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*Cognitive and communicative ecolinguistics as a new field of
interdisciplinary studies*

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In a new rapid-changing world, it is a task of paramount importance to seek the balance between all human beings and the factual material surrounding they live in. It is not a secret that the biggest factual material surrounding is nature which once served as the origin of *Homo Sapiens* and now, according to ecologist S. Rowe, acts as the machine mankind uses for its own purposes. However, it is not only the natural environment that suffers from the humans' activities; the human-human environment is not in a better situation. In this thesis, we shall offer a new paradigm of ecolinguistic research that will help both humans and nature.

Not a while ago there appeared a new scientific science at the interdisciplinary crossroads – ecolinguistics. Nowadays, it is an umbrella term covering numerous strands of scientific analysis from the coexistence of several languages in the consciousness of a bilingual human (symbolic ecology) to the cognitive ecology that is focused primarily on how the behaviour determines the consequence of a given situation. Nonetheless, ecolinguistics still pays the biggest part of its attention to how the environment is displayed in the mirror of the language. Provided we analyze the scientific papers of this linguistics branch, most of them will cover natural phenomena only. Yet, we do believe that there is a complex but rewarding way how to achieve two goals at the same time using only one thing: it is the extrapolation of the cognitive and communicative paradigm of general linguistics onto the narrow area of ecolinguistics.

We are of the opinion that should we work within the limits of cognitive and communicative ecolinguistics, there would be numerous opportunities for scholars and experts from other fields to work jointly on seeking a way to maintain balance on our planet. In this thesis, it is the first time that we unmask the theory of the communication ecosystem. In brief, there are two big ecosystems – one of nature, and the other of humans. Since humans are considered to be the only species in the history of the universe that achieved such a high level of intelligence, they can see that our ecosystems are interconnected and interdependent. Within the ecosystem of humans, there exists the ecosystem of communication. It is the sum of all signals sent and received that trigger behavioural patterns and reactions. As the majority of all signals are either oral or written, they belong to the one semiotic code – the code of the human language. According to Sapir-Whorf theory, our language affects the way we perceive the world. Thus, if we change the language, we will alter the world perspective we have. If we analyze critically the situation

in the environment from the Sapir-Whorf theory positions, we may see that all the violence towards the natural world can be accounted for by the violence of the human language that results in human relationships. So, to save the environment we are to start from ourselves for we are part and parcel of nature. We need to keep the pureness of our language by means of the language ecology, we must teach our children to be ecologically aware, and we should work in the cognitive and communicative ecolinguistics field to study the cognitive units that when mediated in the process of interaction shape our communication with the world. It is a global task for ethics experts, media scholars, and linguists to work out a firm strategy that can help us build a better future for new generations.

It is our firm conviction that if our ecosystem of communication becomes greener, with less violence and abuse, our attitude to the world around us will get better. Cognitive and communicative ecolinguistics can become a new integrating interdisciplinary mode of scientific analysis that can involve millions of people for the sake of saving our environment and our human world.

The old Latin saying goes “*Ibi victoria ubi concordia*” meaning the balance is the basis of everything, so we need to build harmony ourselves, in our souls and hearts first to enlighten then with love and prosperity the whole other world.