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Fremdsprachendidaktik im Dialog zwischen
den Kulturen

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Vorwort

Die heutige globalisierte Welt ist kein Produkt von internationalen Konzernen. Der Prozess einer langen Annäherung der Menschen und der Länder zu einander erfolgt wie vieles in unserem Leben - nicht dank bestimmten Bemühungen und Ereignissen, sondern trotz der meisten Bemühungen und Ereignisse. Was halt die Welt und schafft unsere ewige Zuversicht, dass Kriege und Krisen ihr Ende haben? Die Antwort auf diese Frage gibt uns die Geschichte jeder nationalen Kultur: der Dialog mit anderen Kulturen ist die Grundlage ihrer Entwicklung. Die Geisteswissenschaften gewinnen an existentieller Bedeutung für die Gesellschaft, und die Leute, deren Beruf mit den ideellen Dingen verbunden ist und dadurch geehrt, aber bescheiden honoriert wird, erfüllen viele wichtige Aufgaben, und eine davon finde ich absolut primär und eminent. Das ist die Volkerverständigung in ihrer konkretisierten Version - durch Fremdsprachenkenntnisse die Welt und das Leben ein bisschen verständlicher und zugänglicher machen.

Dieser Band gibt einige Antworten von Gleichgesinnten auf die Herausforderungen der globalen Moderne. Die vorliegenden Beiträge geben eine Möglichkeit, die Logik der gegenwertigen soziokulturellen Situation in Russland zu verstehen und zu begreifen, wie zwei Jahrzehnte der posttotalitären Entwicklung Schwerpunkte unserer linguistischen und fremdsprachdidaktischen Forschung geändert haben. Die Autorinnen und Autoren des Bandes vereinigt etwas, was zwanzig Jahre früher nur als Ausnahme möglich war - Forschungs- und Studienaufenthalte im westlichen Ausland. Ihre Sicht auf die Beziehungen von Sprache, Kultur, Person, dem Fremden und dem Eigenen ist durch ständige Reflexionen über eine erfolgreiche sprachkulturelle Kompetenz geprägt.

Vergleichende Sprachwissenschaft hat eine lange Tradition, die viele gegenwertige Konzepte der interkulturellen Forschung vorbereitet hat und wichtige Richtungen der Übersetzungswissenschaft bestimmt hat. Von den Autoren des Bandes wird die ganze Palette der modernen komparativen und translationstheoretischen Linguistik geboten. Interkulturelle und vergleichende Studien des Instituts für Philologie und interkulturelle Kommunikation der Staatlichen Universität Wolgograd sind in einem hohen Maße von der Forschung seines Direktors Nikolaj Schamne initiiert. In seinem Beitrag wird die Spezifik der Verbalisierung der Raumorientierungen

Ecological Issues in Modern Linguistics: Novel Interpretations and Approaches¹

Svetlana Ionova, Volgograd

Dieser Artikel befasst sich mit Entwicklungsrichtungen in der Okolinguis- tik als neuen Untersuchungsgegenstand in der modernen Sprachwissen- schaft. Untersucht werden die Besonderheiten der Sprachforschungsan- satze als Instrument der harmonischen Lebensgestaltung der Menschen sowie als wichtiges Mittel der sozialen Kontaktaufnahme in der russischen und internationalen Forschung.

/ The anthropocentric and eco-centric lines may be distinguished as competitive modes in the development of modern humanitarian sciences for the reason that they introduce different approaches to investigating processes and results of human activity. This article is written with the aim to state a key significance of eco-centric approach and to offer issues for designing new profiles in modern linguistics - an ecological branch of communicative linguistics which calls for stating new ethic values in evaluating both material and spiritual activity of people.

Anthropocentrism may be undoubtedly referred to a dominant paradigm of modern sciences. Its comprehensive methodology has been gaining power since the 1970s of the 20th cen. when Man and the value of existence or survival were offered to a merit of great significance in modern Europe. Owing to the 'post-non-classical' science paradigm a complex of interrelations that determines any item of human existence or activity - either in material or spiritual life of community - are put into the focus of attention thus aspiring the study and assessment of any objective criterion in its relation to Man and human environment (Эколингвистика, 2003, 270).

