

Торайғыров университетінің  
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# ТОРАЙҒЫРОВ УНИВЕРСИТЕТІНІҢ ХАБАРШЫСЫ

Филологиялық серия  
1997 жылдан бастап шығады



## ВЕСТНИК ТОРАЙҒЫРОВ УНИВЕРСИТЕТА

Филологическая серия  
Издается с 1997 года

ISSN 2710-3528

№ 2 (2025)

Павлодар

**НАУЧНЫЙ ЖУРНАЛ  
ТОРАЙГЫРОВ УНИВЕРСИТЕТА**

**Филологическая серия**

выходит 4 раза в год

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**СВИДЕТЕЛЬСТВО**

О постановке на переучет периодического печатного издания,  
информационного агентства и сетевого издания

№ KZ30VPY00029268

выдано

Министерством информации и общественного развития  
Республики Казахстан

**Тематическая направленность**

публикация материалов в области филологии

**Подписной индекс – 76132**

<https://doi.org/10.48081/VXZC3924>

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<https://doi.org/10.48081/VCLB7099>

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## **LANGUAGE REPRESENTATION OF CONFLICTS IN THE MEDIA: A COMPARATIVE ANALYSIS OF TERMINOLOGY AND STYLISTICS IN ENGLISH, RUSSIAN AND KAZAKH**

*The article is devoted to the study of the language representation of conflicts in media texts in English, Russian and Kazakh. The main objects of research are lexical, stylistic and cognitive means used in national media resources to describe conflict situations. Key features of conflict vocabulary are identified, such as emotional coloration, the use of metaphors, rhetorical techniques and grammatical constructions that reflect the cultural and linguistic specifics of each studied group. The analysis was carried out on the basis of a corpus of texts, including articles from leading English-speaking (The Guardian, BBC, The New York Times), Russian-speaking (TASS, RIA Novosti, Izvestia) and Kazakh-speaking (Egemen Kazakhstan, Kazinform, Almaty TV) media covering various political, social and cultural conflicts. Methods of comparative analysis, critical discourse analysis and linguistic statistical data processing were used, which made it possible to identify both universal mechanisms of influence on the audience and unique features of national media traditions. The findings of the study confirm that language in media texts performs not only informative, but also cognitive and ideological functions, forming the public perception of conflict situations. The practical significance of the work lies in the possibility of using the data obtained for training journalists, developing recommendations for creating media materials, as well as for translating and adapting texts in intercultural communication. The study highlights the importance of considering cultural and linguistic sensitivities when analyzing media discourse and creating conflict-focused texts. The results*

*of this study contribute to the development of the theory of media discourse, cognitive linguistics and intercultural communication, opening up prospects for further research in the field of language representation of conflicts*

*Keywords: media discourse, language representation, conflicts, critical discourse analysis, intercultural communication, cognitive linguistics.*

## **Introduction**

Modern media play a key role in shaping public awareness and perception of conflict situations. In the context of globalization and digitalization of the media space, the language used to represent conflicts is becoming not only a tool for transmitting information, but also an important mechanism for influencing the audience. Linguistic and stylistic features of media texts directly affect the interpretation of events, emotional reaction and formation of public opinion, which makes the analysis of linguistic representation of conflicts in the media an urgent scientific task. An important aspect of the study of this problem is the comparative analysis of terminology and stylistics of media texts in various linguistic and cultural environments. The scientific relevance of the research lies in the fact that the media resource devoted to conflicts remains one of the most studied, but at the same time complex objects of analysis. Many researchers, including N. Fairclough (Fairclough, 1995), T. van Dijk (van Dijk, 2008) emphasize that language in the media space acts not only as a means of reflecting reality, but also as an active participant in its construction. However, comparative studies covering English-speaking, Russian-speaking and Kazakh-speaking media remain relatively rare, which makes this project unique and in demand [1, p. 258; 2]. The novelty of the research lies in an interdisciplinary approach combining comparative analysis with methods of critical discourse analysis and cognitive linguistics. This approach provides a holistic view of how national language characteristics affect media coverage of conflicts. The practical significance of the work lies in the fact that its results can be used in the development of educational programs for journalists, in teaching disciplines related to the analysis of media discourse, as well as in creating recommendations for media practitioners involved in conflict reporting. In addition, the research materials are of interest to specialists in the field of translation studies who are engaged in adapting texts for various cultural and linguistic environments.

