

Influence of Language Hybridization on the Environmental Friendliness of Cross-Cultural Communication Parameters

Authors : Elena Kovalevich, Irina Tomasheva

Abstract : The research relevance is caused by the importance of studying features of cross-cultural communication in the system of intensive language contacts, on the one hand, and on the other - by the need of control over the language situation as cross-cultural contacts often reflect emotionally intense reality, destructive for national culture and language and also for health and mentality of the individual. The objective consists in systematization of requirements imposed by the globalized society on ethics, aesthetics and emotive component of cross-cultural communication under conditions of language hybridization of modern Russian-speaking society. Problems connected with establishing the criteria differentiating eco-friendly and eco-unfriendly communication; identifying the specifics of the eco-unfriendly communication containing language hybrids; justifying the negative impact of language hybridization on ethics and esthetics of cross-cultural communication are considered, taking into account the category of emotivity. The study makes a contribution to the development of key problems of modern linguistics connected with exploration of basics in the theory of language personality, ecology of language, emotive linguistics. The results can be used by specialists in the fields of sociolinguistics, cross-cultural communication, the national language policy.

Keywords : cross-cultural communication, eco-linguistics, ethics and aesthetics, emotivity, language hybrids

Conference Title : ICSSH 2019 : International Conference on Social Science and Humanity

Conference Location : Lisbon, Portugal

Conference Dates : April 16-17, 2019