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***Z. A. Batyrbekova¹, D. H. Baidrakhmanov²**

^{1,2} L. N. Gumilyov Eurasian National University,
Republic of Kazakhstan, Astana.

¹ORCID: <https://orcid.org/0009-0005-7910-9889>

²ORCID: <https://orcid.org/0000-0002-9192-6268>

*e-mail: zakira_batyrbekova@mail.ru

THE EVOLUTION OF IDEOLOGEMES IN POLITICAL MEDIA DISCOURSE: A LINGUO-COGNITIVE ANALYSIS OF THE BRITISH AND KAZAKH PRESS

The article is devoted to a linguocognitive analysis of the evolution of ideologues in the political media discourse of Great Britain and Kazakhstan in the period 2020–2024.

The purpose of the study is to identify key ideologemes, their conceptual and evaluative characteristics, as well as to analyze their role in shaping the national political picture of the world. The empirical basis of the work was a corpus of texts from leading media outlets (The Guardian, BBC News, The Times, Kazakhstanskaya Pravda, Lit, Tengrinews), selected according to the criteria of political orientation and the presence of ideologues under study. The research uses methods of content analysis, lexico-semantic and cognitive-metaphorical analysis, as well as frame modeling. The results show that the British media discourse is focused on crisis-conflict narratives, where ideologemes acquire a negative value and are accompanied by metaphors of struggle and threats. The Kazakh media space is dominated by ideologies of stability, modernization and unity, creating a positive image of the state as a guarantor of sustainable development. The revealed features indicate that the language in politics not only reflects reality, but also structures its perception, setting the audience certain scenarios for interpreting social changes. The results of the study may be useful for further work in the field of political linguistics, media communications and comparative analysis of discursive practices from different countries.

Keywords: political media discourse, ideologemes, cognitive analysis, democracy, stability, security, crisis, sovereignty.

Introduction

The introduction to the study of the phenomenon of the evolution of ideologemes in political media discourse is dictated by the importance of understanding how language and conceptual schemes structure the perception of socio-political reality. Modern linguistics and related disciplines have accumulated a significant body of work demonstrating the key role of discursive practices in shaping public opinion, supporting or criticizing government institutions, and constructing national identities. So, T. van Dijk emphasizes that political discourse functions as a complex system of ideological attitudes that consolidate the «friend–foe» dichotomy and thereby influence the political behavior of the masses [1]. N. Fairclough points out that language in the political sphere not only reflects power relations, but also contributes to their reproduction, being a direct tool for the formation of cognitive structures and social practices [2]. Such a «microphysics of power» is manifested in the selection and use of key lexico-semantic units, or ideologemes, expressing the values, principles and political attitudes of a particular community [3]. At the same time, the analysis of media texts from the perspective of cognitive linguistics makes it possible to see how certain concepts – for example, «crisis of democracy», «security of the state» or «stability and modernization» – are systematically introduced into the public consciousness through repeated use in news reports, analytical articles and official statements [4]. According to the agenda-setting theory proposed by M. McCombs, the media not only provide information, but also prioritize the discussion of certain topics, which is especially important in a situation of major political changes [5]. It is during periods of crisis or large-scale reforms that linguistic representations of ideologemes become particularly important, as they help the audience interpret events, simplifying complex political processes into recognizable semantic frames [1].

Foreign studies indicate that the media construction of political reality in the context of social transitions is most clearly manifested in the field of representation of power and opposing forces [6]. A number of works devoted to the post-Soviet space emphasize the specific role of state media in the formation of a «centralized» discourse focused on legitimizing institutional transformations and strengthening the vertical of power [7]. According to D. Kudaibergenova, the ideology of «development» in the rhetoric of Kazakhstani leaders is closely linked to the discourse of national unity, which helps to mobilize the population around the tenets of the modernization course. In turn, D. Sharipova, exploring the problems of democratic consolidation, notes that in the Kazakh press, the attitude towards stability often prevails over the principles of political competition, and the media texts themselves actually play the role of institutional support for state strategy [8]. At the same time, there is a continuing interest in the dynamics of political discourse in Western democracies, where the media often operate under

critical control of government institutions [2]. According to studies covering the process of Britain's withdrawal from the European Union, political media discourse is built around the oppositions «democracy is a crisis» and «sovereignty is an external threat», forming in the minds of the audience the image of a state forced to simultaneously defend democratic principles and strengthen its own borders [1]. This is superimposed by the factors of internal political instability caused by the change of government leadership, which resonates with the metaphor of «politics as a struggle» and «a government on the brink of an abyss» [2].

