



News Media Texts in Kazakhstan Discourse: Traditional Forms and Specific Content

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Abstract In the given study, we analyzed different approaches to the principles of news selection and identified the most frequent ones for Kazakhstan: spatial and emotional proximity. Against this background, Socially and politically important news was selected on the reforms of the Unified Accumulative Pension Fund (UAPF) of Kazakhstan. We considered the issue of the dynamics of the communicative and linguistic transformation of the information occasion in print and online publications of Kazakhstan. Four main stages in the dynamics of news distribution were identified: selection, origin, active dissemination, and extinction. Publications on the topic during the period of active dissemination were classified according to semantic characteristics: description of the actions of official bodies, description of the actions of the people, advice, analytics, and authoritative opinion. In addition, this period was characterized by a wide stylistic range, where the frequent linguistic means were keywords of the topic, verbs of speech, interrogative constructions, orientation metaphors, accurate and approximate numerical data, and evaluative vocabulary.

Keywords: *Informational occasion, News value, Media text, Dynamics, News, Media language*

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1. Introduction

At the turn of the century, in the modern Russian language and under the influence of extralinguistic factors of a socio-economic and political nature, as well as a result of the internal laws of the development of the language, an intensive renewal of the stylistic system took place, which also affected the journalistic style. This trend continues to the present. Zhuravleva (2016) and Koptleuova et al. (2023) note that this process also affected the Russian language, which is developing outside the territory of its original distribution, including the multi-ethnic society of the Republic of Kazakhstan. Since gaining independence, the media language has been rapidly developing and modifying in Kazakhstan. The most striking trend in

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the development of the modern Russian language in Kazakhstan is news texts, where consumers draw information and live reality in the media environment.

In the context of widespread mediatization, the informative function of media texts, which is implemented through news content, is brought to the fore. In the modern world, the rules for building a picture of the world dictate the information flows of the media environment, in which the majority of network users are immersed. The world has become media-centric, where the media are the dominant lever for the formation of public opinion and the functioning of the media discourse, which reflects the picture of the world, a cultural and national specific way of perception and interpretation of events and phenomena. Aljanadbah and Alramamneh (2023) elaborated on the influence of the media on how important events unfold in society and revealed manipulative potential on the audience when covering politically important events. Lippman (2004) noted that most news is aimed at arousing the emotional reaction of the audience, who sees events through the prism of their stereotypes: “News is a description of the obvious stages of an event that are of interest” (p. 326).

However, despite the importance and popularity of news media texts in Kazakhstan, there is a lack of systematic and comprehensive research on their linguistic and stylistic features, as well as their content and discourse analysis. Most of the existing studies focus on the general aspects of the journalistic style or the comparison of the Russian and Kazakh languages in the media context. Therefore, the aim of this study is to consider various concepts of the functioning of news in the information field and approaches to the main stages of news development. Furthermore, it is intended to trace the transformation of stylistic markers of news expression and identify the main specific stylistic features of the news presentation at different stages of its functioning. This topic has been chosen as it affects the interests of all segments of the population of the republic and causes the widest resonance in society and an active response from the audience.

2. Theoretical Framework

2.1. News Values and Selection Criteria in Modern Media Discourse

After examining news content and its impact on the audience, Bell (1991) saw a pattern that both the audience and the media adjust to each other. The theory of accommodation, according to Bell (1991), involves not only the adaptation of the media to the audience and vice versa but also the identification of the main motives underlying the use of specific accommodation strategies. The main motive of the media is to be understood and get approval from the audience; the motive of the audience is to conform to its status and values. Bell (1991) introduces the concept of “audience design”, where the media respond to their audience in the language and style that is understandable and close to them. Thus, the news falls under the adaptive aspect inherent in the design of the audience.

According to Luhmann and Cross (2000), today, the media constructs reality, and we get almost everything we know about the world from the media. Media reality is not so much the result of reflecting objective social reality as a product of internal and external communication, collective intentions, and desires, in other words – a structure. Thus, the media can influence not only the worldview of its audience by interpreting incoming information but also the further course of events.

Dobrosklonskaya (2005) writes about the importance of news content in building an information picture of the world, emphasizing that “the range of media versions of the same event or phenomenon is unusually large” (p. 17). The coverage of events from one angle or another may depend on many factors and influence the formation of a general worldview and the surrounding reality. In addition, according to Dobrosklonskaya (2005), the news is the supporting pillar of the entire flow of media materials. According to Kolesnichenko (2013), news (news notes) is the most demanded genre in the media because, having a hypertext structure, it quickly introduces the course of events and saves the audience’s time.

