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**DEVELOPMENT PROSPECTS AND CURRENT TRENDS OF ECOLINGUISTICS  
IN AZERBAIJAN  
RESUME**

This article is devoted to the study of development prospects and modern trends and developments in ecolinguistics in Azerbaijan. The given article analyzes new trends in ecolinguistics and analyzes the research of ecolinguistics of the foreign scientists. It should also be noted that the recent holding of COP29 in Baku gave a powerful impetus to further increase the authority of Azerbaijan in the world and directly and unhinderedly communicate the country's realities to the international community, and this event also created the conditions for the further development of various directions and areas of ecolinguistics.

Formed at the intersection of social, psychological and philosophical trends in linguistics, ecolinguistics is one of the modern scientific directions in the field of linguistics. Ecolinguistics examines the role of language in possible solutions to environmental problems. Recognizing the relationship between cultural and ecological diversity, ecolinguistics documents the linguistic structures and verbal practices through which speakers conceptualize, encode, and communicate knowledge about the natural world. Since ecolinguistics considers language in terms of interaction, its object is the natural environment for natural languages.

The ecology of language can be defined as the science of the relationship between language and its environment, where the environment of language is understood as a society that uses language as one of its codes; accordingly, linguistic ecology studies the relationship between language and "ecological" issues. Linguistic ecology, or ecology of language, is the study of how languages interact with each other and with the places where they are spoken, and often argues for the conservation of endangered languages by analogy with the conservation of biological species, which is very relevant for present time. The linguistic ecology perspective follows the metaphor of an ecosystem in which balance ensures the survival of all species.

**Key words:** *ecolinguistics, the environment, green economy, green energy, language ecology, theory of language.*

As a patriot of my country, I would like to note proudly that not so long ago, on November 11-22, 2024, the 29th session of the Conference of the Parties to the UN Framework Convention on Climate Change - COP29 - was held in the capital of our homeland, Baku. This decision was made at the COP28 plenary meeting held in Dubai on December 11 last year. Until now, Azerbaijan has hosted many international events and conducted them with dignity. However, as President Ilham Aliyev said, COP29 cannot be compared with the events organized so far. Within two weeks, Baku became the center of the world and received about 80 thousand foreign guests. COP29 has delivered concrete results that will translate into practice the promises made in last year's historic UAE Consensus to protect every country and global economy from the negative impacts of climate change.

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Some about history of COP: COP is the UN Framework Convention on Climate Change, an agreement signed at the Earth Summit in Rio de Janeiro in June 1992 to prevent dangerous human interference with the climate system. The abbreviation COP (Conference of Parties) stands for Conference of Parties. The Conference of the Parties is the highest legislative body overseeing the implementation of the Framework Convention on Climate Change. There are 198 countries that are parties to the Convention. Unless the parties agree otherwise, the COP is held annually. The first COP event took place in March 1995 in Berlin, and its secretariat is located in Bonn [<https://azertag.az.xeber>].

I'd like to emphasize that "modern Azerbaijan" and the "green economy" is frequently used expressions today. The holding of the COP29 conference can be considered the most important event of 2024 for Azerbaijan and a logical continuation of the country's transition strategy to a green economy. In accordance with this mission, by the Order of the President of the Republic of Azerbaijan Ilham Aliyev, 2024 was declared the "Year of Solidarity for the Green World" in Azerbaijan. The Conference of the Parties to the UN Framework Convention on Climate Change is extremely important and one of the most significant events in the world in the fight against climate change. The election of Azerbaijan as the venue for the next session of the conference by a unanimous decision of the countries of the Eastern European Group is an indicator of high trust in the country.

Azerbaijan has already acquired a positive image as an organizer of major international events. The decision to hold COP29 in Baku is also important because it was made two and a half months after Azerbaijan carried out local anti-terrorism measures, which indicates the support of the world community for the steps taken by the country. This event proved to the whole world that Azerbaijan is not only an oil and gas country, but also attaches great importance to the "green" economy as a priority area. "Azerbaijan, as an oil and gas country, will prove itself in this area, and everyone in the world will once again see that our agenda is related to green energy. The creation of "green" types of energy and the transport of green energy to world markets is currently a priority in our energy policy. This is the reality, and the whole world will see it again," - President Ilham Aliyev emphasized at a meeting held on December 15 last year in connection with the holding of COP29 in the country [<https://azertag.az.xeber>].