The study of the linguistic representation of conflicts in the media is at the junction of several research areas: conflictology, linguistics, sociolinguistics and the theory of mass communications. One of the first fundamental works on the problem of conflicts in the social environment is the work of J. Galtung, in particular, «Peace by peaceful means» (Galtung, 1996), where conflicts are considered an integral

part of social development, and the media space is interpreted as a key channel for broadcasting information about conflict events and shaping public opinion [3]. Media researchers (McQuail, 2010; Couldry, 2012) emphasize that the role of the media in escalating or mitigating conflicts is extremely important: style, rhetoric, selection of facts, etc. influence the assessment of conflict by the general public [4; 5]. From the point of view of conflictology, the language of the media acts as a means of both legitimizing certain positions and discrediting opponents (Putnam & Poole, 1987) [6, pp. 549–599]. Moreover, in different cultural and linguistic communities, the lexical and stylistic repertoire may vary significantly, reflecting the specifics of national communication norms and values (Hofstede, 2001) [7].

Critical discourse analysis (CDA), systematized in the works of Norman Fairclaw and Theun van Dyck (Fairclough, 1995; van Dijk, 1988, 1991, 2008), considers language as an instrument of social influence and identifies the mechanisms through which media texts form and consolidate certain ideological attitudes. In the context of conflict situations, this is especially important, since it is the choice of lexical units, rhetorical figures and text structuring that reflects (or, on the contrary, masks) the alignment of forces between the parties to the conflict. Norman Fairclough (1995) emphasized that media texts are a platform for the struggle of discourses, where dominant groups can broadcast their values under the guise of «generally accepted» or «natural». Theun van Dyck (van Dijk, 1988, 1991), in a study of news rhetoric and ideological components of the press, shows how lexical choice («conflict terms»), syntactic constructions and narrative organization contribute to the formation of the image of «one's own» and «alien» in the minds of the audience [8; 9].

In later works (van Dijk, 2008), CDA is expanded by introducing theories of cognitive psychology, which makes it particular interest to our topic is the relationship between the cognitive structure of the text and the choice of words, metaphors, and rhetorical techniques that enhance the perception of conflict. From the standpoint of sociolinguistics (Hudson, 1996), the analysis is also complemented by the study of linguistic variations depending on the social status of participants in the media space, their political views, cultural and regional characteristics. The key concept is the concept of speech stereotypes and language attitudes, which are implemented both in terms of «ideologically loaded vocabulary» and in a selective presentation of facts [10]. In the Russian scientific tradition, E. I. Sheigal has made a significant contribution to the study of media discourse. The monograph «Semiotics of Political Discourse» (Sheigal, 2000) shows how political rhetoric in the media affects the perception of conflict situations, including through the use of evaluative vocabulary and formal methods of persuasion [11, p. 200]. An important area of Russian research has been the comparison of linguistic means of describing conflicts in different national discourses (Zalevskaya, 2011; Apresyan, 2012). The authors point out that, despite the globalization and unification of the

media, national and cultural specificity remains significant and is manifested in selective quoting of experts, the use of idiomatic expressions, stylistic techniques and the formulation of headlines [12, p. 450; 13, p. 320].

In the Kazakh linguistic school, the problems of representing conflicts in the media are studied within the framework of a broad paradigm of «national means of expression» (Kenzhekhanova, 2014; Zhanabaeva, 2017). The works of these authors demonstrate that the Kazakh-language media discourse is largely based on culturally conditioned models of argumentation and appeals to traditional values (stability, respect for elders, etc.), which is reflected in the choice of specific expressive vocabulary and stylistic turns [14, p. 180; 15, p. 230]. Special attention is paid to the issues of translation and bilingualism (Russian and Kazakh) in the Kazakh media (Baizhigitova, 2016). In particular, researchers note that in conflict materials, bilingual journalists can deliberately or unintentionally shift the emphasis by using terms and phraseology characteristic of one of the languages, which leads to the formation of a certain emotional coloring. Thus, the bilingual nature of the Kazakh media space gives rise to unique speech phenomena that require separate analysis [16, p. 210].