In any media, journalists and editors are responsible for selecting the news and are the “gatekeepers”, but not every fait accompli can become news. Therefore, in any model, it is assumed that the more news factors an article contains, the more newsworthy it is considered to be in the press and the more likely it is that the event will get into a well-known publication. In modern media research, scientists pay

attention to the category of news value since not all accomplished facts and planned events become news. An analysis of the literature review showed a wide range in scientists' understanding of the importance and value of news. Several Western (e.g., Bednarek & Caple, 2012; Galtung & Ruge, 1965; Harcup & O'Neill, 2017) and Russian (e.g., Kolesnichenko, 2013; Shostak, 2001) scientists wrote about the importance of news selection in their studies. Elders (2006) found seven news factors that constantly influence journalistic judgments about news significance: *negativity* (damage; negative aspects of an event or problem), *continuity* (frequency; appearance in the news earlier), *proximity* (cultural, geographical, and/or economic proximity), *elitism* (the presence of individuals, organizations or nations of elite status involved in the event), *influence and relevance* (the significance of the event in terms of its effects and/or consequences), *personification* (inclusion of the personal in an event, for example, eyewitness accounts), and *conflict* (the presence of confrontation and/or disagreement). The Harcup and O'Neill's (2017) value scale includes the following elements: power elite, celebrity, entertainment, surprise, bad news, good news, magnitude, relevance, follow-up, and newspaper agenda. Bednarek and Caple (2012), however, identify negativity, timeliness, proximity, fame, consonance, influence, novelty, superiority, and personalization for the value of news. These researchers propose a linguistic and semiotic approach to the study of media discourse and the disclosure of the semantic potential underlying the methods of news creation. In their opinion, these approaches help to reveal the relationship between media producers, institutions, key figures, and the audience.

In a linguistic study of the news corps, Bednarek (2019) conducted a quantitative and qualitative analysis of frequently occurring words and phrases that express the above-mentioned news values. The researcher notes that not all news values have linguistic markers. For example, news values, such as surprise and consonance, are more often established by implicit means. However, the frequency of using pointers may depend on the differences between linguistic resources. For example, the category of superiority includes more linguistic elements of intensifiers and quantifiers (degrees of comparison of adjectives and adverbs, quantitative values, etc.), but this does not mean that the meaning of this news is more important than others and is explained by the fact that there are more marked grammatical elements here. The researcher also gives examples of when one language tool can cover several news values. This applies to frequently used linguistic devices of news discourse, for example, evaluative and emotional vocabulary, which can simultaneously create negativity, personalization, novelty, impact, and superiority. Bednarek (2019) notes that the news values embedded in general news represent a range of societal ideologies and priorities, yet all of them are still important to the audience.

Russian researchers also put forward their own criteria for selecting news. For example, Shostak (2001) identifies the following components of news: timeliness, proximity, general significance, conflict, connection with a famous name, and human interest. Kolesnichenko (2013) analyzes and compares different approaches and classifications of news selection and comes to the conclusion that the most significant criteria are the significance of the event, the scale of the event, the participation of celebrities in the event, and the human factor. If there is at least one of the listed criteria, the news is of interest to the journalist, and if there are several criteria, then the news gets to the top.

With a wide variety of classifications of news selection, it is possible to identify a common denominator between them – proximity to the addressee. That is, the news will be more interesting to the audience if it is understandable and close (in psychological and spatial aspects) to the addressee since a person perceives objective reality through a subjective interpretation and the prism of their impressions and emotions. In this aspect, the approach of foreign researchers Beckett and Deuze (2016) is of interest. They emphasize the importance of the emotional component in the news, which helps to integrate news with everyday life and contributes to the construction of a full-fledged dialogue between the government and the people. Three main factors influence the use of emotions as tools in building news: 1. economic, which contributes to the fight for audience attention competition; 2. technological, which contributes to the embodiment of various visualization ideas and other emotional signals; and 3. behavioral, which contributes to a better understanding of people's attitudes to the news.

Overall, modern news media texts are aimed at attracting the audience's attention, and during the selection, most of them contain the human factor and the emotional component.

2.2. The Dynamics of News Media Texts

The dynamic aspect of the birth, development, and extinction of news in the media aroused the interest of both Western (e.g., Van Dijk and Deuze) and Russian (e.g., Dobrosklonskaya, Bolotnov, and Kurilov) researchers of the media language.