It should be noted that in the studies of Kazakhstani authors, presented in both local and international publications, increased attention is paid to the functioning of ideologemes in the domestic media space. For example, G. S. Izbasarova examines, based on the material of the central press, how the concepts of «leadership» and «unity» are combined with the idea of development, structuring public opinion in favor of continuous modernization [9]. An analysis of the texts of official press bodies, according to her observations, reveals the predominance of positive evaluative rhetoric regarding government reforms, which forms an attitude in the public consciousness towards the lack of alternatives to the chosen political course [7]. At the same time, there is a tendency towards a simplified «order–chaos» dichotomy, where the media act not only as a channel of information, but also as a tool of rulemaking, consolidating the boundaries of «acceptable» and «unacceptable» discourse.

These features and contradictions manifest themselves with the greatest intensity when considering ideologemes that act as verbalized concepts through which national media construct political reality, setting certain scenarios for its perception. Obviously, these scenarios vary depending on political traditions, the level of press freedom, and the degree of involvement in global processes. Comparative linguistic and cognitive analysis, which is the basis of this study, makes it possible to go beyond the description of individual cases and identify the systemic mechanisms of the evolution of ideologemes – from their use in official rhetoric and analytical journalism to their consolidation in the mass consciousness.

The purpose of this study is to identify and describe the evolution of key ideologemes in the political media discourse of Great Britain and Kazakhstan based on the publications of the leading national media for 2020–2024. The objective of the work is:

- (1) to identify the dominant thematic areas and frequency characteristics of the use of politically significant ideologemes;
- (2) lexico-semantic and cognitive-metaphorical analysis of these units;
- (3) the establishment of frames and conceptual oppositions structuring the media picture of the world of the two countries;

(4) comparative interpretation of the identified phenomena, taking into account socio-cultural and political factors.

The relevance of the research is due not only to the importance of scientific understanding of the processes of constructing political reality through media discourse, but also to the need to take them into account in the practical assessment of social risks, prospects for modernization, as well as state information policy. The scientific novelty of the work lies in a comprehensive linguocognitive approach combining the analysis of official-state rhetoric and critical-opposing materials, which makes it possible to identify the multidimensionality and dynamics of the formation and transformation of ideologemes in two different socio-political contexts.

Materials and methods

The empirical basis of the study was the corpus of political media texts from the UK and Kazakhstan for the period 2020-2024, covering key political events: Brexit and the change of political leadership in the UK, the events of January 2022 and the implementation of the «New Kazakhstan» course. The corpus includes 180 texts (90 from each country) selected from leading national publications: The Guardian, BBC News, The Times (UK); Kazakhstanskaya Pravda, Liter, Tengrinews (Kazakhstan). The selection criteria were thematic relevance, ideological saturation, and genre diversity. All texts reflect the political agenda and contain key ideologically labeled lexemes (democracy, stability, security, crisis, reform, development), which ensured the representativeness and comparability of the data.

The methodology is based on the integration of cognitive-discursive and linguistic-cultural approaches. The following methods were used:

Content analysis is used to identify the main thematic trends and recurring ideologies;

Lexico-semantic analysis is used to study the estimated load, typical collocations and contextual meanings.;

Frequency analysis is used to compare mentions of key concepts by country, genre, and time period.;Metaphorical analysis is used to identify conceptual models (politics as a struggle, the state as a fortress, reform as a movement forward);

Frame analysis is used to reconstruct binary oppositions and perception scenarios (for example, democracy vs. democracy). threat, stability vs. chaos).

Special attention is paid to the genre distribution: in the British press, ideologemes are more often found in analytical and critical genres (65 %), while in the Kazakh press they are found in official statements and news (up to 60 %), reflecting differences in discursive strategies and the level of media freedom. The integration of the methods made it possible to explore ideologemes as cognitive and semiotic units that structure national perceptions of political reality and reveal differences in the political rhetoric of the two countries.

Results and discussion

The empirical basis of this study is the corpus of publications by the leading British and Kazakh mass media for the period 2020-2024, a time period characterized by significant socio – political transformations in both countries. In the UK, the analysis covers the period after leaving the European Union (Brexit), accompanied by political instability and frequent changes of prime ministers (B. Johnson, L. Truss, R. Sunak), as well as a general increase in geopolitical tensions amid the military conflict in Ukraine. In the Kazakh context, the pre-crisis stage, the January 2022 events, as well as the launch of a course of political reforms within the framework of the «New Kazakhstan» agenda are being considered.