### **Materials and methods**

This study uses an integrated approach to identify the linguistic and stylistic features of conflict representation in English-speaking, Russian-speaking and Kazakh-speaking media. The methodological basis of the work combines comparative analysis, analysis of critical discourse and elements of linguistic statistical analysis, and is based on the theoretical principles of conflictology and the theory of mass communication. The source materials include news reports, reports, and analytical articles on political, social, military, and cultural conflicts published in leading national and international online media over the past few years. To ensure the representativeness of the sample, the texts were selected taking into account the relevance of the topic, the degree of authority of the source and the chronological framework reflecting current trends in the coverage of conflict situations. The collected corpus of texts underwent primary linguistic statistical processing, during which irrelevant elements (for example, advertising inserts) were cleared and the format was aligned. The analysis included the identification and comparison of key conflict terms, an assessment of the frequency of their use, as well as consideration of the features of linguistic design (lexical tools, stylistic techniques, expressive vocabulary). When conducting a critical discourse analysis, the socio-political context of publications, the positioning of the parties to the conflict and the nature of the interpretation of the conflict situation in the media space were taken into account. This allowed us to see how the choice of vocabulary and style of the material contribute to the formation of a certain point of view that affects the audience's perception.

The results of each stage were analyzed in aggregate, which made it possible to trace the typical speech strategies used by journalists and editors in different linguistic and cultural spaces, as well as to identify common and unique features in reporting conflict events. This comprehensive methodological approach provided a systematic and detailed study of the language representation of conflicts, and also provided a deeper understanding of strategies for influencing the audience when describing conflict situations.

### Results and discussion

The section «Results and discussion» is aimed at summarizing and interpreting the data obtained during the analysis of the linguistic representation of conflicts in media texts in English, Russian and Kazakh. Special attention is paid to the comparison of lexical and stylistic techniques used to describe conflicts, as well as the influence of cultural factors on the choice of linguistic means. This approach allows us to identify common features and differences in the media course due to the peculiarities of national culture and linguistic tradition. The research was based on a corpus of texts from leading media outlets covering conflict situations of various scales: from international political crises to regional socio-economic disagreements. This corpus includes materials in English (The Guardian, BBC, The New York Times), Russian (TASS, RIA Novosti, Izvestia) and Kazakh (Egemen Qazaqstan, Distani, Almaty TV). The data collection was based on a random sample of articles from the last three years, which ensured the relevance of the analyzed material. The purpose of this section is to present the research results, which are structured according to the key aspects of the topic: lexical techniques, stylistic features and their comparative analysis.

The analysis revealed several categories of vocabulary that the media use to describe conflicts. These categories include aggressive vocabulary, diplomatic terminology, neutral expressions, and emotionally charged terms. The table below provides examples of terminology used in texts in three languages:

Table 1 – Examples of Conflict-Related Vocabulary in English, Russian, and Kazakh Languages

Category	English Language	Russian Language	Kazakh Language
Aggressive Vocabulary	«attack», «invasion»	«нападение», «вторжение»	«шабуыл», «басып кіру»
Diplomatic Terms	«negotiations», «treaty»	«переговоры», «договор»	«келіссөздер», «шарт»
Neutral Terminology	«conflict», «dispute»	«конфликт», «спор»	«қақтығыс», «дау»
Emotionally Charged	«atrocities», «chaos»	«зверства», «хаос»	«зұлымдықтар», «тәртіпсіздік»

The table demonstrates that diplomatic and neutral terms are more common in English, while Russian and Kazakh languages often use emotionally colored or aggressive expressions. This may be due to differences in cultural and historical contexts and styles of presentation of conflict situations.

