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Neology Boom in The Language of Collective Consciousness and Electronic Media in Kazakhstan

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ABSTRACT

This article examines the rapid emergence of new words in the Kazakh language, often described as a “neology boom.” The 21st century has brought significant linguistic shifts, fueled by Kazakhstan’s evolving political, cultural, and social landscape. This phenomenon, sometimes referred to as a “neological explosion,” reflects the country’s broader transformation and the increasing dynamism of its language. As society progresses and undergoes a renewal of social consciousness, language adapts at an unprecedented rate, introducing neologisms that reshape communication. Despite this rapid linguistic evolution, research and theoretical studies struggle to keep pace, particularly in the standardization and codification of new terms—especially those adapted to the Latin script. The challenge lies not only in academic research but also in ensuring accessibility to standardized reference materials across different formats to maintain consistency in usage. Experts recognize that sociolinguistic influences play a crucial role in shaping language development, both at individual and societal levels. The constant influx of new words, particularly in digital media, contributes to shifts in meaning and usage. However, this rapid transformation often creates challenges for public comprehension, making it difficult for society to fully grasp and integrate these linguistic changes into everyday communication. Understanding and guiding this evolving linguistic landscape is essential for maintaining clarity and coherence in the Kazakh language.

Keywords: Linguistics; Neology; Media; Pragmatics; Communication

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1. Introduction

The historical and geopolitical events of the late 20th and early 21st centuries played a key role in reshaping language, particularly in electronic media. The emergence of new terms reflects the societal shifts, capturing the stylistic and genre diversity of language use. Studying these linguistic changes can help create a “name image” of an era. For instance, the word *revival* in modern Kazakh has taken on a new meaning in political and social discourse, largely influenced by Nursultan Nazarbayev as a prominent linguistic figure^[1]. It now signifies:

- a. The economic, political, and spiritual revitalization, renewal, and reform of society and public consciousness.
- b. A set of targeted state policies and ideological measures designed to implement these reforms.

Kazakhstan’s electronic mass media experienced a rapid transformation, embracing modernization with notable effectiveness. Virtual communication platforms such as Facebook, political and cultural discussion forums on television and radio, and civic initiatives such as *Basqosu* and *Kobylany Zhatqa!* (volunteer-led Kazakh language courses) all contributed to this shift. Business communication also evolved, with projects such as *Bastau-Business*—launched by the NCP *Atameken*—supporting small and medium-sized enterprises across the country. Additionally, the expansion of state-language internet resources, including *Kitap.kz*, *Bilim-Land*, *Qaz-content*, and the *Literature* portal, helped build a vast linguistic database. Despite this rapid development, much of this linguistic transformation remains understudied and has yet to undergo thorough linguistic analysis^[1–3]. Neologisms extend beyond media influence and integrate into daily communication through various social, cultural, and technological channels. First, interpersonal interactions play a crucial role, as people adopt and spread new words through casual conversations, workplace jargon, and academic discourse. For example, terms coined in digital media often transition into everyday speech, especially among younger generations who frequently engage with online content.

2. Materials and Methods

The idea of collective consciousness emerged from the studies of ethnopsychologists and Hegelian philosophy in

the late 19th century. Researchers such as Gardner & Moran, and Shpet explored the natural process of collectivization within the “spirit,” emphasizing that collectivization ultimately leads to the formation of a unified “nation.” Influenced by such research, sociology first introduced the concept of “collective consciousness”^[4, 5]. In 1893, ethnopsychologist Durkheim defined collective consciousness as a system of shared beliefs and emotions among members of a society, shaped by their common ideas^[6]. According to Durkheim, collective consciousness is not just an accumulation of individual thoughts but a unique system of ideas that evolve through collective knowledge^[6]. As a result, it undergoes archaic stages of development^[6, 7].

