

## COMPARATIVE ANALYSIS OF THE CULTURAL ASPECTS OF VERBAL REPRESENTATION OF ENVIRONMENTAL EVENTS IN ENGLISH AND RUSSIAN

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### Introduction:

The relevance of the research is due to the growing attention to environmental issues and their reflection in the linguistic picture of the world. The aim of the work is to identify linguistic and cultural features of the representation of environmental events in English and Russian.

### Research hypotheses:

1. In English, environmental events are more often represented through the prism of technology and innovation, whereas in Russian the emphasis is on natural and traditional values.
2. Vocabulary related to environmental issues is more standardized in English, while in Russian it is more diverse and emotionally charged.
3. Cultural attitudes influence the choice of syntactic constructions: in English media texts, constructions emphasizing individual responsibility prevail, while in Russian, collective actions and the role of the state prevail.

### Research methods:

The research was carried out using media text corpora in English and Russian for the period 2010-2023. The methods of content analysis, semantic analysis and comparative linguistics were used. Special attention was paid to vocabulary, metaphors, and syntactic constructions related to environmental issues.

### Preliminary Results:

1. Metaphors related to technology and innovation are more often used in English (for example, 'green tech revolution'), whereas in Russian metaphors related to nature and traditions prevail (for example, 'зелёные лёгкие планеты').

2. In English media texts, the emphasis is on individual responsibility ('reduce your carbon footprint'), while in Russian texts the role of the state and collective action is more often emphasized.
3. Vocabulary related to environmental issues is more standardized in English, whereas in Russian there is a greater variety of synonyms and emotionally colored expressions.

### **Conclusions:**

At the initial stage, the study shows that the representation of environmental events in English and Russian reflects not only linguistic differences, but also cultural attitudes. These results can be useful for developing effective strategies for environmental education and intercultural communication.

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