¹ The article represents some initial findings of the studies that are held at Volgograd State University (Institute of Philology and Cross-cultural Communication) in accordance with the Federal Special Program «2009-2013 Scientific and Academic Fellows for Innovative Universities of Russia» (financial support of state contract No. 02.740.11.0367).

With regard to „eco-dimensional" approach such phenomena as biosphere, noosphere and ecological systems are being introduced into scientific discourse on a large scale these days, stimulating the process of ‚ecologization' in humanitarian sciences with the demand to examine facts of social and cultural life of peoples through the paradigm of human environment. Accordingly any activity of the person is considered to be a partly conscious «adjustment» to the biological laws of nature². The ecological roll has influenced minds of modern linguists and several schools plead for a change in the commonly accepted anthropocentric interpretation associated with philosophy and methodology of humanitarian sciences³.

An eco-centric model of consciousness is based on the assertion that Man shouldn't be esteemed as a core element of universe but a part of natural environment, eco-centric consciousness is associated correspondingly with the issues of diversity and harmony of Man's coexistence in natural environment rather than of intellectual domination and global convenience. The term «ecology» is said to be coined by Ernst Haeckel in 1866 (wikipedia.com) to designate a new sub-discipline of biology aimed at studying the relationship between living organisms and the environment. However, the content of the term has been significantly modified and got far beyond its biological science lately. For more than the centenary period of its existence the term «ecology» has been transformed time and again, so „ecology" of today is an integrative study occupied with investigating a wide range of humanitarian issues.

The popularity of the eco-centric line and its implantation into some branches of modern linguistics may be explained undoubtedly by the global ecological changes in the 20th cen. thought to be caused mainly by human activity. Axiological aspect of natural environment preservation has contradicted the anthropocentric outlook, as a result the principles of ecological ethics are thought to be much more important for the issue of human survival than anthropocentric ideals of value. Many sociologists and linguistics are worried on the issue of cultural diversity and preservation, stating that under the pressures of global economics' demands lots of minor languages

² Сковородников, 1996, 64

³ Fill, 2001; Finke, 2001; Halliday, 2001; Haugen, 1972, 2001; Mackey, 2001; Бернацкая, 2003; Леонтович, www.irex.ru; Солодовникова, Шаховский, <http://ecolinguistics.ru>; Субетто, 2006, etc.

and cultures are at the level of extinction. Moreover, by them, it menaces literacy levels of modern generations in civilized world as it may lead to the death of the writer and reader⁴.

Due to the works by American linguist Einar Haugen the term „ecology" came into use in linguistics in the 70-90-s of the 20th century. The initial aim of Haugen's ecology of language was to determine a new status of language in general paradigm of humanitarian sciences⁵. In his report «The Ecology of language» the scientist pioneered a new paradigm of linguistic research that was focused not only on the social context in which language was embedded, but also on the ecological context in which societies were embedded. The goal of ecology of language was stated as studying correlation between cognitive and social aspects of language existence, language of an individual and of a society, as language is thought to exist only in the minds of people and have its material representation in communicative interactions between speakers⁶.

In the further works some linguists made a number of attempts to enlarge the terminology of the branch, in particular, the notion of *language environment* was singled out as ‚language encirclement and a complex of social code factors'. In the works devoted to language social history several basic factors (*„ecological fluents"* as demographic, social, political, cultural, psychological, integrative, and linguistic ones) were singled out, they were thought to determine linguistic behavior of social groups and personalities⁷.

Alvin Fill's works made a valuable contribution to scientific development of ecolinguistics into a new trend as the scientist introduced definitions of new fields in ecolinguistics: a) *ecolinguistics*, as a general term for all spheres of research that combine both ecology and linguistics; b) *ecology of language* (languages) that deals with interaction between languages and language diversity reservation; c) *ecological linguistics* with the applied methods and principles of ecology for studying language (for example, the notion of eco-

system); d) *linguistic ecology* that studies interconnection between language and ecological problems»⁸.

