

shakllantirish imkoniyatini yaratadi. Maqolada ko'rsatib o'tilgan yo'llar - deontologik ta'lim, virtual muammoli vaziyatlar, raqamli refleksiya, axborot etikasi treninglari va jamoaviy ijtimoiy loyihalar - bo'lajak pedagoglarni axloqiy, mas'uliyatli va jamiyatga foydali shaxs sifatida shakllantirishga xizmat qiladi. Raqamli ta'lim vositalari zamonaviy pedagogik jarayonda innovatsion, interaktiv va axloqiy mas'uliyatli ta'lim muhitini yaratishda muhim vosita sifatida namoyon bo'ladi.

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LINGUISTIC FEATURES OF ENVIRONMENTAL DISCOURSE IN THE ERA OF GLOBALIZATION

Nagaeva Adelya Nailievna, Khasanova Dilshoda Zafar kizi

1st year students of the direction "Linguistics" Branch of KFU in Jizzakh, Uzbekistan

Scientific supervisor: Navruzova Elena Pavlovna

assistant, Branch of the KFU in Jizzakh, Uzbekistan

Abstract: This research paper examines ecological discourse as a linguistic phenomenon in the context of globalization. The main characteristics of ecological discourse are analyzed, including its value orientation, evaluativity, and metaphorical nature. The study explores lexical and syntactic features of ecological communication, as well as the influence of globalization processes on the formation and development of ecological discourse. National and cultural features of conceptualizing environmental issues in various linguistic traditions are identified. Special attention is given to modern trends in the development of ecological discourse under the conditions of digitalization of the communicative space. The paper also outlines promising research directions in ecolinguistics and the practical application of the obtained results in education, ecological translation, and social communication.

Keywords: ecological discourse, ecolinguistics, globalization, ecological terminology, metaphorization, digitalization of communication, intercultural communication, ecological consciousness.

ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ЭКОЛОГИЧЕСКОГО ДИСКУРСА В ЭПОХУ ГЛОБАЛИЗАЦИИ

Нагаева Аделя Наильевна, Хасанова Дилшоода Зафар кизи

Студенты 1-го курса направления «Лингвистика»

Филиал КФУ в г. Джизаке, Узбекистан

Научный руководитель: Наврузова Елена Павловна

ассистент, филиал КФУ в г. Джизаке, Узбекистан

Аннотация: В данной исследовательской работе рассматривается экологический дискурс как лингвистический феномен в условиях глобализации. Проанализированы основные характеристики экологического дискурса, включая его ценностную ориентацию, оценочность и метафоричность. Исследованы лексические и синтаксические особенности экологической коммуникации, а также влияние глобализационных процессов на формирование и развитие экологического дискурса. Выявлены национально-культурные особенности концептуализации экологических проблем в различных языковых традициях. Особое внимание уделено современным тенденциям развития экологического дискурса в условиях цифровизации коммуникативного пространства, а также предопределены перспективные направления

исследований в области эколингвистики и практическое применение полученных результатов в образовательной сфере, экологическом переводе и социальной коммуникации.

Ключевые слова: экологический дискурс, эколингвистика, глобализация, экологическая терминология, метафоризация, цифровизация коммуникации, межкультурная коммуникация, экологическое сознание.

GLOBALLASHUV DAVRIDA EKOLOGIK NUTQNING LINGVISTIK XUSUSIYATLARI

Nagaeva Adela Nailiyevna, Hasanova Dilshoda Zafar qizi
Jizzax shahridagi QFU filiali "Tilshunoslik" yo'nalishi 1-bosqich talabalari
Ilmiy rahbar: Navruzova Yelena Pavlovna
Jizzax shahridagi QFU filiali assistenti

Annotatsiya: Ushbu tadqiqot ishi globallashuv sharoitida ekologik nutqni lingvistik hodisa sifatida ko'rib chiqadi. Ekologik nutqning asosiy xususiyatlari, shu jumladan uning qiymat yo'nalishi, baholanishi va metaforikligi tahlil qilinadi. Ekologik aloqaning leksik va sintaktik xususiyatlari, shuningdek globallashuv jarayonlarining ekologik nutqning shakllanishi va rivojlanishiga ta'siri o'rganildi. Turli til an'alarida ekologik muammolarni kontseptsiyalashning milliy-madaniy xususiyatlari aniqlandi. Kommunikativ makonni raqamlashtirish sharoitida ekologik nutqni rivojlantirishning zamonaviy tendentsiyalariga alohida e'tibor qaratildi, shuningdek, ekolingvistika sohasidagi tadqiqotlarning istiqbolli yo'nalishlari va olingan natijalarni ta'lim sohasida, ekologik tarjima va ijtimoiy kommunikatsiyalarda amaliy qo'llash oldindan belgilandi.