Azerbaijan, through its practical activities, proves the importance that the country attaches to "green" energy. For example, Azerbaijan aims to reduce greenhouse gas emissions by 35 percent by 2030 and 40 percent by 2050 compared to 1990. Azerbaijan is one of the countries with high potential for renewable energy sources. Based on the "National Priorities for Socio-Economic Development: Azerbaijan 2030" approved by the Order of President Ilham Aliyev dated February 2, 2021, the country has laid a strategic basis for the policy of renewable energy production. One of the five National Priorities identified in the document is related to a clean environment and green growth. This, in turn, sets new goals for the transition to a green economy. In addition, the President of the Republic of Azerbaijan announced the creation of a "green" energy zone in the territories of the Republic of Azerbaijan liberated from occupation, and an action plan for 2022-2026 was approved. By 2050, it is planned to transform these areas into a "net zero emissions" zone. The decision was made two and a half months after local anti-terrorist measures [<https://azertag.az.xeber>]. The holding of COP29 in Baku gave a powerful impetus to further increase the authority of Azerbaijan in the world and directly and unhindered communication of the country's realities to the international community.

However, I want to draw your attention to the problem of Ecolinguistics both in our country and in the whole world. The term “ecology” is formed from two Greek words: “oikos”, which means “house, dwelling”, and “logos” - “study; science,” was first introduced by the German biologist Ernst Haeckel in 1869. Ernst Heinrich Philipp August Haeckel is considered the founder of the science of ecology [<https://ru.wikipedia.org>]. Haeckel developed a theory of the origin of multicellular organisms, the so-called gastrea theory, formulated a biogenetic law, according to which the individual development of an organism reproduces the main stages of its evolution, and built the first family tree of the animal kingdom [Haeckel:1866].

In the ecology of language the term “environment” is very important. The ecology of language can be defined as the science of the relationship between language and its environment, where the environment of language is understood as a society that uses language as one of its codes. Linguistic (language) ecology studies the relationship between language and “ecological” issues. Linguistic ecology or ecology of language is the study of how languages interact with each other and with the places where they are spoken, and often argues for the conservation of endangered languages in analogy to the conservation of biological species.

Ecolinguistics is one of the modern scientific directions in the field of linguistics, which was formed at the intersection of social, psychological and philosophical directions in linguistics. Ecolinguistics, as a new scientific direction in the study of the linguistic sphere of human habitation and society, is formed on the identification of laws, principles and rules common to both ecology and the development of language, and explores the role of language in the possible solution of environmental problems. Ecolinguistics recognizes the relationship between cultural and environmental diversity by documenting the linguistic structures and verbal practices through which speakers conceptualize, encode, and communicate knowledge about the natural world. Ecolinguistics considers language in terms of interaction. It represents a certain act of interaction between individual languages or acts of interaction that arise between people and nations with the help of language. For ecolinguistics, the object is the natural environment for natural languages. Some foreign researchers attribute the problem of “translation ecology” to the tasks of ecolinguistics, which is associated with the study of the influence of individual and social factors on the translation of a foreign text [Pilayeva: 2011, p.7].

Considering the problem of the development of ecolinguistics, it is necessary to note the contribution of the American linguist Einar Haugen (1906-1994) to the development of the ecology of language as a scientific discipline, the relationship of the point of view expressed in his works with related areas and positions of other scientists. Einar Haugen’s “The Ecology of Language” is considered the seminal work of the ecological approach in linguistics.

E. Haugen studied the dialects of Norwegian emigrants who moved to the United States in the XIX-th century. In 1931, he defended his dissertation “The emergence and first period of the history of the movement for Nynorsk.” Since publications on Scandinavian languages were rare in the United States at the time, Haugen’s work stood out for its originality. Subsequently, Einar Haugen’s work was distinguished by his desire to apply rigorous structural analysis to such diffuse material as the linguistic experience and behavior of speakers, their linguistic representation and ideology. These studies foreshadowed what thirty years later would be called sociolinguistics.

Einar Haugen found himself involved in several scientific communities at once. On the one hand, he belonged to a group of linguists at the University of Wisconsin, mainly engaged in the study of Scandinavian languages. This group was not a theoretical school; it only dissociated itself from the structuralist movement, which sought to be isolated from European linguistics. On the other hand, E. Haugen, despite theoretical differences, was close to Bloomfield's students in terms of the scale of his plans.

So, E. Haugen found himself between two views on the history of linguistics and two generations. Like linguists of other generations before him, E. Haugen was inspired by the ideas of biology, but he did this in the new context of both sciences, taking into account new disciplinary and sociocultural parameters.

Haugen's "The Ecology of Language" was published in 1971 in the newsletter of the Center of Applied Linguistics in Washington [Haugen: 1971]. It should be noted that in 1970 E. Haugen first gave a lecture entitled "Ecology of Languages". Einar Haugen and his supporters raised questions about contacts and symbiotic relationships between languages that were not covered by either linguistic typology or genealogy. Studying the structure and grammar of languages was not enough to understand these processes.

