



**Séminaire “Écotraduction et écocritique”**  
**ILCEA4 Axe PDI en collaboration avec l’Université Karazin Kharkiv National University**

Ce séminaire en ligne est organisé dans le contexte du programme national PAUSE visant à intégrer des enseignants-chercheurs ukrainiens dans la communauté scientifique européenne. Les travaux interdisciplinaires présentés en littérature, philologie, linguistique cognitive, linguistique de corpus, intègrent une vision transversale de l’écilinguistique, de l’écotraduction et de l’écocritique qui considère le langage et ses interactions réciproques avec la nature et la société. Le langage est ainsi affecté par des facteurs naturels et sociaux (conduisant au développement de lexiques et de modes narratifs nouveaux) et agit à son tour sur l’environnement social et naturel dans lequel il s’intègre (discours d’agression et de consumérisme par exemple). Nous visons à questionner ces interactions réciproques en croisant les points de vue disciplinaire et en favorisant le dialogue entre les deux universités organisatrices.

**Session 1 - 13 octobre de 17h à 18h : Ecolinguistics in fictional narratives**

- Lyudmyla Soloshchuk, DSc & Yuliia Skrynnik, PhD (Philology, V. Karazin Kharkiv National University), “Changing Social Roles – Ecolinguistic Dimension”
- Olena Nefyodova (V. Karazin Kharkiv National University), “Evolution and Resilience of Familiar Texts in Retelling”

**Session 2 – 24 novembre de 17h à 18h : Ecolinguistics and dynamics of power**

- Iryna Morozova (V. Karazin Kharkiv National University), “Victorian England: Ecology of Women’s Communication”
- Ievgeniia Bondarenko (V. Karazin Kharkiv National University), “Tools of Counter-Propaganda – The Ecolinguistic Aspect”

**Lien zoom pour les 2 séances :**

<https://univ-grenoble-alpes-fr.zoom.us/j/95045184082?pwd=Q1piWUZDUkFObDlNNTdVTGgwNWZrdz09>

**Session 1 : Ecolinguistics in fictional narratives**  
**13 Octobre à 17h**

**CHANGING SOCIAL ROLES: ECOLINGUISTIC DIMENSION**

**Lyudmyla Soloshchuk, DSc (Philology)**  
**Yuliia Skrynnik, PhD (Philology)**  
**V. Karazin Kharkiv National University**  
**Ukraine**

The research **aims** at analyzing the communicative phenomenon of changing social roles by speakers. It investigates the principles (ecological / non-ecological) of the choice of verbal, non-verbal and super-verbal components of communication used by a speaker performing different social roles.

Ecolinguistics explores the role of language in the life-sustaining interactions of humans (The International Ecolinguistics Association). Therefore, interpreting social roles as stereotyped behavioural models of human interaction presupposes the use of ecolinguistic principles. In ecolinguistics, context refers to both personal, situational and sociocultural phenomena. Thus, the speakers' situational positioning is related to an ecolinguistic analysis. The **methodological basis** consists of the principles of ecolinguistics, discourse theory and linguopragmatics. Dialogical discursive fragments from the film scripts and fiction demonstrating the changing of social roles by the same speaker comprise the **material** for the investigation.

In the study, a social role is regarded as a stereotyped behavioural model performed in different types of discourse according to a certain scenario where certain strategies are used for implementing the stereotype of performance of social roles at verbal, non-verbal and super-verbal communicative levels. Criteria for the characterization of the interlocutors' communicative behaviour in the process of changing social roles on the basis of ecolinguistic principles are determined in the research.

This analysis has **perspectives** for the further research of the influence of the intercultural factor on the process of performing different social roles relying on the principles of ecolinguistics.

Key words: ecolinguistics, social role, non-verbal components of communication, verbal components of communication, super-verbal components of communication.