The formation of collective consciousness follows two main paths: mechanical (simple) cooperation and natural (spontaneous) cooperation. Mechanical cooperation emerges from similarities among individuals, whereas natural cooperation arises from the division of labor. A clear example of this can be seen in how new terms are adopted in digital communication. Consider the word “tintuir” in Kazakh, which refers to the computer “mouse.” Initially, the Russian term “mysh” and the English “mouse” were translated into Kazakh as “tyshqan” (literally meaning “mouse”), but this translation felt unnatural as a technical term. Over time, “tintuir” was coined and widely accepted, demonstrating how collective consciousness, through mechanical cooperation, led to a more fitting term for the device^[8].

Similarly, some new words enter a language through natural cooperation. Words such as “Facebook,” “Instagram,” “Tweet,” “WhatsApp,” “Website,” and “Wikipedia” are not universally used across all social groups but remain relevant within specific digital communities. These terms have gained widespread use as a result of the division of labor within the online space, where specialized users contribute to their circulation. This process reflects how collective consciousness evolves by integrating new concepts into a shared linguistic framework. Public perception studies and survey data provide insight into how neologisms are received by different demographic groups. Surveys conducted among Kazakh speakers indicate varying levels of acceptance, with younger generations more likely to adopt and use neologisms from digital culture, while older generations tend to prefer traditional or officially sanctioned vocabulary. Social media sentiment analysis further shows that Kazakh

neologisms linked to technological terms and global trends (e.g., “смартфон” for smartphone, “онлайн” for online) gain widespread acceptance quickly, whereas politically or administratively introduced neologisms sometimes face resistance. Government and linguistic institutions also influence neologism acceptance through formal language policies. The Terminology Commission of Kazakhstan regularly updates and regulates new terms, ensuring their alignment with literary and cultural norms. However, informal and colloquial neologisms, especially those spreading via social media and youth culture, often bypass official regulation and gain traction organically.

In the developed countries of the world, for example, the USA, Japan, Germany and many other countries, the periodical traditional press (in their language ‘paper media’) has been replaced by online media. Therefore, their electronic mass media today are undergoing rapid development through the introduction of various media technologies. In addition to the development, in order to improve the quality of mass media, the media language, the participation actions of the subjects in it, the general media space are being considered in the anpropocentric paradigm (linguocognitive, psycholinguistic, pragmalinguistic, mediallyinguistic aspects). For example, Efron considered the political trend in the language of the American media^[8]. Jeffrey studied the activity of the large news agency “ASSOCIATED PRESS” and proposed the principles of press freedom in accordance with the public demand of the American media language^[9]. In Russian linguistics, the study of the language of electronic media is carried out in the direction of increasing the attractiveness of television and radio programs, increasing the importance of talk shows, and improving the technologies and methods of organizing discussions on the Internet forum. For example, Bakulev considers the problems of tracking texts entered into large information search media devices such as Russian Yandex, Rambler, and Google^[11]. These foreign studies and Professor Yesenova’s monographs “Pragmatics of modern Kazakh media text”^[10], “Pragmatic aspect of periodical press language research”^[11], and “Linguoaxiology” (on the basis of Kazakh press materials) are in use^[12]. For instance, English, as a dominant global language, frequently absorbs and disseminates neologisms through digital culture, technology, and social movements. Russian media often integrates loanwords and political neologisms shaped

by socio-political discourse. In China, controlled media channels play a significant role in shaping neologisms, with many emerging from online slang and government policy discussions. Meanwhile, French linguistic authorities actively regulate neologisms to preserve linguistic purity, often offering official alternatives to English borrowings. By comparing these trends with Kazakh neology, we can identify common patterns—such as the role of social media in word adoption, government influence on linguistic norms, and the balance between linguistic preservation and adaptation. This would strengthen the study’s global relevance and provide insights into how language evolution in mass media is both universal and culturally specific.