Among the problems, E. Haugen faces one of the central problems of linguistics: the relationship between "external", "social" and "internal" linguistics, aimed only at the language itself, namely its structure. He tried to solve this problem by combining both approaches. Investigating the languages of immigrants, he came to the conclusion that the development, stages of life and death of a language are determined not so much by the territory from which it originated, but by the cultural and social environment. E. Haugen refuses the spatial, geographical criterion that the Hegelians' put forward. Einar Haugen and many of his followers emphasize the importance of the connection between bilingualism and scientific interests.

The perspective of language ecology follows the metaphor of an ecosystem in which balance ensures the survival of all species. In the case of languages, the linguistic ecology approach analyzes power dynamics and issues of justice and human rights as fundamental elements of the social use of languages.

The reviewed studies in the field of ecolinguistics show that the range of its tasks is very wide and still in its infancy. At the same time, the range of problems discussed and the general theoretical foundations presented in the world literature differ from each other in some aspects. In the analysed foreign research works, it is customary to distinguish two directions in ecolinguistics: 1) ecological linguistics, "which starts from ecology and metaphorically transfers environmental terms, principles and research methods into language and linguistics" and 2) linguistic ecology, "which considers the expression of environmental topics in language, relying on linguistics and its methods" [Poluxin: 2009, p.70].

Classifying various systemic ecological approaches to the analysis of language, scientists such as S.V. Steffensen, A. Fill [Steffensen, Fill: 2014, p.6-25], H.G. Couto [Couto: 2014, p.122-128] show four main directions: studies in which language itself is considered as a symbolic ecosystem; language is included in the context of natural ecosystems; language is studied as part of sociocultural systems; language is considered as a component of the cognitive environment. These areas of language research differ in the formulation of tasks and in general theoretical and methodological grounds.

Despite the ever-increasing diversity of approaches, in modern works on ecolinguistics the following most important and frequently encountered theoretical and methodological

concepts can be identified: semiotics [Lier: 2004, p.171], the theory of situational cognition and learning [Lier: 2000, p.155-177], the theory of distributed cognition, the theory of dynamic systems and environmental psychology [Cowley: 2011, p.1-14; Hodges, Fowler: 2010, p.239-254; Hodges: 2014, p.93-103].

The main distinctive feature of modern foreign research is that a number of ecological approaches to language go back to the ecological psychology of James Jerome Gibson. He studied the processes of cognition and practical actions in their relationship with the environment [Gibson: 2014]. Sune Vork Steffensen and Alwin Fill characterize this direction as “cognitive ecology” [Steffensen, Fill: 2014, p.6-25].

Some researchers of ecolinguistics believe that it poses exactly the opposite problem and considers language “sui generis” only as a conceptual metaphor [Steffensen, Fill: 2014, p.17-18]. Thus, it can be noted that foreign works are characterized by heterogeneity of the initial general theoretical foundations. Accordingly, we came to the conclusion that modern ecolinguistic research is characterized by interdisciplinarity, a systems approach, an extreme pragmatic turn and anti-reductionism.

Modern researchers studying the nature of language, in some issues, may diverge from the theory of language developed by the founder of ecolinguistics, Einar Haugen, or complement it by including in the general theoretical foundations of their research such theories as ecological psychology, semiotics, the theory of distributed cognition, the theory of dynamic systems and other systems approaches, borrowed from various fields of science.

Considering the development prospects and modern trends of ecolinguistics in Azerbaijan, it should be noted that on April 10, 2024 the President of the Azerbaijan Academy of Sciences Isa Habibbayli noted that “Currently, new fields of science such as ecolinguistics are emerging”. On June 14, 2024, the II International Forum of Foreign Language Teachers on “Eco Linguistics” was held in Azerbaijan. Fahreddin Sadikoglu Mammadov and Rafik A.Aliyev held a conference “International Conference on Smart Environment and Green Technologies – ICSEGT 2024”.

On October 5, 2024, the international scientific conference “Azerbaijani language and modern linguistics: problems, perspectives and challenges” was held by AZLING. The following topics were discussed here: “Ecolinguistics and Azerbaijani language; Language services at international conferences: Translation, non-verbal communication; Norms in emergency language services (Azerbaijani and foreign languages); The study of ancient languages in Turkological linguistics; Critical thinking trends in teaching the Azerbaijani language; Language research through artificial intelligence; Research methods of dialects and local dialects; The study of the Azerbaijani language in the context of typological linguistics; Language policy and language planning; Syntactic cartography and Azerbaijani language; Fields of practical application of the Azerbaijani language”.