Kalit so'zlar: ekologik nutq, ekolingvistika, globallashuv, ekologik terminologiya, metaforizatsiya, aloqani raqamlashtirish, madaniyatlararo aloqa, ekologik ong.

Introduction: The environmental problems of our time have acquired a global character and are reflected in all spheres of social life, including communication. Environmental discourse, emerging at the intersection of scientific, political, media, and everyday communication, has become an important tool for shaping public opinion about the interaction between humans and nature.

The relevance of the topic is due to the growing role of environmental communication and the need to study the linguistic mechanisms that form ecological awareness. Globalization contributes both to the unification of environmental terminology and to the preservation of national and cultural specificity in the understanding of environmental issues.

The aim of the study is to analyze the linguistic features of environmental discourse in the context of globalization and to identify the tendencies of its development.

The objectives include determining its main characteristics, analyzing linguistic features, examining the influence of globalization and digitalization, as well as identifying cultural differences in the representation of environmental topics.

The theoretical and methodological basis of the study is formed by works on ecolinguistics, discourse analysis, and sociolinguistics. The material of the research consists of texts on environmental topics from various fields and in different languages.

Literature Review: The study of environmental discourse is based on the works of E. Haugen, who introduced the concept of the "ecology of language." A. Fill, A. Stibbe, R. Alexander, and P. Mühlhäusler developed the theory and methodology of ecolinguistics, exploring the influence of language on the formation of ecological consciousness. Among Russian linguists who have addressed this issue are M. V. Golomidova, S. V. Kushneruk, and E. V. Ivanova, who analyze ecological problems in media discourse and metaphorical representations.

Foreign researchers such as J. Dryzek, S. Moser, and R. Pool focus on the globalization and intercultural aspects of environmental communication. The methodological foundations of discourse analysis were established by T. A. van Dijk, N. Fairclough, and S. Chen.

"*Environmental discourse*" is not merely conversations about ecology and environmental protection. It is a coherent system of communication aimed at shaping an environmentally responsible attitude toward the world. Within this discourse, language becomes the key instrument for influencing public consciousness, as through words, values, knowledge, and ways of conceptualizing environmental problems are transmitted [1, p. 234].

In modern linguistic research, environmental discourse is viewed as part of social interaction, where language both reflects and shapes ideas about nature. Thus, A. Fill (1993) links the development of

ecolinguistics with the analysis of the relationship between language and environment. A. Stibbe (2015) emphasizes that language can not only describe ecological reality but also transform it-through metaphors, evaluative expressions, and rhetorical strategies [2, p. 21].

To summarize, *environmental discourse*, in our view, is a communicative space where ideas of sustainable development, ecological safety, and respectful human attitudes toward nature are created and disseminated.

Main Characteristics of Environmental Discourse. Environmental discourse has a number of stable features:

- Value orientation, expressing the necessity of caring for nature and human responsibility for its condition;
- Evaluativeness and emotionality, manifested in the use of lexemes with strong connotations: catastrophe, threat, salvation, clean water;
- Metaphoricity, through which nature is perceived as a living organism: The Earth is suffocating, the planet is sick, we must heal nature.

These characteristics help environmental discourse effectively influence the audience and shape ecological values.

Methodological Approaches and Methods of Analysis. Various scientific approaches are used to study environmental discourse, allowing researchers to consider its structure and its influence on public consciousness:

Discourse analysis - reveals hidden ideologies and communicative purposes;

Cognitive approach - focuses on the analysis of concepts and metaphors through which people comprehend ecological reality;

Lexical-semantic analysis - identifies the process of formation and development of ecological terminology.

The combination of these methods provides a comprehensive understanding of the functions of environmental discourse in modern society.