It should be mentioned that in the 1990-s the issues of ecology of language and linguistic ecology were dominating. Michael Halliday, the British linguist, raised the question about the widespread destruction of ecosystems, thus making linguistics relevant to the issues and concerns of a new time. He noted correlation between ecological context and consequences of language usage⁹. The notion of correlation was firstly interpreted in the context of mutual influence of language and environment, which could result in changes of both objects as their interconnection creates «ecological system». R. Harre, J. Brockmeier, P. Muhlhausler, et al were among the pioneers who introduced the methodological propositions of ecolinguistics with the following theses: „language and language structures (metaphors) are considered to be not closed units but a system of isolated structures interacting with outward things; it is impossible to learn language apart from its natural and social surroundings"¹⁰.

Since their initial comments were made the fields of ecolinguistics have developed considerably. A French ecolinguist L.-J. Calvet focused on the problem of language modeling and introduced a gravitational model of languages (*„linguistic galaxy"*). According to this ecolinguistic theory natural languages of the world could be subdivided into hypercentral, super-central, central and peripheral. Supporting the idea of language diversity of inner, external, horizontal and vertical kinds, L.-J. Calvet suggested his own ecological linguistic policy and language modeling that could be useful in solving language problems for state, society and international organizations¹¹.

Due to works by A. Subetto¹² the notions of ecological crisis and ecological catastrophe in the sphere of language were set for consideration. From his standpoint these phenomena are implemented in globally oriented world with the market and community unification, elimination of nation

⁸ Fill, 2001

⁹ Halliday, 2001, p. 178

¹⁰ Harre at al, 1999,91-92

¹¹ Calvet, 1999, 75-99

¹² Cyбepтo, 2006

⁴ Crystal, 2000; Harre at al, 1999; Kristeva, 1980, etc.

⁵ Haugen, 1972

⁶ Haugen, 2001, p. 57

⁷ Calvet, 1999

states and ethnic diversity cultures unification under the „post-modern" slogan, Americanization of „mass culture" patterns and unification of languages after all. These processes are considered to be indicators of coming global spiritual, cultural, and anthropological catastrophe¹³.

It should be stated that regardless of the long prehistory lingua-ecological ideas have not been united into a theory in modern Russian school of linguistics. However, there appear more and more investigations that combine linguistic and ecological issues, they are aimed at studying interaction between language and its social environment, at describing links between language personality and moral or ethical comfort of society. Language operations and human environment are viewed as ecosystem, and the notion of human environment enlarges the concept of language¹⁴. Respectfully, language is regarded as an essential component that links Man with nature and society.

Targeted at working out new priorities in human values modern researchers stand for regulating various types of human activity from novel positions developing eco-ideas and offering some other aspects for the development of the ecological paradigm¹⁵. Firstly, Russian linguists raise voices against the post-written era¹⁶ and warn against destructive power of new technologies that threaten standards of language correction. To retain the language linguists of Russia monitor standard of speech patterns in various types of discourse, dwell on stylistic and rhetoric aspects of communication¹⁷. In any case the efforts of linguists, who are busy with monitoring the language-in-use (collecting, analyzing, leveling language units from various types of discourse), are aimed at preserving native language, eliminating negative social trends in its usage, preventing language regress that consists in impoverishment of its literary and expressive means, leveling functional, rhetoric, axiological imbalances.

Secondly, an interlingual aspect of ecolinguistics may be singled out. It studies language in connection with its ethnic environment and investi-

gates reasons of language extinction. To this field we would refer works on language history which accurately record every language, highlighting its cultural and social value for the history of humanity. Accordingly, the evidence of Prof. Yartseva¹⁸, the interlingual aspect of language ecology is associated with an issue of language historical changes, deterioration and death, the phenomena that are closely connected with natural history of the peoples, political, socio-economic and ecological catastrophes that are caused by military capture or sharp reduction of natural habitat.