In order to ensure representativeness, media sources with significant influence on the formation of national political discourse were selected. The British corpus includes materials from The Guardian (left-liberal orientation, emphasis on democracy and social justice), BBC News (a public broadcaster striving for neutrality) and The Times (center-right agenda, priorities of public policy and sovereignty) newspapers. The Kazakh corpus uses publications from Kazakhstanskaya Pravda (the official position), Liter (an analytical format covering internal reforms) and Tengrinews (a leading news portal with an event focus). The choice of texts was based on their thematic focus and the presence of lexemes associated with key ideologemes. The use of content analysis has made it possible to identify the dominant thematic areas in which ideologemes function as semantic markers of a political worldview. These directions allow us to reconstruct the national media discourse, identify the priorities of the agenda and identify the ideologemes that form the cognitive model of political reality. As rightly noted by M. According to McCombs, mass media not only broadcast information, but also structure the perception of reality, setting the framework for interpreting social and political processes [5]. The British media discourse identifies six key thematic areas: (1) the crisis of democracy and political institutions, (2) national security and sovereignty (including narratives related to Brexit), (3) civil liberties and human rights, (4) political competition and the struggle of parties, (5) social equality and anti-discrimination policy (6) Economic instability. These thematic areas actualize ideologemes such as democracy, crisis, freedom, sovereignty, security, and rights. This structure confirms N.'s observation. Fairclough says that political discourse in democratic countries is often organized around critical narratives aimed at deconstructing power relations [2]. Kazakhstan's media space is dominated by six other areas: (1) state stability, (2) political reforms and updating the course, (3) national unity, (4) socio-economic development, (5) presidential leadership and succession of power, (6) security and countering extremism. These trends are expressed through the ideologemes stability, reform, unity, leadership, order, modernization. This discursive approach is consistent with the position

of D. Kudaibergenova, who emphasizes that in the rhetoric of the Kazakh authorities, the ideology of development is closely linked to the discourse of national unity and modernization [7].

Thus, the analysis confirms that both British and Kazakh political media discourse is structured on the basis of stable conceptual oppositions and reflects culturally determined mechanisms of cognitive representation of reality. As T. van Dijk emphasizes, ideologically loaded linguistic constructions perform not only a descriptive, but also an interpretative function, forming certain scenarios for the audience's perception of political events [1].

Table 1 – Thematic directions and key ideologemes in British and Kazakhstani Press (2020–2024)

Country	Thematic Directions	Key Ideologemes
United Kingdom	1. Crisis of Democracy and Political Institutions	democracy, crisis, elections, parliament, vote, rights, accountability
	2. National Security and Sovereignty	security, sovereignty, threat, defence, border control
	3. Civil Liberties and Human Rights	freedom, rights, civil liberties, justice, equality
	4. Political Competition and Party Struggle	power, leadership, party, opposition, election debate
	5. Social Equality and Anti-Discrimination Efforts	equality, diversity, inclusion, racism, rights
	6. Economic Instability and Inflation	economy, inflation, cost of living, wages, growth
Kazakhstan	1. Stability and Statehood	стабильность (stability), порядок (order), безопасность (security), мир (peace), согласие (harmony)
	2. Reforms and Political Course Renewal	реформа (reform), модернизация (modernization), новый курс (new course), новый Казахстан (New Kazakhstan), обновление (renewal)
	3. National Unity and Social Consolidation	единство (unity), сплочённость (cohesion), нация (nation), общество (society), народ (people)
	4. Socio-Economic Development	развитие (development), экономика (economy), благополучие (well-being), инвестиции (investment), рост (growth)
	5. Presidential Leadership and Power Succession	лидерство (leadership), Елбасы (Leader of the Nation), президент (president), авторитет (authority), курс (course)

	6. State Security and Anti-Extremism Measures	безопасность (security), порядок (order), экстремизм (extremism), стабильность (stability), угроза (threat)
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The presented data allow us to conclude that the British media discourse is structured around the oppositions «democracy – crisis» and «freedom – threat to security», while the Kazakh discourse is formed on the basis of the frameworks «stability – development» and «reform – order». This difference confirms the existence of fundamentally different cognitive models of perception of political reality in the two countries. As P. Hilton emphasizes, political discourse is based on metaphorical and binary oppositions, which give ideologems a stable semantic structure [4].

