimes overlap.

Thus, we can see that environmental issues go far beyond the competence of ecology. Taking into consideration the necessity to solve urgent environmental problems on the world scale, the question whether language can help to change human attitude towards environment arises.

Modern linguistics faces the challenge of answering it. The study of environmental discourse, especially investigations dedicated to discourse tactics and strategies, its concepts and genre typology can contribute substantially to the solution of environmental issues as well as provide theoretical and empirical data with which modern linguistics will be able to meet this challenge.

References

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