In his study, Van Dijk (2013) analyzed news data with a description of thematic structures. Under the thematic structure, he understood the hierarchical organization of topics of the text, theoretically taken into account in terms of semantic macrostructures. Thus, the thematic structure determines the most important information in the text. Van Dijk (2013) singles out the actual episode and the conditions causing it in the news. Conditions include the general context and background prior to the event. The actual episode consists of the event itself (with its participants, circumstances, results, and consequences. Although van Dijk (2013) describes the thematic structure of a single news item, the principles and structures can be maintained in a news cycle that continues to cover the main topic of the event. Subsequent news may partially reveal the details of the incident, the participants, and the consequences of the event, as well as opinions, assessments, and prospects for further development or prevention of similar situations.

Socially significant news, as a rule, has a continuation, and in the Internet media, it can continue to function and develop, acquiring details and consequences, for quite a long time until interest in it completely fades. Such news functions in online media with the help of a hyperstructure that has “the ability for self-development and going in different directions in content and style” (Duskaeva, 2018, p. 317). Therefore, the most important feature of the speech structure of news in hypertext is manifested in the absence of traditional classical composition, in an unfinished hyper-structuralism that has the ability to self-develop (Duskaeva, 2013, 2018).

Duskaeva (2013) and Duskaeva and Ivanova (2022), studying the functioning of media texts in the media, single out hypermedia texts of one news as an object of research, where news related to one information occasion is combined using hyperlinks. As a subject of research, the scientists identify the periods of news deployment, the types of the texts of each period, and their linguistic features. The authors use the concept of hypermedia text news and understand it as “a set of texts, each of which is a communicative (performative) social action that objectifies different conditions of professional speech activity by referential, modal, and communicative language means ...” (Duskaeva & Ivanova, 2022, p. 84). Concerning the prospective plan for the development of news, Duskaeva and Ivanova, (2022) note three periods of the “information wave” of the initial information with a subsequent increase in meanings: informing, evaluating, and motivating.

Researchers call and interpret the dynamics of the functioning of a news media text in different ways: information model (Dobrosklonskaya), information wave (Bolotnov), genesis of news (Kurilov), and hypermedia text of news (Duskaeva). With the development of the Internet, news media texts have undergone a significant change not only at the structural and content level but also in the vital and viral terms during the dissemination of information. For example, with the advent of a news occasion, a media text is formed in the media, which, acquiring new details and clarifications, turns into a huge hypermedia text of the news – “a community of media texts placed in a hypertext environment” (Duskaeva, 2022, p. 82). A vertical hyperparatext is a part of a hypermedia text, which is a collection of different texts that are syntagmatically connected by vertical and horizontal links in mass communication. The vertical hyperparatext consists of various elements that provide context and navigation for the hypermedia text, such as “contextual and navigation tags, hashtags, headlines, headline feeds, clickbait, and subtexts of screen-page headlines” (Duskaeva, 2022, p. 82). These circumstances are taken into account, and an analysis of the hypermedia text of one news item is carried out, which combines syntagmatic and paradigmatic approaches.

According to Bolotnov (2016), the information wave goes through seven stages: 1) an information occasion emerges; 2) it is captured in a media text; 3) a media construct is created using technologies; 4) it is translated into a hashtag (symbol); 5) third-order texts and hyperlinks appear; 6) dominant meanings are fixed in stereotypes; and 7) the information wave dissolves and becomes an information echo. The last stage is a reflection of the opinions (experts and society) about the news, and the nature

of the volume of its distribution depends on many factors. According to the form and nature of the news distribution, the following types of information waves are distinguished: *cumulative resonance* - a gradual increase in information about the newsbreak; *cascade* - a quick and short information occasion; *funnel* - the renewal of public interest in a long-standing newsbreak; and *prism* - a significant personal interpretation of the information occasion and the multiple reflections of it from different positions. However, as Bolotnov (2016) notes, all these types of information waves can smoothly flow into each other at certain stages. Kurilov (2015a) also notes the dynamic nature of the news field. He identifies four stages of the genesis of news: the first stage is the birth of news when an event or a situation becomes newsworthy; the second stage is the detonation of news, when the news spreads rapidly and widely in various media outlets, reaching the peak of its influence; the third stage is the extinction of news, when the news loses its relevance and freshness, and undergoes processes of transformation, entropy, and reduction, but also becomes more productive, meaning that it can generate other news; the fourth stage is the backgrounding of news when the news stops being actively circulated and becomes part of the general information field. Altogether, although there are differences in the general terminology, principles, and stages of news deployment, the general outline of the construction and dynamics of the functioning of media texts based on one topic is the same.