To visualize the differences in the distribution of thematic areas in the discourse of the two states, a diagram was constructed reflecting the relative proportion of texts devoted to each of the identified thematic blocks. The presented indicators are relative and demonstrate the importance of a particular topic in the overall totality of the analyzed publications.

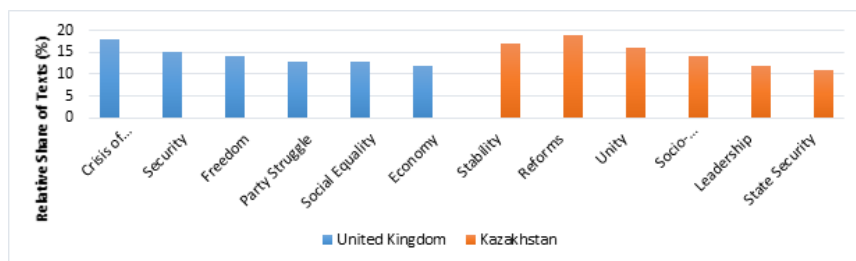


Figure 1 – Thematic directions in British and Kazakhstani Press (2020–2024)

The diagram clearly shows that the British press is dominated by topics related to the crisis of democracy, national security, the struggle of political parties and social justice, which reflects the conflict-critical orientation of the discourse. The Kazakh press is dominated by themes of stability, reform, socio-economic development and presidential leadership, which confirms the integrative orientation of Kazakhstan's political discourse aimed at consolidating society around the modernization project. The analysis of the functioning of ideologues in political media discourse cannot be limited only by their frequency calculation; it is also necessary to take into account the contextual features of their use. This approach allows us to identify not only quantitative patterns, but also deeper thematic and genre structures, which reveal the true semantic meaning of these units. As T. van Dijk emphasizes, the cognitive nature of ideologies is realized through

stable semantic connections, evaluative connotations and frame constructions that form the perception of political reality [1].

A comparative frequency analysis of the British and Kazakh media for the years 2020-2024 revealed persistent differences in the conceptual vocabulary of both countries. In British discourse, the key ideologemes are democracy, crisis, security, freedom and sovereignty, reflecting media attention to institutional instability and the consequences of Brexit. In the Kazakh media space, the concepts of stability, reform, development, unity and leadership prevail, which corresponds to the official rhetoric emphasizing modernization and strengthening of the national order [7].

Table 2 – Frequency of key ideologemes in British and Kazakhstani Press (2020–2024)

Ideologeme	United Kingdom (mentions)	Kazakhstan (mentions)
Democracy	78	3
Crisis	95	8
Security	84	7
Freedom	62	2
Sovereignty	49	1
Stability	0	93
Reform	3	85
Development	2	74
Unity	1	68
Leadership	0	52

Frequency analysis reveals a sharp contrast in discursive focus: British media portrays democracy as constantly under threat, while Kazakh discourse emphasizes a stability-reform model, where state stability is seen as essential for development. Genre-specific distribution of ideologemes also differs. In the UK, democracy, crisis, and security appear mainly in analytical articles and opinion columns (65 %), reflecting critical discourse on political dysfunction. News reports comprise 25 %, often with a crisis-oriented tone, and only 10 % are in official statements with less conflict.

In contrast, Kazakh ideologemes dominate in official statements and presidential appeals (65 %), underscoring media's stabilizing role in state rhetoric. News makes up 20 %, and analytical texts just 15 %, mostly with a positive tone supporting government policy.

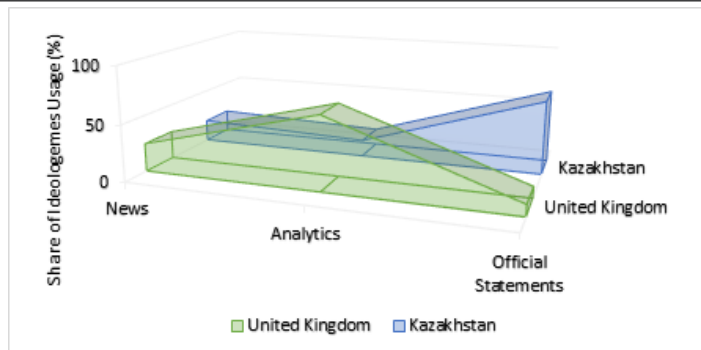


Figure 2 – Genre distribution of ideologemes in the British and Kazakh press (2020-2024)