Semantic analysis has shown that key terms used to describe conflicts have different shades of meaning depending on the language and cultural environment. For example, the English word «negotiations» is often perceived as a process leading to the resolution of the conflict, while Russian «negotiations» and Kazakh «kelissizder» can have a neutral or even negative coloring, suggesting formality and lack of real progress. The term «invasion» in English is used to objectively describe aggressive actions, while its equivalents in Russian («invasion») and Kazakh («basyp kóru») can carry a more emotional and dramatic load. In media texts in English, Russian, and Kazakh, the use of stylistic means varies depending on cultural, political, and social contexts. The analysis showed that metaphors, rhetorical techniques, and grammatical constructions are most often used, each of which plays a different role in describing conflicts. Metaphors perform a cognitive function by linking complex phenomena with images that are understandable to the audience. The English texts are dominated by military metaphors such as «trade war» and «economic battlefield», emphasizing the strategic and purposeful nature of the conflict. On the contrary, Russian media often use metaphors of natural phenomena, such as «flood protests» or «storm of discontent», emphasizing the destructiveness and uncontrollability of events. Kazakh texts contain unique cultural images, such as «ort» (fire) or «zhel» (wind), reflecting local traditions and symbols. Rhetorical techniques complement metaphors, enhancing their emotional impact. In English texts, hyperbole, such as «unprecedented disaster», helps to attract the attention of the audience. Irony is widely used in Russian texts: «one more step towards peace, which once again turned into war». Grammatical constructions also play an important role in the style of media texts. English texts more often use an active promise: «The government has imposed sanctions», which focuses on the actions of the subjects. Russian and Kazakh texts are dominated by passive constructions, such as «sanctions were imposed» and «sanctions against Kazakhstan», which focus on the consequences rather than on the initiators of events. In addition, nominalization is widespread in the Kazakh language, which adds formality and process orientation to the text.

To illustrate the differences in the use of stylistic techniques, a table is presented that includes basic examples from texts in three languages.



Table 2 – Examples of Stylistic Techniques in Conflict Representation Across English, Russian, and Kazakh Languages

Category	Stylistic Device	English Language	Russian Language	Kazakh Language
Metaphors	Military Metaphor	«trade war», «economic battlefield»	«битва за ресурсы», «экономическая война»	«сауда соғысы» (trade war), «экономикалық майдан» (economic battlefield)
	Natural Phenomena	«flood of protests», «storm of criticism»	«наводнение протестов», «шторм недовольства»	«наразылық дауылы» (storm of protests), «тасқын» (flood)
	Cultural Symbols	Rarely used	Often absent	«өрт» (fire), «жел» (wind), «жер сілкінісі» (earthquake)
Rhetorical Devices	Hyperbole	«an unprecedented disaster», «historic defeat»	«катастрофическое поражение», «беспрецедентный крах»	«тарихи жеңіліс» (historic defeat)
	Irony	Rarely used	«мирный договор, который вновь разорвали»	«бітім шарт жасалып үлгермеді, қайтадан дау басталды» (the treaty was not yet signed when the dispute restarted)
	Antithesis	«from hope to chaos», «peace turned to war»	«из мира в хаос», «мир обернулся войной»	«достықты қалпына келтірудің орнына жаулық күшейді» (instead of restoring friendship, hostility increased)
Grammatical Structures	Active Voice	«The government imposed sanctions»	Rarely used	Rarely used
	Passive Voice	«Sanctions were imposed»	«Санкции были введены», «решение принято»	«Шешім қабылданды» (decision was made), «санкциялар енгізілді» (sanctions were imposed)
	Nominalization	«an imposition of sanctions»	«введение санкций»	«санкцияларды енгізу» (imposition of sanctions)

These differences in stylistic techniques emphasize unique approaches to the representation of conflicts in media texts. They demonstrate not only linguistic features, but also a deep connection between language, culture and perception of conflict situations. Comparative analysis of data obtained from media texts in English, Russian and Kazakh languages revealed significant differences in approaches to the representation of conflicts, which reflect both linguistic and cultural features of the media resource. These differences manifest themselves at the level of vocabulary, stylistic techniques, and grammatical constructions, forming unique cognitive and emotional frameworks for interpreting conflict situations in each language community.