There are no state borders in electronic media. A Kazakh citizen who is fluent in English, Russian, and Kazakh languages has a full opportunity to get information about what is happening in the world from any media. As a result of such opportunities, it is a social phenomenon that foreign words and computer slangs are included in the national language. We cannot completely resist this phenomenon. However, if we form norms and laws adapted to electronic media from a linguistic point of view, it is possible to adapt the knowledge of the people to it. Therefore, we can offer the following methods of monitoring the literacy of the language of electronic media:

- A. *“Transformation method”*. The language of electronic media is full of descriptive and descriptive periphrasis, rich in phraseological turns. Even texts with sarcasm, irony, sarcasm, and sarcasm are often used in order to arouse public opinion and attract readers and listeners. It is known that grammatical rules and stylistic norms are violated when translating such sentences into another language and summarizing the main idea of the thought to be expressed at the end of the sentence. In order not to succumb to these mistakes, every journalist forming the language of the media should conduct a transformational analysis of each report.
- B. *“Method of discourse analysis”*. TV, radio, and Internet space are not only within the framework of one institutional discourse, but within the framework of all discourses. Therefore, the language and text in that space should not go beyond the requirements and boundaries of each discourse, and the presenters who prepare the text should also have basic knowledge to be able to

communicate in all discourses. From this point of view, discourse analysis is necessary to organize the speech of the language in its own space.

- C. *“Content analysis method”*. This method is effective when checking whether an article in the press has been adapted to electronic media and given compactness. Also, TV, radio presenters, correspondents use the method of content analysis in the systematic delivery of oral presentations and oral propaganda texts. As a result, the thought to be expressed or the content of the communicated information will be accurately conveyed to the addressee.
- D. *“Quantitative analysis”*. Before considering the language content of users of social networks, it is necessary to determine its position in Internet communication in Kazakhstan based on the number of users, that is, statistics. For example, according to the rating of “Alexa” service, which monitors Internet sites, “VKontakte” social network is the 3rd site in terms of traffic in the “.kz” segment of the Internet. It is in 17th place in the world. Also, according to Alexa data, 3.2% of VKontakte social network traffic comes from Kazakhstan. According to Alexa, Facebook is the 3rd site in the world and the 28th site in Kaznet in terms of traffic. VKontakte (vk.com) social network. According to the data, VKontakte has 12,121,000 accounts from Kazakhstan between the ages of 14 and +65. Among them, 6,048,000 (50%) are men, 6,049,000 (50%) are women^[2].

According to Alexa’s information about the VKontakte network, Kazakhstan ranks fifth among the countries using the social network, after Russia, Germany, the Netherlands and the USA. However, there is one thing to keep in mind. Given that Ukraine has officially blocked the social network on its territory for political reasons, and traffic from Ukraine is routed through foreign (Netherlands, Germany, USA, etc.) IP addresses using VPNs, de facto Kazakhstani users are the third largest audience of VKontakte users. Also, Kazakhstani users make up 3.6 percent of the total number of users of this social network. The user interface of VKontakte was translated into Kazakh in 2008–2009. The Kazakh version of the site can be used from web and mobile (Android, IOS, WP) devices. Based on monitoring in April 2018, twelve of the 20 largest associations in the VKontakte network in terms of the number of users are Kazakh-speaking; seven

Russian-speaking; one turned out to be mixed Kazakh/Russian^[3].

3. Results

As society’s cultural and social dynamics evolve rapidly, innovation spreads across industries and production, and language undergoes a natural process of renewal. With every shift in society, new words and expressions emerge in daily communication, reflecting changing realities. The appearance of neologisms and specialized terms is driven by the demands of social interaction and the need to articulate new concepts. Recognizing this, journalists and language scholars have paid close attention to how new words—especially those derived from the native language—are introduced, defined, and integrated into everyday use. From this perspective, the study of the Kazakh language’s neological fund has become a pressing issue within media linguistics, particularly in the analysis of electronic media.

In today’s digital era, information flows freely across borders, with electronic communication and social networks erasing geographical limitations. This has expanded direct linguistic interactions between distant nations, leading to an ongoing influx of neologisms into the language of the masses. Political, social, scientific, and technological advancements all contribute to the continuous enrichment of linguistic resources. However, this integration of new words from rapidly developing fields also influences the natural evolution of the mother tongue and the broader national language. The relationship between linguistic development and social transformation has created what can be described as a “neological explosion,” where the rapid introduction of new words reflects broader societal changes.

