

**UDC 82****Formation of the "ecological model of language": aspects of cognitive linguistics****Natal'ya A. Nozdrina**

PhD in Pedagogy, Associate Professor,  
Associate Professor of the Department of Humanities and Social Sciences,  
Bryansk State Technical University,  
41035, 7, bul. 50 let Oktyabrya, Bryansk, Russian Federation;  
e-mail: nozdrina.natalye@mail.ru

**Abstract**

The article describes the main directions of research in cognitive linguistics, and discusses the problems associated with representativism and cognitivism in linguistics. The ecological approach to language and cognition is considered, which emphasizes the role of the environment and the interaction of the organism with it in the formation of cognitive abilities. It is shown that it is necessary to integrate ecological theories in cognitive linguistics to expand the modern linguistic perspective. Cognitive linguistics is based on embodied cognition, but we must solve the problem of internalism in both cognitive science and linguistics using a project model of accessibility. In conclusion, the author emphasizes that an ecological approach to language and cognition can be useful for linguistic research but requires further development and refinement. Cognitive linguistics can become one of the ways to solve problems related to representativism and cognitivism in linguistics and help in taking into account both dynamic and static aspects of language. However, in order to achieve a more complete understanding of language and its connection with cognition, it is necessary to take into account the interaction between the individual, the environment and the social context.

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**Keywords**

Ecological linguistics, social context, environment, cognitive linguistics.

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## Introduction

In its most general terms, cognitive linguistics is a scientific field that studies the relationship between language and cognitive processes such as perception, thinking, imagination and understanding. Modern directions in the development of cognitive linguistics include the study of linguistic categorization, cognitive grammar, conceptual metaphor, and conceptual space.

A significant number of studies have shown that applied areas are increasingly developing in the field of cognitive research. Representational theories, which consider cognition as computation based on mental representations reflecting the external world, are being replaced by ecological and active approaches that emphasize the action-oriented, physical, and situational aspects of cognition.

In addition, the study of cognition is increasingly being discussed as an alternative to older cognitive science. Cognitive linguistics may serve as a bridge between ecological psychology and linguistics, or it may be a practical ecological theory of language on its own to describe static meaning in the context of an ecological perspective. It is based on embodied cognition, which can be extended and include a broader ecological context.

## Main content

In linguistics, the ecological approach is becoming increasingly important. Proponents of this approach argue that language is not a means of transmitting information. In particular, a number of researchers adhere to the statement that "language is not code." They view language as part of an interactive activity in the environment that allows the exchange of environmental information. From an ecological perspective, the traditional understanding of language is challenged by transformation.

For many researchers, especially linguists, the idea that language does not convey meaning may be unacceptable. Modern linguistics, since the research of scholars such as de Saussure and Roman Jakobson, has been based on the encoding-decoding model of language. Cognitive linguistics is no exception; many cognitive linguists believe that meaning is grounded in bodily experience, but at the same time that meaning is a mental object internally represented by cognitive processes.

In connection with this problem, it was necessary to explore from the perspective of representationalism and cognitivism in mainstream linguistics. Representationalism suggests that meaning is stored in the form of mental images or representations that reflect the external world. Cognitivism suggests that cognition involves mental processing in the brain that manipulates mental representations.

Although the cognitivist assumption has been the dominant paradigm in psychology, emphasizing mental processing and representation as the basic mechanisms of cognition, they have been criticized for their narrow focus on internal mental processes and neglect of the embodied and located nature of cognition. Critics argue that cognitivism fails to capture the dynamic interaction between the organism and the environment that shapes perception, action, and cognition. Moreover, cognitivism relies on a computer metaphor of information processing that oversimplifies the complexity of human cognition. As a result, the limitations of cognitivism have led to the emergence of alternative approaches such as ecological psychology, which emphasizes the active role of the organism-environment system in shaping cognition.

Cognition cannot be reduced to mere mental processing in the brain. Instead, it emphasizes the role of the environment and the organism's interaction with it in shaping cognitive abilities. This approach rejects the view that mental representations are the primary units of cognition, arguing that they are, at best, a secondary phenomenon arising from the interaction between the organism and the environment.

Critics of cognitivism argue that its focus on mental representations and mental processing neglects the situatedness of human cognition and its embodied nature. They argue that cognition is not purely internal but is closely related to the body and the environment. Ecological psychology offers an alternative view that emphasizes the active role of an organism in shaping its environment and how the environment in turn shapes the organism's perceptions, actions, and cognitive abilities.