At the lexical level, the analysis confirmed that the choice of terms to describe conflicts is closely related to the value guidelines of the media source. English texts are dominated by neutral or diplomatic terms, such as «negotiations» (negotiations), «conflict resolution» (conflict resolution), which emphasizes a pragmatic and analytical focus. In the Russian media, on the contrary, emotionally rich vocabulary is used, for example, «aggression», «invasion», «destruction», which creates a dramatic effect and focuses on the seriousness of the situation. Kazakh media texts are focused on the use of culturally colored terminology, for example, «орт» (fire), «дow» (dispute), which introduces an element of symbolism understandable to a national audience into the descriptions of events.

Rhetorical devices also differ between media discourses. English texts use hyperbole to emphasize the magnitude of events, for example: «an unprecedented disaster». Russian texts often use irony, which allows you to highlight the discrepancy between the declared goals and reality, for example: «another step towards peace, which again turned into war». Kazakh media texts are prone to using antithesis to show the contrast between positive expectations and negative consequences, for example: «dostykyk ornynna zhaulyk kysheidi» (instead of friendship, enmity intensified).

Table 3 – Comparative analysis of stylistic features in media discourses across English, Russian, and Kazakh languages

Aspect	Features (English)	Features (Russian)	Features (Kazakh)
Lexicon	Neutral terms: «negotiations», «dispute»	Emotional terms: «агрессия», «вторжение»	Symbolic terms: «орт» (fire), «дау» (dispute)
Metaphors	Military: «trade war», «economic battlefield»	Natural: «наводнение протестов», «шторм»	Cultural: «орт» (fire), «жел» (wind), «құйын» (whirlwind)

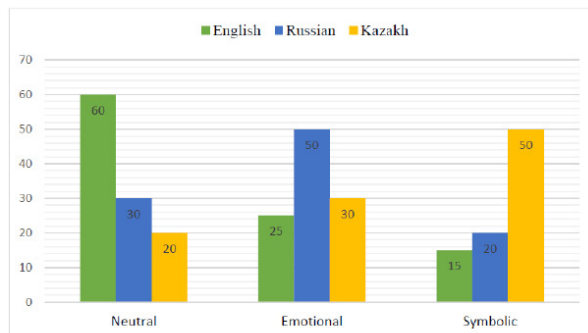
*Continuation of the table 3*

Aspect	Features (English)	Features (Russian)	Features (Kazakh)
Rhetorical Devices	Hyperbole: «an unprecedented disaster»	Irony: «очередной шаг к миру»	Antithesis: «достықтың орнына жаулық күшейді» (instead of friendship, hostility increased)
Grammar	Active voice: «The government imposed sanctions»	Passive voice: «санкции были введены»	Passive voice, nominalization: «санкцияларды енгізу» (imposition of sanctions)
Emotional Tone	Moderate, restrained	Strongly expressed, dramatic	Symbolic, formally official

The results of the analysis emphasize that each media discourse forms a unique framework for the perception of conflicts, which are determined by both linguistic and cultural factors. The English texts emphasize actions and strategic aspects through the use of active side material and military metaphors, which emphasizes the pragmatism and purposefulness of the approach.

Comparative analysis of the data collected from the media course in English, Russian and Kazakh languages reveals key features of the representation of conflicts that are associated with the cultural, linguistic and political traditions of each of the studied communities. To quantify the data, a sample of 30 articles evenly distributed among texts in three languages was analyzed. All articles were classified into key lexical categories: neutral (objective and diplomatic vocabulary), emotional (vocabulary with a high emotional load) and symbolic (vocabulary reflecting culturally specific elements). The diagram below visualizes the distribution of key lexical categories in the MediaDisc in English, Russian, and Kazakh. This allows you to clearly see the share of neutral, emotional and symbolic vocabulary for each language.

Diagram 1 – Distribution of lexical categories in a media discourse



The results of the diagram confirm the differences identified: in English discourse, neutral vocabulary is 60 %, reflecting a focus on analytical objectivity, while Russian media discourse is characterized by a high proportion of emotional vocabulary (50 %), which focuses on the dramatic description of conflicts. In Kazakh discourse, symbolic vocabulary dominates (50 %), which is associated with the national and cultural features of the media show. Thus, differences in the distribution of lexical categories emphasize the specifics of the media resource of each language. English discourse is focused on a rational approach, Russian - on emotional involvement, and Kazakh - on cultural and symbolic understanding of conflicts. These findings highlight the significance of vocabulary choices in shaping the cognitive and emotional frameworks of conflict perception.