Following Desheriev, researchers understand the influence of sociolinguistic factors as the deliberate influence of a person, society, on the language in various forms and at different levels^[3]. Neologization of the modern Kazakh language is considered on the basis of lexical updates and data of new semantic names. The historical and geopolitical events of the end of the 20th century and the beginning of the 21st century were the reason for language renewal. New names are a consequence of changes in society with all stylistic and genre expressions of language activity. Their study can create a “name image” of an era^[3].

The following factors are the main reasons for the emergence of neologism in the language of electronic media:

- a. factors that influenced their emergence according to the pragmatic needs of society;
- b. limits of usage and formation models of new words;
- c. their positions regarding acceptance or non-acceptance according to socio-professional, age characteristics.

Neological explosion is mainly caused by social demand, and as the scope of application expands, it acquires historical status and value (for example, *spiritual revival* (modernization), *constructive policy* (conservative policy), *competition* (competitiveness), *biregeilenu* [in Kazakh] (identification), *aleumettik zheli* [In Kazakh] (social network), etc.).

The rapid advancement of traditional mass media—print, radio, television—along with the rise of the global Internet, has created a unified information space, an interconnected environment shaped by multiple media streams. This transformation has significantly influenced language, driving the emergence of new words, shifts in vocabulary usage, and changes in linguistic patterns. Today, this trend is deeply embedded in mass media, shaping the way information is communicated.

Media texts, or mass media texts, have become one of the most extensive areas of everyday language use, surpassing speech forms found in other fields of human activity. The volume and variety of these texts continue to expand, as media content is produced and disseminated daily through various channels. This has led to the formation of a vast and ever-growing collection of texts across different linguistic domains^[13].

The concept of a unified information space is crucial in understanding how language evolves. It provides insight into linguistic and cultural transformations while highlighting the interconnected nature of national and global media systems. Modern scholars use a range of terms to describe this vast, borderless media environment, including “information space,” “information environment,” “media landscape,” and “infosphere”^[5].

Language and culture together play a vital role in shaping the global information space. Any linguistic expression carries the imprint of a specific cultural background, making it difficult to separate language from its broader socio-cultural context. By analyzing the distribution of language

and culture in global media, it becomes clear that linguistic influence is not always confined by geographical or national boundaries. For instance, the Anglo-American linguistic and cultural space extends far beyond the English-speaking world, largely due to the vast reach of English-language media and the Internet. Computational methods such as n-gram modeling, collocation analysis, and topic modeling can identify trends in word formation, semantic shifts, and the influence of dominant languages on neologism creation. In addition to statistical analysis, public perception studies offer valuable insights into how audiences engage with and adopt neologisms. Surveys and opinion polls can measure attitudes toward newly coined terms, revealing generational or regional differences in acceptance. Social media sentiment analysis provides real-time feedback on linguistic innovations, demonstrating how digital discourse shapes and reinforces new vocabulary. Furthermore, case studies of widely adopted media-driven neologisms—such as those related to digital culture, global crises, or viral trends—illustrate the mechanisms by which mass media legitimizes new linguistic expressions^[4, 5].

The role of mass media in language evolution is not just about changes in vocabulary but also about broader linguistic and cultural dynamics. To fully grasp this influence, it is essential to examine language processes at three different levels:

- a. **Geolinguistic level** – how language spreads and interacts on a global scale.
- b. **Interlinguistic level** – the relationship between different languages in media communication.
- c. **Intralinguistic level** – internal changes and developments within a specific language^[2].

In this way, mass media acts as both a driver and a reflection of linguistic transformation, shaping the way languages evolve in the modern world.

The geolinguistic level examines how mass media shape the linguistic and cultural landscape on a global and regional scale. It focuses on key factors such as the expansion or decline of language influence, shifts in the number of speakers of a particular language, and the dominant role of certain languages in the global information space. This level also considers how some languages gain prominence while others diminish in their presence and influence.

At the interlinguistic (cross-linguistic) level, the re-

searchers explore how languages interact and influence each other. This includes analyzing how foreign vocabulary enters a language, the adaptation of linguistic structures, and changes in functional styles under external influences. The study of these mechanisms helps reveal how different languages evolve in response to cross-cultural communication in media.