3. Methodology

3.1. Materials

Although Kazakhstan is a young developing state, it has its own unique development model, which is implemented in all spheres of society, including in the information space. We have studied the corpus of news media texts of Kazakhstan, dedicated to the internal problems of the country. In particular, the socially significant topic of the reform of the Unified Accumulative Pension Fund (UAPF) in Kazakhstan at a certain period was very widespread, as it affected the interests of almost the entire society and received a great emotional response. The research material was the news corpus of the print and online media of the Medialogia company, which was sampled by the keywords “UAPF/reform of the UAPF” for the period from September 2020 to May 2022.

In order to trace the dynamics of the communicative and linguistic transformation of the information occasion, the newspaper and online media in Kazakhstan were studied.

3.2. Procedure

3.2.1. Data Collection

The paper uses research methods relevant to the analysis of journalistic texts. Using the continuous sampling method, we collected all the material for the time period under study, which helped us select examples to illustrate different periods of the news cycle of the same topic. The general scientific method of induction allowed us to make generalizing judgments based on the statement and comparison of factual material. The method of linguistic modeling not only helped display linguistic phenomena and processes in the media on socially significant topics but also constructed semantic patterns aimed at the consistent and logical deployment of information. Stylostatistical text analysis, on the other hand, helped to identify the frequency of stylistic techniques of influencing readers, depending on the stage of news distribution.

3.2.2. Data Analysis

The data analysis included two stages. At the first stage, we identified the main criteria for selecting news related to society life within the country. Then, using the observation method, a news cycle related to socially significant, long-term news was selected. It was dedicated to the reform of the UAPF. In total, more than 300 news reports were reviewed. At the second stage, we started analyzing the selected messages and divided them into semantic blocks according to research on the development and dissemination of ongoing news (Kurilov 2015a, 2015b). Four main species were identified: selection, origin, active distribution, and extinction. Each news group was analyzed for the presence of prevailing linguistic markers, which gave an idea of the linguistic ways of representing a news topic at different

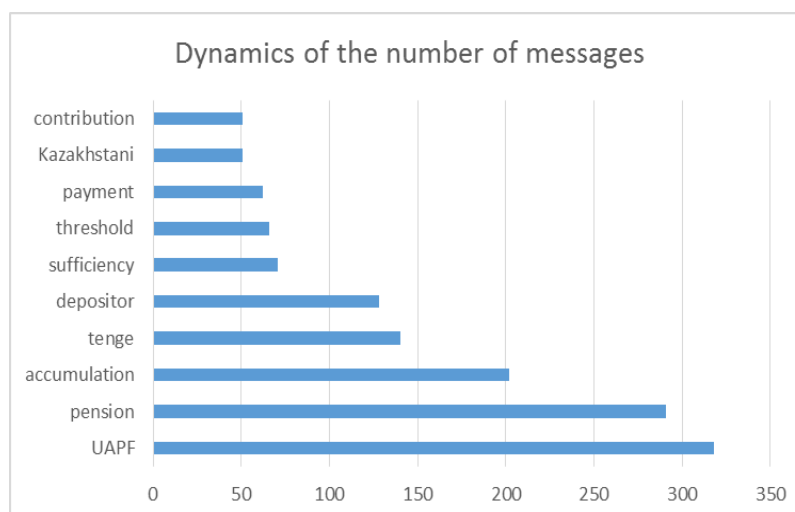
stages of its development. In addition, we carried out qualitative descriptions of all the examples, which illustrated the general patterns of development of the ongoing news.

4. Results

The topic of the reform of the UAPF is socially significant and occupies a high position in the news selection criteria scale, as it includes several important criteria: relevance, geographical and psychological proximity, scale, celebrities, ongoing news, opinions, and assessments (Kolesnichenko, 2018). The informational reason for this news field was a phrase from the keynote speech with the annual Address to the people of Kazakhstan by President K.-Zh. Tokayev on September 1, 2020, on the possibility of the population withdrawing part of the savings from the UAPF. Moreover, information stating and repeating the main theme of the event is found only on the same day. The rest of the news is related to the gradual deployment of information about the reform and its consequences. Thus, the stage of the birth of news in the media text was completed during the first day of media coverage. The main ways of representing the event are expressed in paraphrasing the quote of the Head of State: *President of the Republic of Kazakhstan: In 2021, 700 thousand UAPF depositors will be able to use part of their savings* (“President of the Republic of Kazakhstan”, 2020); *In 2021, 700,000 UAPF depositors will be able to buy housing and receive medical treatment - Tokayev (Vladimirskaya, 2020, September 1)*, etc. At this stage, mostly neutral and thematic vocabulary is used (depositors, savings, housing, and treatment), a quotation from the primary text of the message, a proper name (Kassym-Jomart Tokayev), numbers, and dates (700 thousand, in 2021). This group is the smallest, as it mainly consists of quotes and paraphrases from the president of the country, who is the source of information: *President of Kazakhstan Kassym-Jomart Tokayev, in his message to the people, Kazakhstan Today, said that in 2021, 700 thousand depositors of the UAPF will be able to buy housing for savings; Already in 2021, 700 thousand depositors of the UAPF will be able to use part of their savings for housing, treatment, or transfer to financial companies.* The tone of the media texts of this period is informative and constative, which is expressed through verbs of speech: stated, informed, instructed, explained, emphasized, said, told, noted, added, etc. The verbs of speech here are understood as verbs, the content plan of which includes the seme (semantic primitive) ‘to speak’. Verbs of speech whose content plan includes the same propositional structure belong to the same semantic class (Yermolayeva, 2017).

