

THE HOLOGRAPHIC DYNAMICS OF LINGUISTIC ECOLOGY AS A SCIENTIFIC PARADIGM

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The place and significance of the works of Prof. A.P. Skovorodnikov in the dynamic formation of linguoecology is considered. The place of emotive linguoecology in it is shown. The responsibility of journalists for the formation of ecological psychological environment of society is emphasized. Allocated is the role of unecological createms in the information space. Formulated is the importance of a large number of problems highlighted by this science as the subject of its research. Named are the leading linguoecological schools and publications (printed and online). Indicated is the semiotic nature of many linguoecological situations and facts. Raised is the question of the importance of increasingly emerging linguoecological dictionaries. Recorded are the results of new knowledge achieved by this science on the relationship of language, communicative practice and their ecology. Mentioned is the place of informational wars, as a result of which a negative ecological syndrome of modern both intra-and intercultural relations is formed. Particularly concerned in this work are the increasingly mentioned facts of the influence of media ecology on language consciousness and communicative personality transformation, from homo sapiens through the stage of homo sentiens into homo confusus. The natural conclusion of the whole article is the thesis that the foundation of many provisions of linguoecology, developed by different scientists within this interparadigmatic area, founded by Prof. A.P. Skovorodnikov.

Keywords and phrases: linguoecology; emotive linguoecology; holographic dynamics; createms; mediaspace; ecology of consciousness and mentality; media linguoecological responsibility; linguoecology as an economic category.

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