The intralinguistic (internal linguistic) level focuses on how mass media shape language use within a single linguistic community. This involves examining shifts in linguistic norms, such as the increasing use of conversational style in news and analytical journalism, the blurring of traditional stylistic boundaries, and the spread of incorrect usages, including grammatical mistakes and improper word stress. Additionally, media influence contributes to the decline of standardized language norms and the rise of non-normative vocabulary.

One of the most defining characteristics of today's geolinguistic landscape is the global dominance of English, which is strongly reflected in mass media. The expansion of English-language media in economic, political, and social spheres has influenced linguistic trends worldwide. As a result, media in other languages, including Kazakh, are shaped by these global linguistic processes, affecting vocabulary choices, linguistic norms, and the way languages interact with one another.

At the interlinguistic level, understanding the media's role in language evolution requires analyzing how linguistic elements transition between languages and how communicative and informational styles are influenced by dominant media trends. In the modern information age, mass media actively reflect the integration of cultural and linguistic elements, with English-language media exerting a significant impact on global discourse, including within the Kazakh media landscape.

The influence of Anglo-American media on Kazakh media is evident in both format and content, as well as language usage. English-language elements appear widely in Kazakh television and radio programs, both in licensed and pirated content. Many Kazakh media outlets adopt Western media formats, replicate content structures, and incorporate English lexical elements, leading to a shift in communication and information delivery styles. This trend highlights the profound role of mass media in shaping linguistic and

cultural identity in Kazakhstan.

Russia's news programs on the model of well-known Western programs are a clear example of the fact that they are clearly visible in the formats and content of the English-language media phenomenon, as well as in the language of the media. And it can be seen that the media of Kazakhstan is buying and accepting English-American media phenomena through Russian media^[6].

Anglo-American television and radio formats, widely received through Russian media, have been successfully adapted to meet modern demands in Kazakhstan. Popular programs such as *Show Business* (reality shows), *Tangsholpan* (Good Morning), *Our Neighbors* (*Nashi sosedi* in Russian), and *Alan* (meaning "Square" in English) are just a few examples, with their numbers increasing daily.

On a linguistic level, the influence of Anglo-American media has introduced a significant number of English loanwords into the Kazakh language. Words such as *business*, *management*, *marketing*, *broker*, *dealer*, *sponsor*, *speaker*, *speechwriter*, *trader*, *killer*, *DJ*, *drive*, *rave*, *showman*, *promotion*, *party*, *file*, and *electorate* have become integral to modern Kazakh vocabulary. This phenomenon is not unique to Kazakh; language borrowing occurs in various cultural and professional fields worldwide. For instance, British media frequently use French-origin words, particularly in fashion and gastronomy, such as *haute couture*, *clientèle*, and *vin de table*. Similarly, English terms are prevalent in business, politics, sports, technology, and pop culture across different languages.

Kazakh media have also adopted specific information-dissemination styles influenced by foreign media channels. The way mass media communicate with their audiences varies depending on the platform—whether it be newspapers, magazines, television, or radio. Each media outlet develops a distinct tone and rhetorical approach to engage its audience. For example, quality newspapers follow a more formal, analytical style, whereas tabloids tend to use a conversational and sensational tone. British news media differ stylistically from Russian television news, just as Kazakhstani news broadcasts have developed their unique presentation style^[14].

The tone of media content is shaped by external factors such as political, historical, cultural, ideological, and social contexts. During the Soviet era, television news followed a

highly censored and filtered format, whereas modern public and private media strive for more objective reporting. Meanwhile, entertainment programs on radio and television often adopt an informal, engaging, and friendly tone. As globalization influences the media landscape, we observe partial adaptation of global media styles in Kazakh media, and in some cases, direct imitation of foreign formats. Shows such as *Eki Zhuldiz (Two Stars)* are clear examples of how international television trends are integrated into Kazakh programming.

The media landscape in post-Soviet countries has undergone significant changes, particularly during the perestroika (reconstruction) era, which encouraged a more open and dynamic approach to communication. The influence of Anglo-American media discourse has shaped many aspects of post-Soviet journalism, resulting in bolder and more expressive media narratives.