The information dynamics is most active during the period of news dissemination, where the amount of information in the press noticeably increases. Based on the results of the analysis of the selected thematic news corpus, the keywords presented in Figure 1 were identified: UAPF (318), pension (291), accumulation (202), tenge (140), depositor (128), sufficiency (71), threshold (66), payment (62), Kazakhstani (51), and contribution (51). As can be seen, lexemes constitute the information core of the news field and are thematically linked together.

Figure 1
Keywords



During the period of active dissemination of news in the media space, there is a gradual increase in publications on the topic, which can be divided by semantic feature: description of the actions of official bodies, description of the actions of the people, recommendations, analytics, and authoritative opinion.

1. A number of news items describe the “actions of the subject of the news”: official bodies, government officials, and representatives of JSC “UAPF”. The main ways of expression are: 1) statement of facts: *Six companies are allowed to manage early withdrawn funds from the UAPF (Bekbolaeva, 2021, February 17), UAPF has published instructions for checking pension savings online (“UAPF has published instructions”, 2021)*; 2) responses to public inquiries and clarifications on the activities of the subject of the news: *Zhanat Kurmanov commented on the delay in transferring money from the UAPF to the Otbasy Bank account (“Zhanat Kurmanov commented”, 2021)*, etc. The subjects of the action are both people and the names of the organization. The main indicators of action are passive participles in the past tense, performative verbs (producing actions), and verbs of speech (speaking).

The reaction to the demands of society indicates the dialogic nature of the modern media text and the readiness of the authorities to take measures to improve interaction with society.

2. “The reaction of the people” is a response to the coverage and dissemination of socially significant news, which can be expressed both positively and negatively by the audience. The reaction of the people to the news is covered by the media through numbers: *Kazakhstanis withdrew 1.3 trillion tenge from the UAPF (Abdrahmanov, 2021, May 12), 761,000 Kazakhstanis are waiting for the Cabinet to adopt rules for withdrawing funds from the UAPF - Majilisman (Vladimirskaya, 2021, January 20)*. The numbers in the text help visualize the actual material. A fact is an event that determines not only the quantitative indicators of any phenomena but also serves to clarify the connections and relationships between them and between the object and its properties. In our examples, quantitative measures help to represent the scale of people’s reactions to the news.

The reflection of the people can also be manifested with the help of stylistically marked vocabulary, characteristic of both journalism and colloquial speech, and expressions of assessment: *Kazakhstanis managed to deceive the UAPF and cash out pensions (Rahimova, 2021a, March 31), Kazakhstanis are attacking the UAPF: A record number of applications for withdrawal of pensions have been submitted in three days (Nurgalieva, 2021a, December 6)*, etc. The lively reaction of the people to the news indicates the interest of the audience and an active position as a participant in the process of interaction with the authorities, thereby emphasizing the dialogic nature of the Kazakh media text.

3. Another way of disseminating news is transmitted in the form of “recommendations (advice), explanations, and warnings” of the society as a reaction to the news.

The publication of texts containing recommendations (advice) on how to solve certain problems is a response to the corresponding information expectations of the audience. The analytical quality of this type of publication is acquired as a result of both the scope and the depth of the prescriptions contained in it. It does so by increasing their volume, providing evidence and reasoning, establishing causal links, and making evaluative and predictive judgments. Media texts of this type often have titles in the form of sentences with an interrogative adverb: *How will the state award be charged for pension surpluses from the UAPF (“How will the state award be charged”, 2021), The Chairman of the Board of the UAPF answered why the minimum sufficiency thresholds have changed (“The Chairman of the Board”, 2021)*, etc. This structure helps the reader to tune in to the solution of the problem being put forward, where the question posed requires further clarification when reading the article.

