



# Neology Boom in the Language of Collective Consciousness and Electronic Media in Kazakhstan

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**Abstract:** In this article we consider neology boom in the language. Linguistic changes in the 21st century, based on the rapidly changing political, cultural and social conditions of Kazakhstan, created a "neological explosion" in the Kazakh language. Modern society is moving to a new stage of development, spiritual renewal of social consciousness.

However, linguistic reflection, scientific and theoretical research, as well as the standardization and codification of "Latin - innovation" in the language cannot follow the neologization process itself. At the same time, it is necessary to ensure universal access to standard, reference lexicographical works in various formats. Researchers understand the influence of sociolinguistic factors as the deliberate influence of a person, society on the activity and development of a language, the conscious influence of society on the language at different levels and in different forms. The appearance of lexical updates and new semantic names in the language of the electronic media in the Modern Kazakh language is a great obstacle to the ability of public consciousness to keep up.

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## 1. Introduction.

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 in the electronic media. New names are a consequence of changes in society with all stylistic and genre expression of language activity. Their study can create a "name image" of an era. Thus, for example, the word "revival" in the Modern Kazakh language acquired a new meaning in the linguistic field of political and social discourse under the influence of Nursultan Nazarbayev as an elite linguistic figure:

- 1) economic, political and spiritual revitalization, renewal and reformation of society, public consciousness;
- 2) a set of targeted systematic special measures of state policy and ideology for the implementation of these reforms.

Electronic Mass Media in Kazakhstan took a sharp step towards renewal and modernization, and its effectiveness was quickly seen. Types of virtual communication (Facebook), political and cultural discussion platforms (television and radio programs, civic initiatives such as "Basqosu" and "Kobylany zhatqa!" volunteer courses teaching the

Kazakh language), business communications ("Bastau-business" for the development of small and medium-sized businesses in the regions by project of the NCP "Atameken" of the Republic of Kazakhstan), as a result of the development of Internet resources in the state language (Kitap.kz, Bilim-Land, Qaz-content, "Literature" portal and others), a large language base was formed in the society that did not pass linguistic understanding and was not subjected to linguistic study.

## 2. Materials and Methods

The concept of collective consciousness originated from the researches of ethnopsychologists and Hegelian philosophy at the end of the 19th century. If we analyze the researches of Gardner [Howard; 2006], Shpet [Shpet; 1994], we can see the process of natural collectivization in the "spirit". Because according to the researchers, the result of collectivization is a whole "nation". Under the influence of such research, the concept of "collective consciousness" was formed for the first time in sociology. In 1893, the ethnopsychologist Durkheim wrote in his study *"De la division du travail social"*: "Collective consciousness is a system of common beliefs and feelings of members of a certain society, resulting from the set of common ideas. The system of shared concepts will have its own world. However, the collective consciousness is not only a collection of extremely high concepts of individuals, but the expression of concepts recognized in the collective consciousness within the framework of various knowledge can become unique. Therefore, there will be archaic stages of formation of collective consciousness" [Durkheim;2007]. In the formation of collective consciousness, the unification of common concepts is carried out in two directions: mechanical (simple) cooperation and natural (spontaneous) cooperation. If mechanical cooperation is a manifestation of collectivization based on the signs of similarity, natural cooperation is considered an indicator of collectivization based on the phenomenon of division of labor. For example, we can cite consistent data regarding the acceptance and rapid use of new names in the language of the electronic media: one of the computer devices "mouse" as "tintuir"[in Kazakh] is a neological boom that entered the language system in the 21st century. "Tintuir" is the equivalent of "mysh" in Russian and "mouse" in English. Kazakh society could not consciously accept that this word, originally translated as "tyshqan"[it means 'mouse' in English] by tracing paper, is not worthy of a term name as a technical device. As a result, the neologism "tintuir"[Kazakh] was added to the national term base due to the need for a new word that can accurately represent the similar properties of the word "mouse"[English] and the word "mysh"[Russian] for the computer, as well as describe the functional properties of the new device. The use of the "mouse" was realized as a result of mechanical cooperation in the collective mind. That is, the people called the computer device "tintuir" instead of "tyshqan". And we are noticing that some new words enter our language base thanks to the natural cooperation of the team. For example, new words in the media language, such as "Facebook", "Instagram", "Tweets", "WhatsApp", "Website", "Wikipedia" are not universally used words, these names are among users of social networks, that is, the division of labor is limited, the service is used only among groups related to or interested in this World Wide Web. These neologisms are

widespread as a result of the use of natural cooperation in the collective environment.

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, medialogic aspects). For example, Efron considered the political trend in the language of the American media [Efron; 2015], 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 [Jeffrey; 2016]. And 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, Google [Bakulev; 2019]. These foreign studies and Professor Yesenova's monographs "Pragmatics of modern Kazakh media text" [Yesenova; 2016], "Pragmatic aspect of periodical press language research", [Yesenova; 2014]. "Linguoaxiology" (on the basis of Kazakh press materials) [Yesenova;2019] are in use.