When analyzing linguistic processes in the media, several key trends can be observed:

- a. **Breaking traditional stylistic boundaries** – blending formal and informal speech styles.
- b. **Incorporation of conversational language** – increasing the use of spoken-style norms in news, analysis, and reviews.
- c. **Rise of linguistic inaccuracies** – including misplaced emphasis, grammatical errors, and imprecise expressions.
- d. **Use of slang and non-standard vocabulary** – leading to shifts in linguistic norms and, in some cases, reducing the clarity and precision of communication.

These transformations illustrate how mass media play a crucial role in shaping linguistic trends, reflecting both global influences and local adaptations within the Kazakh language and culture.

Researchers from Russia and other countries have extensively studied the relaxation of strict stylistic boundaries in media language. This shift is expected to bring greater fluidity and genre-blending within media discourse, creating a dynamic and rapidly evolving landscape. Since different types of media texts—such as news, analysis, journalism (feature writing), and advertisements—exist in close proximity and often overlap, their mutual influence is a natural phenomenon. For instance, news programs frequently transition into analysis, separated only by commercial breaks,

while journalistic features often include elements of opinion and commentary. This integration has led to the emergence of hybrid genres, such as *infotainment* (a mix of information and entertainment) and *infomercials* (advertising content disguised as informative programming). These genres, which blend entertainment and promotional elements, aim to engage the widest possible audience^[14].

A significant trend in modern media is the increasing convergence of spoken and written language. Experts attribute this shift to technological advancements in media production and distribution. Many journalistic practices contribute to this linguistic blending, such as converting oral interviews into written articles, integrating spontaneous speech with pre-written scripts, and mixing conversational language with formal literary expressions. This phenomenon is not unique to Kazakhstan; linguistic studies in English, French, German, Spanish, and Italian media have identified similar trends, reinforcing the idea that mass media play a crucial role in shaping language evolution^[15].

As mass media become the dominant sphere of language use, they significantly influence linguistic structures and norms. This impact has become a key focus of academic research, leading to the establishment of “Media Language” as an important concept in the study of communication and linguistics^[16].

In short, the text corpus of media linguistics, a solid intra-linguistic system, a set of linguistic composition and signs, verbal composition, audiovisual composition, basic definition of language, the universal concept of language, the concept of systematic language, the concept of real language, the network dimension of the Internet, media level, ideologeme, “Linguistic taste of the era”, globalization text, social vocabulary structure, functional-stylistic individualization, social vocabulary practice, Anglo-American press, media linguistics, media text, basic paradigm of language, information-expert text, media discourse, lingumedia technology, information management, terminological information, phrases and terms representing media concepts such as author text production, peer text production, reproduction form, text decoration, media word status were considered. Because in modern information society, the study of the language of mass media is becoming an inseparable field not only of linguistics, but also of humanitarian education^[17–19].

4. Discussion

We present the “*neological explosion*” formed in the collective consciousness and reflected in the language of electronic media with the following features:

a. In the Kazakh-language virtual environment, new words appear under the influence of the English language, and some new words are being mastered in the Kazakh language. Words that entered the Kazakh language unchanged from English: “*troll, hype, post, fake, hashtag, vine, weiner, ban, blog, blogger, spam, dislike, online, chat, deadline, etc.*”. The Kazakh equivalent and the original in English are new words used in the competition: *repost* (*Dear friends! We need your help. We will be very grateful if you repost.*) - *spread* (*I ask you to spread the request*), *like* - *unatu, lupil, laiyyq* [in Kazakh] (*I'm sorry for bothering you, those who have Instagram, please post a lupil* [In Kazakh]), words mastered in the Kazakh language: *zhazylushy* ([in Kazakh, подписчик in Russian, follower in English] *I sell a YouTube channel with 10 thousand subscribers*), *qaralym* [in Kazakh] (Russian: просмотр; English - view) *the number of views of the most popular clip on YouTube has reached 5 billion*). The word “*qaralym*” was created by combining the verb “*qara*” [to look in English] in the Kazakh language and the suffix “*-lym*”, which is actively used in terminology. The suffix *-lym* is a suffix that creates terms such as spelling, pronunciation, reading, which are actively used in the field of education. The word “*qaralym*” [view] refers to a successful language update.