### Conclusion

The study revealed the key features of the linguistic representation of conflicts in the media course in English, Russian and Kazakh. The results confirm that media texts not only inform the audience about conflict events, but also actively shape their perception using various lexical and stylistic means. The analysis showed that English-language media texts pay special attention to universal values and rights, which is reflected in the use of neutral and institutional terminology. Russian-language materials, on the contrary, are often characterized by a high degree of emotional coloring, metaphorical and rhetorical saturation, which is associated with the traditions of public speaking and the peculiarities of political discourse. Media texts in Kazakh demonstrate a predominantly balanced style based on cultural traditions of pacification and a symbolic emphasis on national unity. National and cultural differences in the coverage of conflicts were confirmed at the level of both lexical units and stylistic techniques. The use of tools such as metaphors, evaluative vocabulary, and syntactic structures allows publications to form certain cognitive frameworks that influence the audience's interpretation of

conflicts. These differences emphasize the importance of context in the analysis of media content and the need to take into account cultural and linguistic peculiarities when creating and translating media texts.

In the future, the study is supposed to deepen the study of aspects of translation and transformation of conflict texts between languages, as well as expand the body of data due to additional types of conflicts and genres of media materials. This will allow you to get an even more complete understanding of the cognitive and cultural mechanisms of the formation of a media resource, as well as offer practical recommendations for media practitioners and translators.

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Received 16.01.24.

Received in revised form 13.01.25.

Accepted for publication 26.05.25.

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Қазақстан Республикасы, Павлодар қ.

16.01.24 ж. баспаға түсті.

13.01.25 ж. түзетулерімен түсті.

26.05.25 ж. басып шығаруға қабылданды.

## **МЕДИАДИСКУРСТАҒЫ ҚАҚТЫҒЫСТАРДЫҢ ТІЛДІК РЕПРЕЗЕНТАЦИЯСЫ: АҒЫЛШЫН, ОРЫС ЖӘНЕ ҚАЗАҚ ТІЛДЕРІНДЕГІ ТЕРМИНОЛОГИЯ МЕН СТИЛИСТИКАНЫҢ САЛЫСТЫРМАЛЫ ТАЛДАУЫ**

*Мақала медиа мәтіндердегі қақтығыстардың ағылшын, орыс және қазақ тілдеріндегі тілдік көрінісін зерттеуге арналған. Зерттеудің негізгі бағыттары-қақтығыс жағдайларын сипаттау үшін ұлттық медиа-дискурстарда қолданылатын лексикалық, стилистикалық және когнитивті құралдар. Әр зерттелетін топтың мәдени және тілдік ерекшеліктерін көрсететін эмоционалды бояу, метафораларды, риторикалық құралдарды және грамматикалық құрылымдарды қолдану сияқты жанжалды лексиканың негізгі ерекшеліктері анықталды. Талдау ағылшын тілді (The Guardian, BBC, The New York Times), орыс тілді (ТАСС, РИА Новости, Известия) және қазақ тілді (Егемен Қазақстан, Қазақпарат, Алматы ТВ) бұқаралық ақпарат құралдарының түрлі саяси, әлеуметтік және мәдени қақтығыстарды қамтитын мақалаларын қамтитын мәтіндер корпусы негізінде жүргізілді. Салыстырмалы талдау,*

сыни дискурстық талдау және лингвостатистикалық деректерді өңдеу әдістері қолданылды, бұл аудиторияға әсер етудің әмбебап тетіктерін де, ұлттық медиа дәстүрлердің бірегей ерекшеліктерін де анықтауға мүмкіндік берді.

Зерттеудің қорытындылары медиа мәтіндердегі тілдің тек ақпараттық ғана емес, сонымен қатар когнитивті және идеологиялық функцияларды орындайтынын, жанжалды жағдайларды қоғамдық қабылдауды қалыптастыратынын растайды. Жұмыстың практикалық маңыздылығы журналистерді оқыту, медиа материалдарды құру бойынша ұсыныстар әзірлеу, сондай-ақ мәтіндерді мәдениетаралық коммуникацияға аудару және бейімдеу үшін алынған деректерді қолдану мүмкіндігі болып табылады.

