

THE CONCEPT OF “ECOLOGY” IN THE MODERN INFORMATION  
SOCIETY

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**Abstract.** *Problems of formation of ecological consciousness as a component of the ecological picture of the world.*

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Environmental issues have become increasingly acute in recent decades. They are especially relevant in the information agenda of industrialized countries, thanks to rapid technological progress and the continuous increase in resource consumption due to the expansion of mass production. Environmental problems have long been global in nature and threaten nature as a whole and the health of the human population. The environmental situation in the modern world is the result of a global socio-ecological crisis on a planetary scale. To get out of this situation, it is not enough to solve technological issues related to reducing the harmful impact of technological progress on the environment. The need to change human consciousness towards “conscious consumption” and a more “ecologically oriented” worldview has long been recognized.

In this regard, many scientists talk about the formation of a new personality of “eco-man” as a result of the formation of environmental consciousness within the framework of the development of environmental culture as an important component of the general culture in modern society. [1]. The formation of a new environmental consciousness with a predominance of environmental values is included in the goals of modern education and meets the requirements of the state educational standard. The ecological focus in the system of upbringing and education should contribute to the formation of a holistic ecological picture of the world as a reflection of the ecological system of thinking and environmental values ingrained in the consciousness of the cultural community. [2; pp.248-249].

It is advisable to build environmental education on the basis of an activity approach, as well as on the principle of activity, consistency and continuity, with a focus on the consistent formation of an environmental culture in society. The conceptual concept of “ecological culture” is based on several interrelated ideas about the need to recognize personal responsibility for preserving the environment, the perception of a person as part of the global ecosystem, the need to strive for a conscious reduction in consumption and the formation of environmental behavior skills in society. Such transformations in mass consciousness should become the basis for the transition from the industrial stage of development to the formation of a more highly developed environmentally oriented culture. [3].

The formation of a linguistic picture of the world as a reflection of the holistic one is associated with the formation of a linguistic personality, which, in turn, is impossible without the assimilation and acceptance of culturally significant concepts, one of which is “ecology”.

Modern ideas about the surrounding world as a single ecosystem, including man's awareness of his place in this complex system of interrelations, are determined by the peculiarities of the environment of the linguistic community in a certain historical period. It is the totality of these ideas that is the basis for the formation of a modern ecological picture of the world in the consciousness of modern man and society.

Human cognitive activity and mental processes involved in the creation of a set of ideas about the environment in a certain linguistic community are reflected at the linguistic level. Reflection in the language of mental processes that contribute to the formation of environmental consciousness in the global information field has deep historical foundations. The study of cognitive processes in the mental area of the linguistic community contributes to the search for the foundations of ecological consciousness in the depths of the collective unconscious, manifested in archetypal images. [2; p.248]. The ecological archetype as a historical phenomenon reflects the deep image and basis of worldview in the complex of the collective unconscious. [4]. Unconscious processes largely determine the main directions of development of the global worldview of mankind, and the evolution of the ecological picture of the world as well. The implementation of the ecological archetype occurs in the plane of refraction and transformation in consciousness in the form of an ecological concept, which is reflected in language and includes a value-shaped component [4].

One of the main forms of embodiment in language of the ecological concept in its cultural aspect is a cognitive metaphor based on anazhmin. At the linguistic level, this model is implemented in comparative constructions and, as well as in metaphorical and metonymic transfers. The formation of cognitive metaphors is based on conceptual integration as the main cognitive operation, activating parts of the brain associated with thinking. Figurative

The emergence of cognitive metaphors confirms the formation of sustainable ecological concepts, their study has significant potential for determining the level of development of the concept “ecology” in the information field [4]. The metaphorical conceptualization of a person's ideas about the world around him reflects and at the same time forms in the mind the idea of interaction with nature in the form of conflict coexistence associated with continuous confrontation and counteraction to the forces of nature. At the linguistic level, these ideas are manifested in the use of military terms when metaphorizing natural and man-made disasters. The rather aggressive orientation of a significant part of the cognitive metaphors in the concept of “ecology” may be a manifestation of a militaristic tendency in the ecological consciousness of society, which results in an attitude towards the environment as an element obviously hostile to humans. A similar focus of metaphorical conceptualization can be traced in a long dialogue chronic perspective and continues to influence the consciousness of modern society, which still views the environment as a hostile object that must be subordinated to human interests. Methods for solving environmental problems are also largely determined by historically formed environmental consciousness.

The traditional picture of the world, including its environmental component, has historically had an anthropocentric character, in accordance with which a consumer attitude

towards the environment as an inexhaustible source of natural resources was formed. Current environmental problems are difficult to solve within the framework of the traditional approach, therefore, partly in the modern society, there is a shift in the vector of development from anthropocentrism towards ecocentrism, or non-anthropocentrism.

In the global information society, the process of changing environmental consciousness of the directions aimed at developing ideas about the equality and equivalence of the environment and humans as components of a single ecosystem. Human society and the biosphere must evolve in harmonious interaction to solve existing environmental problems and prevent possible environmental disasters. Reforming environmental consciousness, including with the help of the global information field, implies the formation of the concept of “ecology” in the modern ecological picture of the world, which in turn is a significant component of a developed human ecological culture in modern society.

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