Lexical and Semantic Features. Environmental discourse is characterized by the richness and dynamism of its vocabulary. More and more new words and expressions appear, reflecting contemporary ecological realities and global trends: carbon footprint, greenwashing, eco-friendly, zero waste, upcycling.

Most of these terms originate from English and have become part of the international environmental vocabulary. In Russian and Uzbek, they are actively borrowed-both in their original form (greenwashing) and in translation (“zelyonyi obman” - green deception). This reflects the process of internationalization, where environmental vocabulary becomes common across different cultures and languages [8, p. 91].

In addition, environmental discourse is rich in emotionally colored words-catastrophe, threat, salvation, harmony, purity. They express the speaker’s personal attitude and help form a certain public stance on environmental issues [3, p. 42].

Stylistic and Syntactic Features. Environmental discourse combines elements of scientific, publicistic, and official-business styles. It must be both precise and comprehensible, argumentative and expressive. Its main features include:

Metaphoricity and symbolism - frequent use of images such as “*The Earth is our common home*”, “*Nature is under threat*”, “*The planet is suffocating.*”

Rhetorical devices - slogans and appeals such as “*Let’s save nature together!*”, “*The future is in our hands!*”

Passive constructions - lend impersonality and create a sense of collective responsibility: “*Measures must be taken,*” “*Resources must be preserved.*”

This combination makes the language of environmental discourse not only informative but also persuasive, capable of influencing emotions and worldview. These slogans make the speech emotionally charged and motivational.

The Influence of Globalization on Environmental Discourse. Globalization has changed the nature of environmental communication, making it truly international [4, p. 65]. English plays a key role-it has become the language of global ecological dialogue. On the one hand, this promotes the spread of knowledge and cooperation between countries. On the other, it leads to the gradual disappearance of local ecological concepts that lack exact equivalents in English. As a result, linguistic and cultural diversity in environmental communication is reduced [5, p. 10].

Internationalization and Borrowings in Vocabulary. One of the most visible manifestations of globalization is the growth of international environmental vocabulary. In different languages—Russian,

Uzbek, Kazakh, Chinese-borrowed words such as *ecotrend*, *recycling*, *upcycling*, *biodiversity* are actively used. These words appear not only in scientific articles but also in media, advertising, and political speeches. They become part of everyday vocabulary, indicating the formation of a kind of “global environmental language.”

However, national peculiarities gradually give way to universal linguistic standards typical of international communication [7, p. 448].

The Role of Digital and Media Communication. Today, a significant part of environmental discourse exists in the digital space—on websites, social networks, blogs, and online media [6, p. 18]. The online format influences the language: texts become shorter, more emotional, and more visual. Hashtags (#SaveNature, #ZeroWaste, #ClimateAction), emojis, memes, and infographics are actively used.

All these elements create a new type of communication—media environmental discourse, in which words and images work together.

This format helps spread environmental ideas quickly and engage younger audiences. However, due to the desire for brevity and attractiveness, content is often simplified, and scientific accuracy gives way to emotionality and slogans.

Conclusion. The study leads to the following conclusions:

1. In the era of globalization, environmental discourse has become one of the central forms of public communication. It combines scientific accuracy and emotional expressiveness, which allows not only informing society about the state of the environment but also motivating people to take action. Environmental discourse performs an important social function—it fosters a sense of responsibility for the planet’s future and promotes ecological awareness.
2. Globalization has brought significant changes to the language of environmental communication. On the one hand, it contributed to the formation of a universal “environmental language” understood across cultures. On the other, it led to the risk of losing national and cultural particularities, reducing linguistic diversity, and increasing the dominance of English terminology.

Therefore, one of the main tasks of modern ecolinguistics is to find a balance between global and local trends. It is necessary to develop multilingual environmental discourse, to support translation and adaptation of ecological terms, and to enrich national languages with new vocabulary that reflects local experiences of human–nature interaction.

Prospects for Further Research. A promising direction for further research is the study of environmental media discourse in digital environments—especially on social networks, where a new culture of ecological communication is emerging.

It is also important to analyze speech strategies used in environmental propaganda and education, as well as to conduct comparative studies of ecological vocabulary in different languages and cultural contexts.

Special attention should be given to the question of how language can not only describe environmental problems but also actively contribute to their solution—by shaping an environmentally responsible worldview in people.

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