The genre distribution of ideologues highlights the contrast between British and Kazakh media discourses. The British press is dominated by analytical and critical genres, through which politics is interpreted in the categories of crises, threats and instability. On the contrary, the Kazakh media focuses on the themes of stability and modernization, demonstrating institutional optimism and a strategy for consolidating society. As F. Schiffrin notes, genre frameworks determine the mode of interpretation of political realities in the media space [3]. Lexico-semantic analysis revealed key differences in the functioning of ideologues. In British discourse, democracy is described as a fragile and weakening institution; crisis is the result of failures in leadership and institutional architecture; security is opposed to multiple threats (internal and external). In the Kazakh media discourse, on the contrary, stability is correlated with order and state guarantees, and reforms are correlated with the initiatives of the President of the Republic, positioning modernization as a controlled and progressive process.

Thus, ideologues form various cognitive models of political reality: in Britain they are models of crisis and protection, in Kazakhstan they are models of renewal and progressive development. Within the framework of the linguocognitive approach, language is considered as a means of structuring political perception, where metaphors, frames and binary oppositions simplify and symbolize complex processes. This position is supported in the works of J. Lakoff and M. Johnson, who emphasize the role of metaphor in the conceptualization of public consciousness [4].

The conducted metaphorical and cognitive analysis confirmed the existence of stable conceptual models that form the national media discourse. In the British media, politics is often metaphorized through images of struggle and confrontation: the battle for democracy, the fight against populism, the crisis is escalating, the government is on edge. These expressions shape the perception of the political

process as a constant conflict, where democracy is a fragile value that is under threat. Another dominant metaphor is the state as a besieged fortress (protecting national security, threatening sovereignty, strengthening borders), which focuses on external risks and the need for defense. Kazakh media, on the contrary, construct the image of politics as a creative and progressive movement. The reform type of turnover is a new round of development, the construction of a New Kazakhstan, and the course towards renewal represent politics as a progressive vector aimed at the future. The metaphor of power as the foundation corresponds to this: stability is the foundation of development, unity is the pillar of prosperity, and the leader is the guarantor of sustainability. This conceptualization strengthens the collective perception of the political system as a mechanism for ensuring public well-being, order and national security.

Table 3 – Political metaphors in British and Kazakhstani Press (2020–2024)

Country	Conceptual Metaphors	Example Expressions
United Kingdom	Politics as Struggle, Crisis as Threat	battle for democracy, fight for freedom, crisis escalates
	State as Fortress, Security as Protection	protect national security, fortifying borders, threat to sovereignty
Kazakhstan	Politics as Creation, Reform as Forward Movement	новый виток развития (new stage of development), курс на обновление (course towards renewal), строительство нового Казахстана (building a New Kazakhstan)
	Power as Support, Stability as Foundation	стабильность – основа развития (stability – the foundation of development), лидер – гарант стабильности (leader – guarantor of stability)

Thus, the metaphorical models identified in the British press form an alarming perception of politics as a space of crisis and struggle, while the Kazakh media discourse constructs a positive image of the state as a stable system aimed at progressive development.

The identified metaphors form broader cognitive frames that determine the perception of political reality. The British press is dominated by the frames of «threat to democracy», «crisis of power», and «external threat», representing the political system as in constant danger. These frames construct a «friend–foe» dichotomy in which democracy and freedom are opposed to authoritarian regimes, internal populists and external aggressors. Since 2022, the anti-Russian frame has intensified, in which Russia is represented as a threat to the democratic world, which is analyzed in detail by N. Fairclough [2]. Typical expressions such as «democracy is under threat», «threat to democratic institutions», and «danger

of populism» create an image of democracy as a fragile and beleaguered value. Similarly, the «external threat» frame is supported by the lexemes «protection of national security», «threat to borders», and «Russian aggression», which appeal to the need to defend and strengthen borders [2]. In contrast, the Kazakh media discourse is dominated by the frames of «stability as the basis of development» and «reform as a path of renewal». T. van Dijk emphasizes that institutional forms of discourse play a key role in legitimizing power and forming loyal political thinking among the mass audience [1]. Within the framework of the Kazakh worldview, the state, the president and the people symbolize unity, and protest groups and radical elements are seen as a threat to internal order, as Zh. Yergozhina [3]. The formulas «ensuring stability is the key to prosperity», «unity of society is a strong state», «order is the main priority» demonstrate the interpretation of state stability as the basis of development. A.S. Syzdykova notes that the expressions «New Kazakhstan – a course towards modernization» and «reforms – moving forward» are actively used within the reform framework. shaping the image of politics as a progressive and manageable process [4].