Зерттеу медиа дискурсты талдауда және қақтығыстарға бағытталған мәтіндерді құруда мәдени және тілдік ерекшеліктерді ескерудің маңыздылығын көрсетеді. Бұл зерттеудің нәтижелері медиа дискурс теориясының, когнитивті лингвистиканың және мәдениетаралық коммуникацияның дамуына ықпал етеді, қақтығыстарды тілдік бейнелеу саласындағы әрі қарайғы зерттеулердің болашағын ашады.

*Кілтті сөздер:* медиадискурс, тілдік репрезентация, қақтығыстар, сыни дискурс талдауы, мәдениетаралық коммуникация, когнитивті лингвистика.

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Поступило в редакцию 16.01.24.

Поступило с исправлениями 13.01.25.

Принято в печать 26.05.25.

## **ЯЗЫКОВАЯ РЕПРЕЗЕНТАЦИЯ КОНФЛИКТОВ В МЕДИА: СРАВНИТЕЛЬНЫЙ АНАЛИЗ ТЕРМИНОЛОГИИ И СТИЛИСТИКИ В АНГЛИЙСКОМ, РУССКОМ И КАЗАХСКОМ ЯЗЫКАХ**

*Статья посвящена исследованию языковой репрезентации конфликтов в медиатекстах на английском, русском и казахском языках. Основными объектами исследования являются лексические, стилистические и когнитивные средства, используемые в национальных медиадискурсах для описания конфликтных ситуаций.*



*Выявлены ключевые особенности конфликтной лексики, такие как эмоциональная окраска, использование метафор, риторических приемов и грамматических конструкций, которые отражают культурные и языковые специфики каждой исследуемой группы. Анализ проведен на основе корпуса текстов, включающего статьи из ведущих англоязычных (The Guardian, BBC, The New York Times), русскоязычных (ТАСС, РИА Новости, Известия) и казахскоязычных (Егемен Қазақстан, Казинформ, Алматы ТВ) медиа, освещающих различные политические, социальные и культурные конфликты. Применялись методы сравнительного анализа, критического дискурса-анализа и лингвостатистической обработки данных, что позволило выявить как универсальные механизмы влияния на аудиторию, так и уникальные черты национальных медийных традиций.*

*Выводы исследования подтверждают, что язык в медиатекстах выполняет не только информативную, но и когнитивную и идеологическую функции, формируя общественное восприятие конфликтных ситуаций. Практическая значимость работы заключается в возможности применения полученных данных для обучения журналистов, разработки рекомендаций по созданию медиаматериалов, а также для перевода и адаптации текстов в межкультурной коммуникации. Исследование подчеркивает важность учета культурных и языковых особенностей при анализе медиадискурса и создании текстов, посвященных конфликтам.*

*Результаты данного исследования вносят вклад в развитие теории медиадискурса, когнитивной лингвистики и межкультурной коммуникации, открывая перспективы для дальнейших исследований в области языковой репрезентации конфликтов.*

*Ключевые слова: медиадискурс, языковая репрезентация, конфликты, критический анализ дискурса, межкультурная коммуникация, когнитивная лингвистика.*

Теруге 26.05.2025 ж. жіберілді. Басуға 30.06.2025 ж. қол қойылды.

Электронды баспа

6,56 МБ RAM

Шартты баспа табағы 36,03. Таралымы 300 дана. Бағасы келісім бойынша.

Компьютерде беттеген: А. К. Темиргалинова

Корректорлар: Д. А. Кожас, А. Р. Омарова

Тапсырыс № 4406

Сдано в набор 26.05.2025 г. Подписано в печать 30.06.2025 г.

Электронное издание

6,56 МБ RAM

Усл. печ. л. 36,03. Тираж 300 экз. Цена договорная.

Компьютерная верстка: А. К. Темиргалинова

Корректоры: Д. А. Кожас, А. Р. Омарова

Заказ № 4406

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