

LANGUAGE – MIND – CULTURE – HUMAN – NATIONALITY: “CLOSING THE CIRCLE ...” (TO THE QUESTION OF LINGUOECOLOGY)

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The author argues in favor of the assertion that a people (ethnos, nation) is alive as long as its language and culture live. The author introduces the concept of functional-cultural illiteracy as the inability to encode and decode cultural-meaningful meanings behind the signs of the language, and the unwillingness and inability to understand, and even more so, to create texts of different orientations, different genres and different sizes. The author considers some examples of authentic texts (primarily advertising), which can contribute to the pidginization of the Russian language and thereby pose a certain danger, since the language is associated with thinking, cognition, comprehension, and conscious. The author emphasizes the value of ideas and works by A.P Skovorodnikov to preserve the Russian language and Russian culture, our national-linguo-cultural community and our country.

Keywords and phrases: functional illiteracy; functional-cultural illiteracy; Russian language; Russian culture; linguoecology; cultural-meaningful meanings.

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