Thus, the British media discourse focuses on instability and threats, reflecting an alarming perception of political reality. Whereas Kazakh discourse focuses on unity, order, and modernization progress, presenting politics as a means to achieve the public good and the sustainability of the system.

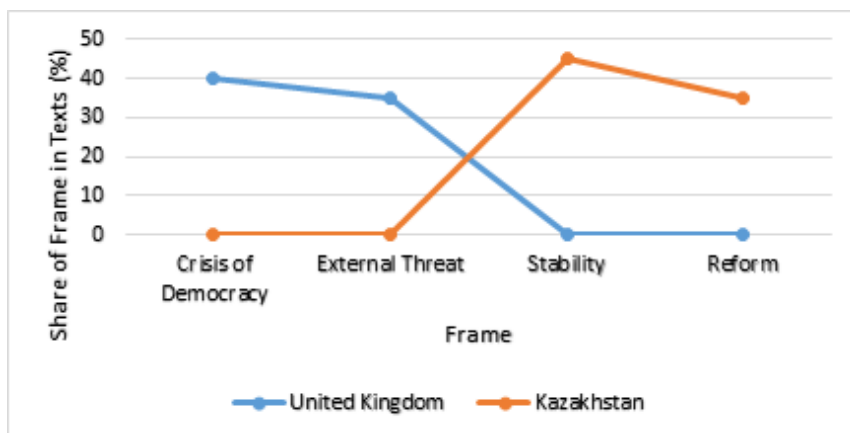


Figure 3 – Dominant frames in the British and Kazakh press (2020-2024)

Conclusion

The conducted research has confirmed that the political media discourse of Great Britain and Kazakhstan is formed on the basis of various conceptual oppositions reflecting specific socio-cultural and ideological attitudes. In the

context of increasing political polarization and transformation of information strategies, ideologemes act not just as lexical units, but as complex cognitive structures that form the interpretative framework of socio-political reality. Their functioning covers lexico-semantic, metaphorical, frame and pragmatic levels, which was revealed on the basis of a comprehensive linguocognitive analysis of the corpus of media texts from 2020-2024.

A comparative analysis has shown that British discourse is focused on a critical understanding of political processes through the prism of the crisis of democracy, threats to sovereignty and instability, which is expressed in the metaphors of conflict and siege. Ideologemes in this context function as markers of concern about the state of political institutions and legal norms. In contrast, the Kazakh media space is dominated by the rhetoric of stability, modernization, and national unity. Ideologemes here construct the image of the state as a stable, progressive system focused on development and continuity of power. Genre specifics also revealed significant differences: while British discourse is dominated by analytical and journalistic forms with pronounced criticism, Kazakh media discourse is based primarily on official communications and institutional rhetoric, due to the different levels of media autonomy and strategic objectives of information policy.

Thus, the research objectives were fully realized: the dominant thematic trends and frequency characteristics of key ideologues were identified, their cognitive-semantic and metaphorical analysis was carried out, discursive frameworks and oppositions defining national models of political perception were reconstructed. The scientific novelty of the work lies in the cross-country approach to the analysis of ideologies involving cognitive and critical-discursive methodology, which allowed to reveal the deep mechanisms of the formation of the political picture of the world.

The practical significance of the results lies in the possibility of their application in the field of political linguistics, media communication, information risk analysis and the formation of public information policy strategies. The presented conclusions can serve as a theoretical basis for the development of educational programs in the field of media literacy and critical discursive analysis.

The prospects for further research are seen in expanding the geography of the analysis, including new media formats (social networks, digital platforms), as well as in the deep development of genre and pragmatic characteristics of the functioning of ideologies in the transnational media space.