Moreover, Russian linguists are developing a translingual aspect of the ecolinguistics in the context of language and culture interactions. It is aimed at studying processes of one language transformation under the influence of another, in other words, linguistic transposition of language units under the influence of another national (cultural) environment. Language is considered to be a means of culture translation within one society or among multilingual societies in intergenerational, diachronic and simultaneous perspectives. The scientists concentrate their efforts on the forms of language integration, lingual form coexistence, language tolerance, besides the principles of intercultural communication are noted.

The eco-centric line has brought another novel aspect into the focus of attention. In the works of Prof. Shakhovskiy (Russia) an eco-communicative theory is introduced, it offers to study emotions and the ways people influence each other while communicating in situations of formal and informal types¹⁹. Mental and speech acts, that represent full range of human activities with regard to such constituents as motivation (intention), aim, strategy and tactic, ways and means of aim achievement, results (spoken message) and emotional impact, are claimed to be included into the ecological paradigm of humanity survival. Accordingly, numerous speech acts that can hurt or insult humans (as hooliganism, humiliation with speech acts, lies, abasement, speech theft, fraud, etc.) are considered an excess of power and authority, they are announced to be equated to the types of criminal acts²⁰.

¹³Черникова, 2001

¹⁴Иванова, 2007

¹⁵Ионова, 2010

¹⁶Карасик, 1997

¹⁷Горбаневский, 2007; Сердобинцева, 2008; Хорошая речь, 2009, et al

¹⁸Ярцева, 1993,10

¹⁹Шаховский, 2010; Солодовникова, 2010; et al

²⁰Голев, 2000

Finally, a group of researchers from Volgograd State University (Russia) has offered one more direction that unites the study of communication and text interpretation with some aspects of human environment (life security and survival), which is considered to be studying communicative environment of text formation activity²¹. Language power and speech creativity are viewed in ecolinguistic light. The art of text production is closely tied to such non-linguistic phenomena as author's intention, motives of speech activity, cognitive procedures of speech formation, and emotional effects of speech product on linguistic personality, small or large social groups²². This new branch of linguistics has deep connections with intra-psychic states of Man or social and cultural aspects of social well-being and survival of civilization, its sacral values and cultural senses without which no state or nation can exist and develop²³. Thus, it has been defined that human consciousness is a 'textualized' entity. Under 'textualization' we mean the ability to create and interpret speech that is presented mainly in written form. It is typical of Russian school of linguistics to think about the body of the text as space with some discrete components that are associated with the conceptual world, its lexical and grammatical representation, compositional models, etc.²⁴. Textual space as one of the types of ecological environment is considered to be a range of verbal texts. Surrounded by their social context it may be viewed from the point of their ties and relations and „contemplation space" (perceptions and ideas of the „external" emotional experience) which is a category of consciousness, some content that functions as „equivalent of the real space in non-spatial consciousness and is closely connected with both text comprehension and interpretation"²⁵. For a long time similar approached to research used to be carried out separately within the framework of psycholinguistics, ethnolinguistics, linguistic anthropology, sociolinguistics, and language sociology. In ecolinguistics they get a common methodological basis and practical purpose.

Ecology of communication seems to be a promising paradigm of linguistics, a vital part of the theory of speech that studies the ways personal

communicative intentions are enforced during communication without weakening the opponent's communicative position or humiliating him by inappropriate speech acts. The detection of the mechanisms of text influence on the addressee, methods of verbal representation (relevant or not) of the referential situation image in textual forms seems to be prospective both in theoretical and practical values. The findings by this approach will allow to balance several issues of human environment instability and extend the facilities of ecosystem by integration of special notions, methods and ways of linguistic analysis and giving them status of universal instruments for humanitarian tasks implementation. Application of them into various spheres of modern communication will help to set principles of well-balanced information policy, reduce tension in interpersonal and cross-cultural communication, lessen conflicts and improve relations in the global community of the future.

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¹ Ионова, 2010а, 2010б; Ильинова 2010

² Ионова, 2006; Млечко, 2008; Ильинова, 2008

³ Лихачев/1979

Лотман, 2000, 282

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