Moreover, they also question its dependence on information processing as a metaphor for cognition. They argue that the mind does not simply process information like a computer, but actively creates meaning and understanding based on constant interaction with the environment. Ecological psychology offers an alternative metaphor for cognition as a dynamic and adaptive process that arises from the ongoing interaction of the organism-environment system.

Environmental psychology has explored the topic of verbal communication and language itself, with "language proficiency" being one of the important concepts. This point of view considers language not as a fixed object, but as something distributed throughout a given situation, taking the form of action and requiring a change in the person's perception of language.

However, this ecological approach to language has been challenged due to its difficulty in considering the nature of language and its role in cognition at a higher level. Although this approach recognizes the distributed nature of language within situations, it should consider traditional representational linguistic theory, which discusses abstract and ubiquitous meanings such as the ability to talk about an apple that is not there, challenging the ecological perspective. However, some researchers have attempted to explore the sociocultural normativity of accessibility to bridge the gap between the two approaches.

In addition, the modern ecological approach needs to improve its ability to capture the basic features of language such as grammar and vocabulary, as it focuses exclusively on the interactive and dynamic aspects of language, highlighting the inherent problem of the anti-presentational position taken by ecological psychology. The question of how to describe static meaning, such as the meaning of words like "dog" or "cat," in an interactive or ecological context remains unresolved. An ecological view of static meaning is important because it recognizes that meaning is not simply a matter of individual interpretation, but rather is shaped by complex interactions between the individual, the environment, and the social and the cultural context in which communication occurs. This perspective highlights the importance of understanding the role of context and the situatedness of meaning in the analysis of language and communication. It also highlights the need to move beyond a purely cognitive or internal view of meaning and consider how meaning is co-constructed through interactions between individuals and their environments. Consequently, the lack of a suitable methodology to account for such features continues to represent a significant obstacle to the ability of the ecological approach to understand language.

To address this issue, cognitive linguistics has the potential for an ecological turn, as the field of cognitive linguistics coincides with ecological psychology in its study of language from a cognitive science perspective, which provides a means of addressing the limitations of the ecological approach to language.

However, there is an alternative view of this problem, according to which the speaker is seen as participating in control, changing the behavior of the listener in his favor, and the listener as participating in evaluation, monitoring the environment and signals. This model departs from the traditional model of information transmission and offers a new way of looking at language.

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## Conclusion

Thus, there is a need to integrate ecological theories in cognitive linguistics to broaden the contemporary linguistic perspective. Cognitive linguistics is based on embodied cognition, but we must address the problem of internalism in both cognitive science and linguistics using the accessibility design model.

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## Формирование «экологической модели языка»: аспекты когнитивной лингвистики

**Ноздринa Наталья Александровна**

Кандидат педагогических наук, доцент,  
доцент кафедры гуманитарных и социальных дисциплин,  
Брянский государственный технический университет,  
241035, Российская Федерация, Брянск, бул. 50 лет Октября, 7;  
e-mail: nozdrina.natalye@mail.ru

### Аннотация

В статье описываются основные направления исследований в когнитивной лингвистике, а также обсуждаются проблемы, связанные с репрезентативизмом и когнитивизмом в лингвистике. Рассматривается экологический подход к языку и познанию, который подчеркивает роль окружающей среды и взаимодействия организма с ней в формировании когнитивных способностей. Показано, что необходимо интегрировать экологические теории в когнитивной лингвистике для расширения современной лингвистической перспективы. Когнитивная лингвистика основана на воплощенном познании, но мы должны решить проблему интернализма как в когнитивной науке, так и в лингвистике, используя проектную

модель доступности. В заключение автор подчеркивает, что экологический подход к языку и познанию может быть полезным для лингвистических исследований, но требует дальнейшего развития и уточнения. Когнитивная лингвистика может стать одним из путей решения проблем, связанных с репрезентативизмом и когнитивизмом в лингвистике, и помочь в учете как динамических, так и статических аспектов языка. Однако, чтобы достичь более полного понимания языка и его связи с познанием, необходимо учитывать взаимодействие между индивидом, окружающей средой и социальным контекстом.

#### **Для цитирования в научных исследованиях**

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#### **Ключевые слова**

Экологическая лингвистика, социальный контекст, окружающая среда, когнитивная лингвистика.

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