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## **LINGUISTIC CONSCIOUSNESS AND LANGUAGE STABILITY AS ESSENTIAL FACTORS OF ENSURING LANGUAGE SAFETY IN TERMS OF WORLD GLOBALIZATION IN UKRAINE**

Membership in the European community is directly related to the internal state policy, and therefore its potential participant has to meet a number of standards that indicate the collective identity of the member states of the Union and are considered to be “European criteria”. The basis of the standards of life and interaction of European countries commonwealth is entrusted with a humanistic tradition of thinking, which gave rise to the idea of human dignity, moral self-determination of the individual and, as a result, human rights. The standards of the European community recorded in the common values of the Council of Europe and The Copenhagen criteria for EU countries recognized human rights, fundamental freedoms, justice, solidarity, democracy, peace, respect for others, equal opportunities for development, environmental safety and personal responsibility. These fundamental values of the arrangement of social life determine the “coordinate system” of a democratic society, create its moral and political space. They act in three planes: as a social norm, law and evaluation criterion[2,70].

The language problem in Ukraine has always been urgent, if we take into account the long period of unification of Ukrainians and its influence on the formation of the linguistic situation of our cities and villages, which led to bilingualism and diglossia both in the country as a whole and especially in the urban environment of the central, southern and eastern regions of Ukraine. Over the past two decades such linguists as O. Tkachenko, L. Masenko, S. Sokolova, T. Burda, O. Danilevska, O. Ruda, I. Tsar, N. Matveeva have touched upon language problems in their research and thoroughly analyzed the language situation of the Ukrainian capital of different periods, worked out recommendations for the formation of a successful state policy in solving language problems. Therefore, it is important that the principle of priority protection of national interests is the basis of Ukraine’s national security policy (part 2.4 of the Strategy). And among the urgent tasks of Ukraine’s national security policy is the protection of such vital national interests of Ukraine as: preservation and development of spiritual and cultural values of Ukrainian society, strengthening of its identity on the basis of ethno-cultural diversity (part 2.2 of the Strategy). According to I. Dzyuba, the time has come to defend Ukrainian ideals, because “only the national determination of culture guarantees the future of the people as a nation” [1, 28]. In the conditions of world globalization and constant direct and indirect encroachments on the territory of Ukraine, the strategic goal of the state is the formation of a conscious national identity and a patriotic civil society. The way to achieve this goal is to unite citizens of Ukraine and Ukrainians abroad around

clear shared worldview, cultural and ideological values that will contribute to strengthening language safety, which, in turn, is inextricably linked to such factors as linguistic consciousness and language stability. Linguistic consciousness is a term of modern linguistics that began to be actively used relatively recently (since the 1980s) and does not yet have a clear definition. Linguistic consciousness means:

- the mechanism of language activity management, which forms, stores and transforms language signs, the rules of their combination and use;
- linguistic picture of the world, i.e. images of consciousness, materialized in language signs;
- a person's attitude to language and its elements, as well as linguistic reality.

Linguistic consciousness is studied in connection with language personality, national mentality, strategy and tactics of speech behavior. Linguists are interested in the regularities of the formation and functioning of language consciousness in the internal and intercultural ethnic environment, the specificity of the language consciousness of representatives of different social, professional, age and gender groups, the reconstruction of the language consciousness of past eras, etc. Linguistic consciousness is also interpreted as caring, valuable attitude towards language. It includes knowledge, feelings, evaluations concerning language, as well as motivations for language behavior. With this understanding, linguistic consciousness becomes a factor of language stability, because the fate of a language largely depends on the attitude of speakers towards it. Such linguist as Pylyp Seligey in his study "Linguistic consciousness: structure, typology, education" notes that in a bilingual or multilingual environment "it is important to strengthen loyalty to the native language, to prevent language apostasy". In his opinion, linguistic consciousness can be briefly characterized by the words "indifferent attitude towards language" [3, 45]. And such a formulation separates us from the understanding of linguistic consciousness as a linguistic picture of the world, which is promoted by Russian linguists.

Pylyp Seligey emphasizes that there is an interdependence between linguistic and national consciousness. The author proposes to increase the low level of language consciousness of Ukrainians by purposeful language education, which includes not only the study of grammar or spelling, but first of all "teaching the valuable attitude to language", as well as continuous language education. Then the assumption of academician Orest Tkachenko may come true: "If most of the incomplete titular nations of Central Europe have undergone the development of "linguistic consciousness – national consciousness – state consciousness", then in modern eastern Ukrainian lands this development can take place in the opposite direction: "state consciousness – national consciousness – linguistic consciousness". Linguistic stability is the intention and behavior of an individual or a group of people, aimed at consistent, unwavering use of a certain language or linguistic

means in daily communication, regardless of the language of the speaker. Orest Tkachenko was one of the first to explore this concept, supplementing it with the concept of “language stability”, which characterizes the state of the language. Tkachenko stated that “language stability is nourished by four main sources, which constitute the final conditions of its national communication: national tradition (also historical memory); national consciousness and solidarity, which should constitute an interrelated and inseparable pair; national culture, spiritual and material; national peace and cooperation with other nations” [4, 134]. According to Tkachenko, having lost its language stability, people can gradually regain their language resistance thanks to language stability. Without stability people can lose even the most stable and influential, the most widespread language of its time in the world. Ukraine announced that it is on the right way to build a legal democratic state. To gain this goal, it needs spiritual and intellectual personalities, highly professional teachers, politicians, and lawyers. The ability to speak is the foundation of the professionalism of a humanitarian specialist. Ukrainians must finally understand that language is a strategic resource. On the scale of the nation and the country, this is very clearly visible, therefore, it is necessary to have one’s own language, one’s own culture, information space, even for the most mercantile reasons, in order to ensure language safety as a factor of the country’s national security.

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