In the practice of serious socio-political news reports, it is customary to present information objectively, relying on various sources and practically not using words expressing personal feelings and attitudes. However, news discourse, despite external objectivity, can still express a certain ideological orientation and assessment. In this, the verbs of speaking (message) play an important role. The choice of reported speech can demonstrate the ideology and value position of the journalist. In other words, it can indicate their attitude or position in relation to the current situation using various language options and can also reflect the attitude of journalists to the event being reported, thereby affecting the reader’s judgment about the information being reported (Li, et al., 2023).

For example, *The UAPF explained how to remotely apply for the appointment of pension payments* (“*The UAPF explained*”, 2021), *The UAPF explained what voluntary pension contributions are and who can withdraw them ahead of schedule* (Nurgalieva, 2021b, May 25), etc. In the above examples, the supposed subjects are UAPF employees, whose positions and names are not important to the recipients; thus, indefinite personal constructions focus not on the subject of the action but on the action itself and recommendations and advice for readers.

With the help of the listed language means, the ways of communicating information on the main topic are expanded, and the dialogical nature of the news is also emphasized.

4. The most active way to disseminate news is the publication of “analytical information”.

In the selection of facts of analytical information in modern media, in our opinion, in most cases, there is also a veiled ideological component. Using different data and information, a journalist not only captures or describes a fact or a set of facts but also, relying on them, determines certain trends in the development of the phenomenon under discussion, makes assessments of it, establishes the reasons and provides a logical reflection of reality (Tertychny, 2018).

To present analytical information, modern media often use digital data, comparative and superlative vocabulary, constructions that express the semantics of growth/decrease dynamics, and constructions with question words. An important factual material in the presentation of analytical data is the use of numbers in the text. The numbers in the media text function effectively and are revealed only in comparison with other data. In order for information to be clearer and easier to perceive, digital material must be accompanied by event characteristics. The inclusion of numbers in the text is one of the most rational means of communicating information and an effective means of persuasion. By including statistical data, news writers communicate with readers in the language of numbers. After all, the figure always stops attention. The figure in the texts we analyze is accurate; it performs the function of information and argumentation. The authors actively use attractive ways of expressing figures and ways of their analytical processing, thereby expressing an implicit assessment of news information.

In the headlines of news about the UAPF, the numerical presentation of information helps to visualize the situation about the amounts of the fund and attract the reader with documentary facts. Such a presentation of the state of affairs, in general, shows a positive trend in the growth of savings and income of the fund and implicitly forms its image. Figures in the media can be represented as exact integer and decimal fractional numbers: *UAPF investment income since the beginning of the year amounted to 872 billion tenges* (“*UAPF investment income*”, 2020); *386.4 billion tenges transferred from the UAPF to improve the living conditions of Kazakhstanis* (“*386.4 billion tenges transferred*”, 2021) as well as in the form of percentages: *2.84% was the profitability of UAPF pension assets distributed to the accounts of depositors* (“*2.84% was the profitability of UAPF*”, 2021); *Kazakhstanis left only 0.2% in the UAPF for old age* (Glushkova, 2022, April 5), etc. In the last example, the particle only expresses the author’s implicit assessment of a restrictive nature.

An approximate numerical value is expressed using auxiliary words. Most often, approximators are prepositional case and adverbial combinations with a quantitative word: *about, almost, above, around, more*, etc. *Almost 150 thousand applications for pension payments in order to improve housing conditions were received by the UAPF* (“*Almost 150 thousand applications*”, 2021); *Kazakhstanis withdrew over a trillion pension from the UAPF* (“*Kazakhstanis withdrew over a trillion pension*”, 2021); *About 15 thousand citizens of the EAEU countries transferred pension contributions to the UAPF* (“*About 15 thousand citizens of the EAEU countries*”, 2021), etc.

An analytical assessment of the state of affairs can be expressed using top-bottom orientational metaphors, which are more often expressed in the form of verbs: *Pension savings in the UAPF have increased by two trillion tenges since the beginning of 2020* (“*Pension savings in the UAPF have increased*”, 2020); *Pension savings of UAPF depositors increased by 1 trillion tenges* (“*Pension savings of UAPF depositors increased*”, 2020); *UAPF pension assets decreased to 12.6 trillion tenges due to early withdrawal* (Remizov, 2021, March 11), etc. The idea of upward movement is often used

to express positive trends in the activity of the subject of description, while downward movement symbolizes the decline and deterioration of the subject's affairs.

The metaphor of the top as a guideline regarding the position of the subject can be expressed in the form of comparative and superlative vocabulary: *More than 761 thousand UAPF depositors will be able to take advantage of early withdrawal of pension savings* ("More than 761 thousand UAPF depositors", 2020); *The highest pension was announced in the UAPF* (Rahimova, 2020, October 26). The use of comparative and superlative degrees in analytical media texts also affects the positive attitude towards the subject.