**EVOLUTION AND RESILIENCE OF FAMILIAR TEXTS IN RETELLING:  
ECOLINGUISTIC PARADIGM**

**Olena Nefyodova (V. Karazin Kharkiv National University)**

The research aims at summarizing transformations of a familiar text in retelling in terms of ideology, compositional archetypes, and idiom within the ecolinguistic paradigm. The key objectives are to elicit the stable and variable parts of the retold text, to identify the mechanisms of their transformation, and to hypothesize about the factors at play. The applied methods include descriptive and comparative text analysis within the framework of cognitive poetics, traditional literary criticism and ecolinguistics. The scope of material includes fifty 200-word summaries of the short story "Lumber Room" by H. Munro (Saki) written by EFL B2 students in English and the control group of ten summaries of the same short story by net copywriters. The research reveals the structural rigidity of the original composition and the salient elements of the

original text in retelling (with the least accurate representation of its final part) together with the retellers' attempts to appropriate the original text by referencing and engaging the (impersonal) reader. The research into the transformations of the original text suggests two major types of retelling: for more interiorized texts, retelling is mostly based upon a conceptual structure emerging from the processed original text and verbalized in the generated text; retelling of less interiorized texts mostly relies upon a compressed reproduction of the original compositional and verbal structures. The obtained conclusions can be further applied to study the ecolinguistic parameters of retelling.

Key words: ecolinguistics, interiorization, original text, retelling, summary, transformation

## **Session 2 : Ecolinguistics and dynamics of power 24 novembre à 17h**

### **VICTORIAN ENGLAND: ECOLOGY OF WOMEN'S COMMUNICATION**

**Iryna Morozova (V. N. Karazin Kharkiv National University, Ukraine)**

This study is dedicated to establishing characteristic features of the Victorian women's speech. Victorian society with its values, beliefs and cultural norms is considered to be the environment that shapes the use of positive and negative politeness strategies (Brown, Levinson, 1987) and the ecosystem (Stibbe, 2019) whose functioning is based on cooperation-oriented communication. The research aims at outlining patterns of polite communication in the ecosystem of the 19<sup>th</sup> century English society involving its female and male representatives. To accomplish the aim, the research is to single out the range of strategies employed by the Victorian woman, to establish the patterns (and their linguistic means) of female–male and of female–female interaction guided by the politeness principle underpinned by social and cultural regulations of the 19<sup>th</sup> century England. The methods and devices for doing the analysis include elements of cognitive and pragmatic description, contextual analysis of communicative situations, contextual and intentional analysis of female communication strategies, modeling female communication patterns within the Victorian environment. The scope of material under study encompasses early, mid- and late Victorian plays (Dion Boucicault, Edward Bulwer-Lytton, William Robertson, Oscar Wilde). The study reveals that the Victorian ecosystem whose integral part is the Victorian woman determines a certain set of politeness strategies in her speech with the dominating ones (exaggerating interest in the hearer, including the hearer into activity, hedging, and apologizing) being socially and culturally dependent.

Key words: communicative politeness strategies, cooperation-oriented communication, ecosystem of the 19<sup>th</sup> century England, female–male / female–female interaction, Victorian woman, Victorian society.

### **TOOLS OF COUNTER-PROPAGANDA: THE ECOLINGUISTIC ASPECT**

**Ievgeniia Bondarenko (V. N. Karazin Kharkiv National University, Ukraine)**

This research focuses on counter-propaganda viewed as an ecolinguistic tool of protecting the society against information aggression. Such aggression targets national and informational integral cognitive structure that I view as the national construal of the world. This construal is underpinned by a number of basic concepts implemented in different narratives and discourses. One of the vehicles of these concepts is an Internet meme. I consider it a complex visual conceptual structure that, similarly to Vyvyan Evans' lexical concepts, triggers a domain matrix. Depending on the context of use, different domains become salient. Under the influence of propaganda, some of the domains are substituted by others, as a result creating the value of the matrix that contradicts to its initial one. The purpose of counter-propaganda is to restore this matrix by way of recycling propaganda's own weapons, i.e. transformed domain matrices.

This is as a case study of 100 Ukrainian Internet memes revolving around Ukrainian war culled from open access Telegram and Instagram chats within the period from May 2022 to May 2023. These are the memes that emerged as the backlash of Russian propaganda. Using them, I will demonstrate the procedure of pinpointing the domain matrices triggered by Ukrainian memes. Besides this, juxtaposing the memes featuring one and the same event or a phenomenon in propaganda and counter-propaganda, I will divulge cognitive mechanisms of transforming the nomenclature and salience of the domain matrices that these memes trigger in propaganda and counter-propaganda contexts.

Key words: counter-propaganda, information aggression, Internet meme, domain matrix, concept recycling