b. In the virtual environment of the Kazakh language, users of the Kazakh language resort to various language deviations to attract the attention of the reader/listener/viewer. For example, *suhbat* [in Kazakh] (*interview according to the norm*), *kruzak* [in Kazakh] (*land cruiser*), *sabet* (*Soviet in English*), *BU* (*abbreviated Russian words “бывший в употреблении”*), *кузов* (*shanaq in Kazakh*), *MGU* (*Moscow State University*), *pension* (*zeinetaqi in Kazakh*), *added* (*qosty in Kazakh*), *podelilsya* in Russian (*bolisti In Kazakh*), *pont, siez* (*regular 'congress'*), *sanatorium* (*resort in Kazakh 'shipazhai*), *sotka* in Russian - *uiyaly telefon in Kazakh* (*mobile phone*), *whatsapp, photo, etc.* The words collected from the Facebook social network show that they deviate from the norm of literary language. These words show the style of colloquial speech, that they are not directly

translated from Russian and English, but shortened as they are, and slang and slang words used by representatives of certain social groups are also found^[20, 21].

According to the scientist Zidane, in order for a literary language to be viable, there should be many consumers of that language, among them there should be an elite group, a middle statistical group, and a lower middle group who use that language. But the most important thing is that the middle statistical group should get a large percentage of all language users. Functional styles must be complete. And he points out that it is important to have a uniform distribution of the language, a language that is equally understandable to everyone^[22].

c. Social network users often deviate from the language norm for some reason. Zidane calls this “*deviation from the linguistic norm for pragmatic purposes.*” This type of deviation from the norm is directly related to the language system and structure. A linguistic norm is a part, a set of a language system that has been carefully selected during social communication and has passed the test of time. Deviation from the linguistic norm for pragmatic purposes^[22]:

- combining a word with a non-combining word;
- transform the word with non-transformable suffixes;
- violation of the structure of phraseological units;
- use in violation of the orthographic norm;
- violation of the orthographic norm.

These last two abnormalities are also called *cacosemia*.

“*Kakozemia*” is a type of deviation from orthographic, orthographic norms for pragmatic purposes, one of the rhetorical methods. A traditional language norm is used to distract the reader/listener. Deviation from the orthography of the literary language for pragmatic purposes, especially in the form of spoken words, belongs to the rhetorical approach that is often used in spoken language. Such non-canonical phonetic elements have a special stylistic function. Violation of the graphic and orthographic norm can be attributed to the so-called *kakosemia* type of deviation for pragmatic purposes. For example, “*In this age when personality is measured by the number of “likes”*”. In his writing, Olzhai uses phraseology in a way that attracts the reader’s attention.

d. In virtual communication, including the Kazakh-speaking virtual environment, all five types of functional styles are mixed. The vitality of the tongue is seen through

the dynamic movement of the tongue. The language always develops and undergoes changes due to external and internal factors, social factors, changes, intra-linguistic development, regression. Vocabulary is the most changing and changing branch of linguistics. Any new thing, phenomenon, concept that appears in human life is reflected in the language and collected in the lexical fund. Some words come into use, some words fall out of use. And some words that have fallen out of use, “*come to life*” again, or diverge from their original semantics, and come back into use. During the process of globalization, due to rapid development of technology, various innovations, innovations, new worlds and phenomena are appearing in various spheres of society. All phenomena occurring in the society are reflected in the language and recorded in the language. Over time, new concepts and new linguistic units appear in all languages of the world on the Internet and social networks. Such a phenomenon is also affecting the Kazakh language. New words introduced through the English language are forming in Kazakh-language social networks. Such words are actively used by Internet users in their daily life and are becoming the main words of virtual communication^[22].

e. The development of IT technology opened the way for the strengthening of virtual communication in society. Virtual communication space is taking the place of real communication day by day. Virtual communication has the potential to change the linguistic norms of real communication. Language units of virtual communication are displacing language units that have become the norm in real communication, and deviant usages are becoming “normal” for virtual communication. At the same time, as a result of the rapid development of virtual communication, new concepts, new names, and new words are appearing in all languages of the world over time through the Internet and social networks. Such a phenomenon is also affecting the Kazakh language.

f. The number of new words introduced through the English language in the Kazakh-speaking virtual environment is increasing day by day; that is, the process of neologization is currently going on intensively at this point of language use. As a result, the lexical fund of the Kazakh language includes various language updates [“in Latin -’ innovation’] and is replenished with new words^[23–25].