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*З. А. Батырбекова¹, Д. Х. Байдрахманов²

^{1,2}Л. Н. Гумилев атындағы Еуразия ұлттық университеті,

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САЯСИ МЕДИАДИСКУРСТЕГІ ИДЕОЛОГЕМАЛАРДЫҢ ЭВОЛЮЦИЯСЫ: ҰЛЫБРИТАНИЯ ЖӘНЕ ҚАЗАҚСТАН БАСПАСӨЗІНІҢ ЛИНГВОКОГНИТИВТІК ТАЛДАУЫ

Мақала Ұлыбритания мен Қазақстанның саяси медиадискурсында 2020–2024 жылдар аралығында идеологемалардың эволюциясын лингвокогнитивтік тұрғыдан талдауға арналған. Зерттеудің мақсаты – негізгі идеологемаларды анықтау, олардың концептуалдық және бағалау сипаттарын сипаттау, сондай-ақ олардың ұлттық саяси дүниетанымды қалыптастырудағы ролін талдау. Эмпирикалық база ретінде жетекші БАҚ-тың мәтіндер корпусы пайдаланылды (The Guardian, BBC News, The Times; Қазақстанская правда, Lit, Tengrinews), олар саяси бағыты мен зерттеліп отырған идеологемалардың болуына байланысты таңдап алынды.

Зерттеуде мазмұндық талдау, лексика-семантикалық және когнитивті-метафоралық талдау әдістері, сондай-ақ фреймдік модельдеу қолданылды. Нәтижелер көрсеткендей, британдық медиадискурс дағдарыс пен қақтығысқа бағытталған нарративтерге негізделген, мұнда идеологемалар теріс бағаланып, күрес пен қауіп метафораларымен қатар жүреді. Ал қазақ медиакеңістігінде тұрақтылық, жаңғырту және бірлік идеологиясы басым, бұл мемлекетті тұрақты дамудың кепілі ретінде жағымды бейнелейді.

Анықталған ерекшеліктер саясаттағы тіл тек шындықты бейнелеп қана қоймай, сонымен қатар оның қабылдануын құрылымдай отырып, аудиторияға әлеуметтік өзгерістерді түсіндірудің белгілі бір сценарийлерін ұсынатынын көрсетеді. Зерттеу нәтижелері саяси лингвистика, медиакоммуникация және әртүрлі елдердің дискурстық тәжірибелерін салыстырмалы талдау саласындағы болашақ зерттеулер үшін пайдалы болуы мүмкін.

Кілтті сөздер: саяси медиадискурс, идеологемалар, когнитивтік талдау, демократия, тұрақтылық, қауіпсіздік, дағдарыс, егемендік.

*З. А. Батырбекова¹, Д. Х. Байдрахманов²

^{1,2}Евразийский национальный университет имени Л. Н. Гумилёва,

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ЭВОЛЮЦИЯ ИДЕОЛОГЕМ В ПОЛИТИЧЕСКОМ МЕДИАДИСКУРСЕ: ЛИНГВОКОГНИТИВНЫЙ АНАЛИЗ БРИТАНСКОЙ И КАЗАХСТАНСКОЙ ПРЕССЫ

Статья посвящена лингвокогнитивному анализу эволюции идеологем в политическом медиадискурсе Великобритании и Казахстана в период 2020–2024 гг. Цель исследования – выявить ключевые идеологемы, их концептуальные и оценочные характеристики, а также проанализировать их роль в формировании национальной политической картины мира. Эмпирической базой исследования послужил корпус текстов ведущих СМИ (The Guardian, BBC News, The Times; «Казахстанская правда», Lit, Tengrinews), отобранных по критериям политической направленности и наличия изучаемых идеологем.

В исследовании применяются методы контент-анализа, лексико-семантического и когнитивно-метафорического анализа, а также фреймное моделирование. Результаты показывают, что британский медиадискурс ориентирован на кризисно-конфликтные нарративы, где идеологемы приобретают негативную оценку и сопровождаются метафорами борьбы и угроз. В казахстанском медиaprостранстве доминируют идеологемы стабильности, модернизации и единства, создавая позитивный образ государства как гаранта устойчивого развития.

Выявленные особенности свидетельствуют о том, что язык в политике не только отражает реальность, но и структурирует её восприятие, задавая аудитории определённые сценарии интерпретации социальных изменений. Результаты исследования могут быть полезны для дальнейших разработок в области политической лингвистики, медиакоммуникации и сравнительного анализа дискурсивных практик разных стран.

Ключевые слова: политический медиадискурс, идеологемы, когнитивный анализ, демократия, стабильность, безопасность, кризис, суверенитет.

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«Toraighyrov University» баспасынан басылып шығарылған

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

67-36-69

e-mail: kereku@tou.edu.kz

www.vestnik.tou.edu.kz