All of the above topics are relevant for intensive teaching of native and foreign languages. Since the functioning and development of language is a sociocultural, context-dependent and non-linear process, language teaching should be based not so much on the acquisition of formal linguistic metalanguage and prescriptive grammar, but on the creativity of language, which is formed in specific situations of its creation.

To learn foreign language is not merely to learn how to communicate but also to discover how much leeway the target language allows learners to manipulate grammatical forms, sounds, and meanings, and to reflect upon, or even flout, socially accepted norms at work both in their own or the target culture. The cultural basis of English teaching has been

closely linked to the culture of native-English-speaking countries. The fact that English has become an international language offers a serious challenge to this approach. In dealing with the linguistic and pedagogical aspect of culture in language teaching, what is needed is a full recognition that English today has become denationalized [Valiyeva: 2012, p.217].

Anyone studying a foreign language has to be bicultural as well as bilingual to speak the new language in a way that it is not disparaging to the culture and its origin. Language does not end at the meaning or the use of words associated to a culture words represent beliefs, history, and the culture of their origin and they must be used accordingly [Valiyeva: 2015, p.155]. Literary texts are often replete with cultural information and evoke memorable reactions for readers. Texts that are carefully selected for a given group of students and with specific goals in mind can be very helpful in allowing foreign language learners to acquire insight into a culture [Valiyeva: 2012, p.222].

I also want to note scientific articles by native linguists such as Hacı Hüseynova's "Ecological Linguistics"; Guloysha Ahmadzada's "The term "ecolinguistics""; Leyla Malikova's "Ecolinguistics and translation problems in Azerbaijan".

A study of development prospects and modern trends in ecolinguistics led to the conclusion that in the modern world such topics as: Language and the non-human world; Language and natural connections; Language and environmental sustainability; Environmental discourse in Media; Eco-criticism; Eco-politics; Eco-literature; Eco-linguistic anthropology; Ecological education; The ecology of language; The need for new eco-terms / eco-terminology; Deep ecology; Positive Eco-discourse analysis.

Modern linguists believe that ecolinguistics is still in the dynamic stage of searching and forming its main paradigm [Bang, Trampe: 2014, p.87]. Despite the difference in theoretical and methodological principles, works in the field of ecolinguistics that consider the nature of language are characterized by openness to new ideas and approaches, and attention to the pragmatic aspects of the functioning of language. In the variety of studies, several significant features of the ecological approach to understanding language can be identified, which are shared by many scientists representing this direction. Representatives of ecolinguistics criticize theories that view language as a closed system of conventional symbols. The ecological approach contrasts itself with the nativist or mentalist position. The ecological approach criticizes the position that language is based on a system of predominantly linguistic rules. They believe that behind the diversity of language there are stable universal structures that guide the generation of language and ensure mutual understanding. Also, ecological approaches to language are characterized by the study of the situationality of language. An ecological approach to language avoids reducing its nature to one aspect of the systemic processes that determine the existence of language.

In contrast to sociocultural approaches, which emphasize the importance of external cultural factors in the formation of linguistic abilities, thinking and worldview, ecolinguistics also takes into account external natural factors and internal individual characteristics of the participant in communication.

A distinctive feature of foreign research works in the field of ecolinguistics is the interest not so much in the ecology of language or the consideration of environmental themes expressed in language, but in the development of a general theory and methodology for studying language from the point of view of the new ecolinguistic paradigm.

In this regard, most modern ecolinguists reconsider previous linguistic traditions that hypostatize language as an abstraction, an idealized and autonomous system, and postulate

the need to consider language as a heteronomous system that is partly the result of the natural environment, culture, cognitive processes and other pragmatic aspects that determine its dynamics and development. Analysis of the study proved the heterogeneity of the initial general theoretical foundations, characteristic of foreign works.

Thus, summing up the study of this problem, we can assess the state of the ecology of language at the present stage. The ecology of language is developing into a separate interdisciplinary branch of science and includes the following sections, namely: linguistic evolution and typology; endangered languages and their revivals; sociolinguistics – language policy and language planning; analysis of ecolinguistic discourse.