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:

*"Transformation method"* is used. 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.

*"Method of discourse analysis"* is used. This is because 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.

*"Content analysis method"* is used. 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.

*"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.

You can see detailed information in *"Infographic 1"*.

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.

## **Results**

As the cultural and social breath of the society develops rapidly, it brings innovation to all industries and production in the country, and the language also undergoes a process of renewal. Therefore, new words and phrases appear in language communication along with the news in society. The reason for the appearance of new words and terms in the language arises from the need and demand in social relations. The matter of entering into the language neologisms and new names formed from the native language in the dictionary, determining their meaning, giving a definition, and putting them into use has not escaped the attention of journalist scholars. From this point of view,

the study of neological fund in the Kazakh language is one of the urgent problems of media linguistics, which studies the language of electronic media.

In the process of modern development, it is known that there are no state boundaries in relation to information resources and electronic social networks. As a result, linguistic communication and the flow of mass communication expanded the field of direct communication with distant foreign countries. It is also clear that the neological fund is constantly being replenished in the language of the masses, which is caught up in the current of political, social, scientific and technical development in the universe. It has also been noticed that neologisms and new usages that have entered the vocabulary of developing countries have a significant influence on the natural nature of the mother tongue and the national language. Linguistic legality subordinated to social legality formed the process of neological explosion.

Following Desheriev [Desheriev; 1977], 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. 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 expression of language activity. Their study can create a "name image" [Plotnikova;2000] of an era.

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.

Rapid development of traditional mass media, print, radio, television, global Internet, the emergence and spread of the Internet led to the emergence of a single information space, a unique and advanced environment, and a set of many media streams. All this could not help but contribute to the emergence and distribution of words, the peculiarities of vocabulary usage, and the nature of changes in the language. The large-scale trend of using such words has reached today's mass media.

Mass Media texts, or media texts, are one of the most widespread areas of modern everyday language, their total set far exceeds the total set of speech types in other areas

of human activity. From this, the so-called set of texts (the current term used to denote the set of all texts in various fields of linguistic language use) appeared, the number of types and samples of which are used and transmitted daily in media channels is not only increasing, but also growing every day [Dobroslonskaya;2005]

Opinions about the unified information space are of great importance in understanding and understanding the features of changes in the language, because it allows understanding the development and flow of linguistic and cultural processes, as well as understanding the multifaceted function of the unified system and unity of world and national media. In modern science, how many concepts and terms are used to express this great advanced, state-free and unobstructed space, they are related to a certain group of meanings and express the features of mass media, which are as follows; they are: "*information space, information environment, information area, media environment, media landscape, infosphere, etc.*" [Volodskaya; 2004].

Lingvo-cultural set is an important builder of the world information space, it is very difficult to understand and evaluate its value, because any informational word usage is a specific expression of a certain language and culture. By understanding the distribution area of any language and culture in the world media scene, the opinion and position of the linguistic space gives an opportunity to know that the influence and influence in the real regional, state border and the information sphere are not really compatible with each other. Therefore, we can see that the Anglo-American lingo-cultural space has gone far beyond the territory of these countries, because it depends on the coverage of a huge area of the English-language media and the Internet. Thus, the role of the mass media in the movement of the language process depends not only on changes, but also on the qualitative emergence of general linguistic and cultural conditions. Evaluating the influence of modern mass media on the emergence of language processes, it is necessary to focus on three different levels of analysis. They are:

1. Geolinguistic level;
2. Interlinguistic level;
3. Intralinguistic level [Bilinsky;1996)].

*The geolinguistic level* involves the analysis of general linguistic and cultural conditions in the world and regions and how the mass media influence its development. Here, attention is paid to the following important quantitative and regional achievements, what is the limit of the influence of the language sphere: the quantitative change of speakers of one language and other languages, the independent role of a certain language in the information space of the world, the reduction of the role of other languages, etc.

*At the interlinguistic level or cross-linguistic level*, researchers consider the problems of interaction and mutual influence of languages, the mechanisms are studied by the methods of input vocabulary, and also study the spheres and functional styles of languages under the influence of foreign languages.

*The intralinguistic level or internal language level* focuses on the media agreement

of language processes within one linguistic region. It includes: the purpose of breaking the specific stylistic boundaries, the spread of norms of spoken style in the basic corpus of media speech (news, information analysis, review), the spread of erroneous usages (incorrect placement of emphasis, grammatical errors, incorrect composition, etc.), language in the mass media. decrease in the use of norms and use of non-normative vocabulary, etc.

