

WORDS AS PROTECTIVE MASKS FOR EMOTIONS

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In the aspect of linguoecology reinterpreted is interaction of emotions and words previously studied by emotiology. Examined are the types of such interaction that implement a protective function of words that serve as masks for emotions. The essence of the metaphor «emotional masks» is revealed.

The author justified the emotive approach to linguoecology, the understanding of the concepts of ecology, ecology of emotions, emotive linguoecology, the ecology of the use of words as protective masks for emotions.

It is also argued why the method of emotional analysis is a subtle and reliable tool in working with emotional masks. The examples of texts demonstrating the manifestation of emotional masks are given with emphasizing the methodological importance of emotiology for linguistic ecology.

The author gives the examples of lexical emotives acting as protective masks for certain emotions that are experienced but not expressed. It is specified from which of the verbally expressed emotions emotional masks can be formed.

The motivation of appealing to emotional masks in communication are explained. It is clarified the reactive nature of emotions, and that area of linguoecological responsibility of communicants in emotional situations begins at the level of expression and, in particular, through using lexical emotives. It is assumed that the main function of the mask is not to pretend, but to protect.

Keywords and phrases: *emotions and words; expression of emotions; lexical emotives; masks; emotive linguoecology; linguoecology of emotional communication.*

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