In the analytics block, there are often lexemes in the headlines that express the question: *How many Kazakhstanis have applied to the UAPF for an extract since the beginning of the year* ("How many Kazakhstanis have applied to the UAPF", 2021); *Why UAPF rejects applications for the withdrawal of pension savings and how to fix it* ("Why UAPF rejects applications", 2021), etc. The statement of the question at the beginning of the article implies a subsequent analysis and disclosure of the problems indicated in the title may also contain the author's assessment.

Thus, the most voluminous layer in reflecting the dynamics of the functioning and distribution of an information occasion in the media space is news containing analytics.

5. One of the ways of expressing the dynamics of news dissemination is the publication of "expert opinions" on the current state of affairs.

The stylistic device of citation in the headings of articles personifies the text, reinforcing the presentation of the material with the opinion of authoritative personalities, and also helps to produce an aesthetic and emotional effect on the reader. The citation helps to create the effect of a dialogue and also expresses an explicit assessment of the event being covered. "Knowing the author's name can evoke a range of historical and cultural associations and can help reveal the meaning and better understand the scope of the quotation, as each individual author is associated with a specific professional and cultural field" (Gridneva, 2008, p. 148).

As a rule, their explicit and implicit assessments are given by persons who are related to both the power structures of the republic and representatives of the "voice of the people" in the person of the deputy corps. However, in general, any person who takes part in the construction of public opinion can be a public figure, and any person who is related to the affected area of functioning of the subject of news can be considered an expert. To indicate the authors of the opinion in the title, their names or positions are used: *Ex-adviser to Tokayev on the situation with the UAPF thresholds: A moratorium would be the most elegant way out* ("Ex-adviser to Tokayev on the situation with the UAPF thresholds", 2021), etc. Full name and regalia are also specified in the lead: *Olzhas Khudaibergenov - former freelance adviser to the President of Kazakhstan Kassym-Jomart Tokayev*.

Often, media headlines include an excerpt from a direct quote in quotation marks indicating the author of the speech. Moreover, the expert's quotation includes the brightest, emotionally evaluative part of the speech: *"They played a dirty trick on us": Kazakhstani lawyer is ready to sue UAPF* (Mihajlova, 2021); *"They shut their mouth and couldn't explain to the people": Nigmatulin reprimanded the chairman of the UAPF* (Rahimova, 2021b, December 15), etc. The inclusion of quotes with the sharpest and most provocative statements is the favorite technique of media journalists and indicates the selective and manipulative nature of media speech. The peculiarity of modern headlines in the electronic media is that they are also links to the main material, so the authors try to include the maximum amount of information in them, including the assessment: *The epic failure of UAPF* (Zhanseitov, 2021, December 9); *The head of the UAPF answered the question about the squandering of the pension money of Kazakhstanis* (Nurgalieva, 2021c, December 15), etc.

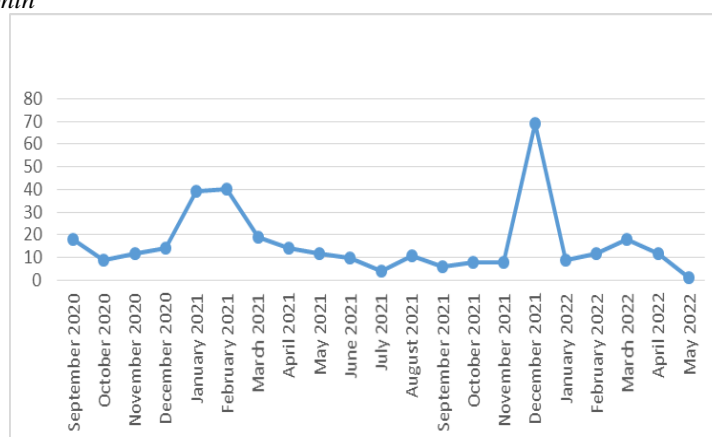
The quotation contains the speech-thinking activity of the subject, calculated on the response activity of the addressee, on their perception. It creates a triad of the author of the quotation, the quotation (the material embodiment of the author's speech-thinking activity), and the addressee (user, interpreter). Thus, a quotation is both the result of an activity and the material for it (Gridneva, 2008). The quotation has different impacts on the recipient: 1. Intellectual, when the statement communicates new facts or

information; 2. Incentive, when calling for some action, causes a behavioral response; 3. Emotional-evaluative/emotional-aesthetic, when it causes an emotional reaction (delight, surprise, indignation, distrust, or irritation); 4. Persuasive influence that has a speech impact and causes a verbal response (Gridneva, 2008). Thus, at the stage of discussing the news, various points of view and opinions of experts are formed, as well as the manipulative nature of media speech, which is realized through the choice of quotations and evaluative words.

