

PHILOLOGY

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Language ecology in the context of speech culture and ethno-cultural communication

Having appeared just a few years ago the concept of "linguistic ecology" has already become firmly established in the conceptual and terminological system of the Russian language, the current state of which makes us talk about a certain evolution of values in it and in culture as a whole. Unfortunately, increasingly the concepts of "aggression", "aggressiveness" come to the foreground. They permeate in all spheres of human life. We observe the effect of getting used to negative communicative portrait. In this regard, the task of linguistic ecology is to preserve the cultural environment and the Russian language as a part of it, to try to form and instill in native speakers, especially the younger generation, other tastes, to pay attention to the language ideal, to teach to appreciate the accumulated linguistic wealth, and as a result – to make positive changes in society, the communication process, the system of values.

Key words: linguistic ecology, culture of speech, language situation, aggression, language and speech behavior.

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