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# ECOLOGICAL INTERPRETATION OF METAPHORS AND FRAMES IN ECOLOGICAL DISCOURSE

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**Annotation**

**Annotation:** This article analyzes one of the practical directions of ecolinguistics in modern linguistics — the use of metaphors and frames in ecological discourse. Metaphors, evaluative units, and frames used in texts about ecological issues play an important role in shaping human attitudes toward nature. The article examines such conceptual representations as "nature as a resource," "human as a dominant force," and "ecological crisis as a threat" from an ecolinguistic perspective. The study analyzes the importance of linguistic means in the formation of ecological awareness, as well as the features of expressing ecological content in mass media and social discourse.

**Keywords:** ecolinguistics, ecological discourse, metaphor, frame, ecological awareness, language and nature, modern linguistics.

## Introduction

In the linguistics of the XXI century, it is becoming increasingly evident that studying language phenomena only from grammatical, lexical, or phonetic perspectives is insufficient. Modern linguistics strives to analyze language as a phenomenon closely connected with human cognition, society, culture, and the environment. One of such new scientific approaches is ecolinguistics. Ecolinguistics studies the relationships between language and the ecological environment. According to the definition of the International Ecolinguistics Association, ecolinguistics examines the role of language in the life-sustaining interactions among humans, other living beings, and the physical environment. This approach interprets language not only as a means of communication, but also as a socio-semiotic system that shapes human attitudes toward nature. The views of Einar Haugen on the "ecology of language" occupy an important place in the formation of ecolinguistics. His ideas proposed in the 1970s demonstrated the necessity of studying language in relation to its "environment." Later, M. A. K.

Halliday focused on the role of language in understanding and expressing ecological problems, emphasizing that language does not merely reflect reality, but actively constructs it. From this perspective, the study of metaphors and frames used in ecological discourse is one of the important issues of ecolinguistics. Indeed, the way people speak about nature shapes how they imagine it; and the way they imagine nature determines how they treat it.

## Main Part

Ecological discourse is a collection of oral and written texts created about nature, the environment, ecological problems, climate change, biodiversity, water, air, land resources, and related issues.Suchdiscourse appears in mass media, scientific articles, political speeches, advertising texts, ecological campaign materials, and everyday communication. The ecolinguistic approach studies ecological discourse not simply as a source of information, but as a tool that forms perceptions about nature in human consciousness. Thus, every word, phrase, metaphor, or evaluative unit used in ecological discourse plays an important role in shaping human attitudes

toward nature. For example, expressions such as “use of natural resources,” “exploitation of resources,” and “land development” present nature as an object existing for human needs. In contrast, expressions like “protecting nature,” “maintaining ecosystem balance,” and “caring for Mother Nature” strengthen the idea of ecological responsibility.

**Nature as Mother.** In this metaphor, nature is portrayed as a kind, life-giving being that needs protection. Expressions such as “Mother Nature,” “the bosom of nature,” and “Mother Earth” evoke feelings of love, respect, and care toward nature. **Nature as Resource.** In this model, nature is interpreted as a source of economic benefit. Expressions such as “natural resources,” “extraction of minerals,” and “land reserves” portray nature as an object used for human needs. **Ecological Crisis as War.** Expressions such as “the fight against the Aral tragedy,” “combating climate change,” and “the battle against pollution” present ecological problems as enemies. **Planet as Home.** Expressions such as “Earth is our common home,” “let us protect our planet,” and “the home of future generations” present humanity and nature as a unified system. A frame is acognitive model used in understanding and interpreting a particular phenomenon. In ecological discourse, frames influence how we perceive specific ecological problems.

**Conclusion**

Ecolinguistics is an important interdisciplinary field in modern linguistics that studies the complex relationships among language, society, and nature. Metaphors and frames in ecological discourse play a special role in shaping human perceptions about nature. Therefore, when creating ecological texts, it is important to consciously select linguistic means and use expressions that reflect harmony between humans and nature. The ecolinguistic approach brings not only new theoretical perspectives to modern linguistics, but also practical opportunities that contribute to the formation of ecological culture.

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