After the active dissemination of news, it is time for the “extinction” or decline of interest in the topic. It constantly moves the flow of news from top to bottom, i.e., “from the top and center – to the base of the pyramid, to the background” and if this process stops, then the field loses its structure and is reduced to the background, i.e., “a simple description of various events in a chronological order” (Kurilov, 2015b). When the information has already received the maximum distribution, the process of extinction of the news begins, which can have both a long and a short period. It depends, in our opinion, on the significance and value of the news. The main indicator is the number of posts on a given topic. For example, according to the Medialogia website, the dynamics of the spread of news about the reforms of the UAPF is presented as a curve (Figure 2) with the maximum manifestation of interest in February and December 2021.

Figure 2

Amount of News by Month



If we trace the dynamics of media interest in the analyzed topic over the past six months (from December 2021 to May 2022), we can state that after a sharp jump in December (69 mentions), there should be a gradual decrease in interest in the topic to one mention in May. As a result, the process of extinction directly depends on the number of messages until it completely dissolves in the information flow.

5. Discussion

Currently, the media not only shows the current state of society but also broadcasts the relationship and mutual influence of government and society. Such contact can be traced by using the example of socially significant news and the ways in which it is disseminated in the media. A generalized theoretical scheme of the movement and dissemination of news is described in the research of scientists Bolotnov (2016) and Kurilov (2015a), but the empirical material is presented in fragments. In this article, we tried to visually demonstrate various strategic approaches to the representation of news on the same topic at different stages of its evolution. As a result of the analysis of the dynamics of the functioning of news in the Kazakh Russian-language media, the following conclusions were made:

1. One of the most important criteria in the selection of news in the Kazakh media is the proximity (spatial and psychological) and relevance of the event. This is confirmed by Dobrosklonskaya (2005), Eilders (2006), and Bednarek (2019), who identified these criteria as basic and important. The impetus for the news wave can be the president’s policy statements and long- and medium-term development

plans for the country. The information wave can last for quite a long period in the media, which is especially relevant for the Kazakh media space and reflects the mentality of civil society.

2. The main stages of the dynamics of the distribution and functioning of news are selection, origin, active distribution, and extinction. Such a division of the news stream of one topic is consonant with the research of Kurilov (2015a), Bolotnov (2016), and Duskaeva and Ivanova (2022), who called this stream a news wave, a hypertext of one news. The stages of selection and generation are the shortest in duration. They are simultaneous and mainly consist of paraphrased quotations from the source of information. The core of the news field consists of the keywords of the topic, which help to navigate a large flow of information and structure texts. The most voluminous stage is the active dissemination of news, which is semantically divided into a description of the actions of official bodies, a description of the actions of the people, advice, analytics, and authoritative opinion. At this stage, the dynamic nature of media texts is maximally manifested. The linguistic means of the stage are the use of keywords of the topic, verbs of speech, interrogative constructions, orientation metaphors, exact and approximate numerical data, evaluative vocabulary, and quotations. The stage of news fading is characterized by a gradual decrease in the amount of news on the topic. As can be seen from the results of the study, at different stages of the functioning of ongoing news, their linguistic units prevail.

3. The importance of language at every stage of the news process was discussed by Bell (1991) and Bednarek and Caple (2012). They noted the linguistic features of news media that even objective news can include subjectivity or bias. The interpretation of events is crucial in the deployment of the information chain, the most important components of which include the subject of interpretation, the author's communicative intention, assessment, as well as culture-specific and ideological factors influencing the interpretative result (Dobrosklonskaya, 2005). At the linguistic level, the dialogue between the authorities and society characterizes the state as open to criticism and hearing the opinion of society, which is important for the further development of a democratic society. However, the material shows that even with examples of seemingly unappreciated vocabulary, the ideological and subjective nature of media texts is manifested. It was noted that in order to form a positive image of the state fund, when selecting facts, the media used veiled, ideologically marked vocabulary. The manipulative nature of media texts is manifested in figures, quotations, and evaluative vocabulary. The dialogical character is manifested in the response of the people through the use of speaking verbs, interrogative adverbs, and stylistically marked vocabulary.

Thus, although the study is applied to a specific example of a news event in one country, it shows that the presentation of news in the media and the reactions of society can be similar regardless of place of residence, race, and other factors. In the future, this study can be conducted in a comparative plan of pro-government and opposition media, as well as popular and quality mass media, depending on the target audience.

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