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## AZƏRBAYCANDA EKOLINQVISTIKANIN INKIŞAF PERSPEKTIVI VƏ MÜASIR TENDENSIYALAR XÜLASƏ

Məqalə Azərbaycanda ekolinqvistikanın inkişaf perspektivlərinin və mövcud tendensiyaların və inkişafın öyrənilməsinə həsr edilmişdir. Bu elmi əsərdə ekolinqvistikada yeni tendensiyalar təhlil edilir və xarici alimlərin ekolinqvistika üzrə tədqiqatları təhlil edilir. Onu da qeyd etmək lazımdır ki, bu yaxınlarda Bakıda COP29-un keçirilməsi Azərbaycanın dünyada nüfuzunun daha da artmasına və ölkə həqiqətlərinin beynəlxalq ictimaiyyətə birbaşa və maneəsiz çatdırılmasına güclü təkan vermiş, eyni zamanda, bu hadisə həm də ekolinqvistikanın müxtəlif istiqamət və sahələrinin gələcək inkişafına şərait yaratmışdır.

Dilçilikdə sosial, psixoloji və fəlsəfi cərəyanların kəsişməsində formalaşan ekolinqvistika dilçilik sahəsində müasir elmi istiqamətlərdən biridir. Ekolinqvistika ekoloji problemlərin mümkün həllində dilin rolunu araşdırır. Mədəni və ekoloji müxtəliflik arasındakı əlaqəni dərk edərək, ekolinqvistika nəticələrinin təbii dünya haqqında bilikləri konseptuallaşdırdığı, kodlaşdırdığı və ünsiyyət qurduğu dil strukturlarını və şifahi təcrübələri təqdim edir. Ekolinqvistika dili qarşılıqlı əlaqə baxımından nəzərdən keçirdiyi üçün onun obyektivi təbii dillər üçün təbii mühitdir.

Dilin ekologiyasını dil və onun mühiti arasındakı əlaqə haqqında elm kimi təyin etmək olar, burada dil mühiti dildən müvafiq olaraq kodlarından biri kimi istifadə edən bir cəmiyyət kimi başa düşülür, linqvistik ekologiya dillə “ekoloji” məsələlər arasındakı əlaqəni öyrənir. Ekolinqvistika və ya dil ekologiyası dillərin bir-biri ilə qarşılıqlı əlaqələrini, onların istifadə olunan yerlərlə əlaqəsini öyrənir və bu gün çox aktual olan məsələ: bioloji növlərin qorunmasına bənzəyən, istifadə olunmayan dillərin qorunub saxlanması problemi əhatə edərək, onları müdafiə edir. Linqvistik ekologiya perspektivi tarazlığın bütün növlərin sağ qalmasını təmin etdiyi bir ekosistemin metaforasını izləyir.

**Açar sözlər:** *ekolinqvistika, ətraf mühit, yaşıl iqtisadiyyat, yaşıl enerji, dilin ekologiyası, dil nəzəriyyəsi.*

## ПЕРСПЕКТИВА РАЗВИТИЯ И СОВРЕМЕННЫЕ ТЕНДЕНЦИИ ЭКОЛИНГВИСТИКИ В АЗЕРБАЙДЖАНЕ РЕЗЮМЕ

Данная статья посвящена исследованию перспектив развития и современных тенденций и разработок в эколингвистике в Азербайджане. В данной статье анализируются новые тенденции в эколингвистике и анализируются исследования эколингвистики иностранных ученых. Необходимо также отметить, что недавнее проведение COP29 в Баку придало мощный импульс дальнейшему повышению авторитета Азербайджана в мире и прямому и беспрепятственному донесению реалий страны до международной общественности, а также это событие создало условия для дальнейшего развития различных направлений и областей эколингвистики.

Сформировавшаяся на стыке социального, психологического и философского направлений в лингвистике, эколингвистика является одним из современных научных направлений в области языкознания. Эколингвистика исследует роль языка при возможном решении проблем окружающей среды. Признавая взаимосвязь между культурным и экологическим разнообразием, эколингвистика документирует языковые структуры и вербальные практики, с помощью которых носители концептуализи-

зируют, кодируют и передают знания о природном мире. Поскольку эколлингвистика рассматривает язык в аспекте взаимодействия, ее объектом является естественная среда для естественных языков.

Экологию языка можно определить как науку о взаимоотношениях между языком и его окружением, где под окружением языка понимается общество, использующее язык как один из своих кодов, соответственно лингвистическая (языковая) экология изучает взаимосвязь между языком и “экологическими” вопросами. Лингвистическая экология или экология языка – это изучение того, как языки взаимодействуют друг с другом и с местами, где на них говорят, и часто приводит доводы в пользу сохранения находящихся под угрозой исчезновения языков по аналогии с сохранением биологических видов, что является весьма актуальным на сегодняшний день. Перспектива языковой экологии следует метафоре экосистемы, в которой баланс обеспечивает выживание всех видов.

**Ключевые слова:** *эколлингвистика, окружающая среда, зеленая экономика, зеленая энергетика, языковая экология, теория языка.*