

# ECOLOGY OF LANGUAGE AND POLITICS: LINGUOAXIOLOGICAL NOTES

N.A. Kupina

The article analyzes the Russian State Duma deputies' propaganda materials published before the by-elections in the August issues of "Oblastnaya Gazeta" (Yekaterinburg, 2019). The methodological base of the research is A. P. Skovorodnikov's notion of linguo-ecology, its object are propaganda texts-appeals. The procedure of linguistic and axiological measurement makes it possible to implement the task of diagnosing the ecological state of the political language. Within the analysis, there are systematized external and internal factors that have a negative impact on the ecological state of the political language and prevent forming our national idea. It is found out that the complex reanimation of totalitarian language ideologemes belonging to the Soviet era is connected not only with the loss of the mobilization function of the Leninist formula "peopleness – party-mindedness – idea-allegiance" ("narodnost' – patrijnost' – idejnost'"), but also with a change in the axiological marking of lexemes "party", "party affiliation", "ideological ideology". The ecological consequences of lacking a nation-wide view of Russian political future are characterized. Considering the campaign strategy immersed in today's axiological reality, integrating basic values and axiological constants are found out. The conclusions are formulated about the importance of creating a linguistically verified typology of axiologically marked verbal signs of the national cultural code, as well as about the need to update the precedent base of the political language.

**Keywords and phrases:** A.P. Skovorodnikov's notion of linguo-ecology; linguo-ecological diagnostics; political language; propaganda text-appeal; axiological reality; integrating core values; concept; national idea.

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#### **ABOUT THE AUTHOR:**

Kupina Natalia Aleksandrovna, Doctor of Philology, Professor, Professor of the Department of the Russian Language, General Linguistics and Verbal Communication

*Ural Federal University named after the first President of Russia B.N. Yeltsin*

*51-312, Lenin ave., Ekaterinburg 620083 Russia*

*E-mail: natalia\_kupina@mail.ru*