5. Conclusions

To enhance the role of the Kazakh language in mass communication, it is essential to refine literary and cultural norms in the press and electronic media. This requires a linguistic analysis of radio, television, and online platforms, ensuring adherence to spelling, orthographic, and speech standards. Additionally, effective strategies should be developed to integrate the Kazakh language into public discourse through a pragmalinguistic approach while also examining its influence on mass consciousness within a cognitive paradigm.

Moving forward, new normative rules for electronic media—covering language, style, etiquette, and expressive usage—should be introduced to improve media quality. A dedicated linguistic study has already begun to establish a strong literary foundation for media content across television, radio, news agencies, and digital platforms. While media discourse is evolving across various formats, excessive use of jokes and informal expressions often leads to deviations from literary norms. To address this, each media program’s linguistic framework and discourse structure must be systematically studied to maintain clarity, accuracy, and cultural integrity.

Presenting requirements for formation of media culture of electronic media in Kazakhstan. For instance, TV presenters should not directly contact major political figures. The culture of interviewing, cultural laws specific to interviewing, and the culture of addressing complaints via blogs, or to ministers, rectors, and department heads on websites, should all be studied from a linguopragmatic perspective. Additionally, the culture of writing claims, advertising, giving titles to website pages, and formalizing them with iconic symbols (e.g., pictures, caricatures) should also be examined.

Linguistic changes in the language of television and radio presenters in Kazakhstan, the Internet language, the reasons for violations of normative legality, the study of error correction methods. Based on this task, the genres of each electronic media are considered separately. Anonymity, presentation of advertising, creole texts, imagery and language playfulness, text integrity, intention, purpose of syntactic, morphological, lexical repetitions, intonation of TV and radio presenters, stylistic function of voice tone and accent in conducting genre programs are defined in it. The current

stylistic norm of the language of the Kazakh mass media should be determined.

PR managers who increase the pragmatic potential of modern mass media. Therefore, the function and role of Public Relations (PR) in electronic media and PR ethics should be studied. Electronic media are considered to be more effective and acceptable to society than press media. The reason is that its audio, video, audiovisual space allows you to quickly perceive the most important and actual issue of information. This feature of the electronic media is caused by the successful harmony of the three “*language - intonation - video report*”. That is, if the language of information, the intonation of its effective delivery, and the photo reports depicting the situation are combined with the thought line, it will certainly interest any audience (from children to adults). Therefore, further development of models of formation of this property of electronic media at the higher educational system in accordance with the requirements of the society, research of the content and compact (local), interesting transmission structure of TV, radio, Internet texts, on the basis of which informational, cultural, social. It is our future plan to offer new models of political, cognitive, enlightenment, intellectual, educational programs.

Nowadays, the websites and portals of every state institutions, commercial organizations, blogs of individuals have become a technological tool that can be used to communicate with the public, exchange opinions, ask for advice, ask for help, and perform communicative services such as interviews and discussions. The size and format of the content and language on the Internet should be adapted to the convenience of the visual reader. Therefore, cases of deviations from the stylistic norm and orthographic norm are increasing due to the short and precise compactification of Internet texts. Signs of illiteracy are often observed in the Internet communication of social people who ask questions and complain to the “*trust blog*”. This means that in the field of linguistics, a scientific basis should be created on which to study the laws of the Internet language, the norms of Internet communication, and to rely on it. To address this issue, it is important to establish the special stylistic and orthographic norms of the Kazakh Internet language (languages of websites and portals, blogs), ways of shortening thoughts and words, rules for using smileys that express the meaning of mood, and Internet symbols that convey emotions and expressions.

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The authors declare no conflict of interest.

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