Undoubtedly, the dominance of the English language is the main feature of the geolinguistic landscape of the world today, which is also reflected in the mass media. The rapid growth of the total volume of English media texts in a number of economic, political, and social spheres contributes to the increase in the volume of texts in the language of mass media in other languages of the world, this is a phenomenon that occurs in the course of linguistic processes, as well as such linguistic processes affect the quality of word usage and the movement of linguistic norms. , has an impact on the interaction of languages and cultures.

Learning the role of the media in the movement of linguistic processes at the interlinguistic level requires an analysis of the mechanisms of media provision in the interaction of languages, including, in particular, the ways of transition of lexical units, and the interaction of communicative and informational styles. In the context of the information society, cultural-linguistic integration (influence) is actively reflected in mass media channels, the dominant influence of English-language media speech on the world information space, including the Kazakh segment, is clearly reflected in the analysis of media discourses as above.

The influence of the English-American mass media on the mass media of Kazakhstan can be observed from the level of their format and content, as well as from the level of the language. The widespread distribution of English-language samples in television and radio products (*including licensed and unlicensed pirated products*), copying of format and content, a huge wave of English-language input elements, communicative and informational imitation style are characteristic features of modern Kazakh media texts.

The fact that Russia conducts its news programs on the model of well-known Western programs is 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 the media of Russia.

Well-known Anglo-American television and radio broadcasts received through Russian mass media are successfully adapted to modern requirements in Kazakhstan: among such English-language mass media formats: "Show business" (reality show), "Tangsholpan" (Good Morning), "Our Neighbors" ( Nashi sosedi [in Russian]), "Alan" [Square in English] can be attributed and their number is increasing day by day. At the linguistic level, under the influence of the Anglo-American mass media, there is a huge English input vocabulary that has entered the English language. Business, management,

marketing broker, dealer, sponsor, speaker, speechwriter, trader, killer, DJ, drive, rave, showman, promotion, party, file, electorate and other English input words entered the vocabulary as an integral part of the modern Kazakh language. If you evaluate according to the system of views, there is an introduction of foreign vocabulary in any sphere of national culture in the field of activity. For example, even in the pages of the British press, you can often find words from the French language, which are used to express things in everyday life, as well as to name fashion models and gastronomy items. For example: *haute couture, clientele, vin de table*, etc. in turn, we appreciate that words from English are widely used in the fields of business, politics, sports, computer technology, widespread music, and words related to youth culture. There is also a tendency to use and spread certain information-expert styles in the media, which actively engage in language communication through foreign channels. The concept of *information-dissemination style* is directly related to the mass media and is implemented through the way of speaking with readers in a certain and unique tone, as well as with listeners and viewers, each mass media has its own way of speaking and communicating, which is radio broadcasting for each newspaper, magazine and TV programs. Each media subject "talks" to his audience in a certain tone, uses strong media stylistic and rhetorical tools to communicate with them, to create textual communication. For example, a quality newspaper press has one style of communication, while the mass press uses different styles. For example, the style of British news media differs from the style of Russian TV news, and Kazakhstani channels also have news broadcasting features, etc. The tone (tonality) of different subjects of the mass media changes due to many extralinguistic (external language factors) factors, in particular, it changes depending on the political, historical, cultural, ideological, and social spheres. If the information-broadcasting style is used up to the official level, the television news of the Soviet era was given in a limited, specially filtered (censored) manner, while the news in modern public and private channels strives for a certain objective news, and entertainment radio and television programs are based on brotherhood. style is used. On the basis of a comparative study, the following changes in media texts were determined, they adapt to the partial exchange and change of the globalization of the current media space, and sometimes they adapt and lead to the complete copying of some information and distribution styles (applications), including Kazakh mass media. Of course, such a scene is immediately noticeable in the clay programs such as "Two Stars"[Eki Zhuldiz in Kazakh]. For example, publicity and changes during the period of reconstruction led to the harmonization of communication in the post-Soviet mass media, and as a result, boldness in the style of information and distribution. Many post-Soviet media discourses appeared under the influence of Anglo-American media discourse. Analyzing the degree of interlinguistic or interlinguistic level of mass media, one area of linguistic activity of the mass media was formed in relation to the scope of the linguistic and cultural area. Speaking of language processes, which are the implementation mechanism of mass media, the following can be distinguished first of all:

1. The tradition of eliminating specific stylistic boundaries;

2. Dissemination of norms of spoken style in the basic corpus of media speech (news, information analysis, review);
3. Dissemination of incorrect word usage (wrong emphasis, grammatical errors, imprecise phrases);
4. By using slangs, non-normative words in the media, lowering the norm of speech, removing its meaning, etc.

Many researchers, including those in Russia and foreign countries, are considering the position of eliminating the exact stylistic restriction in the internal corpus of media speech. Perhaps this direction will cause the birth and emergence of extreme mobility and genre-technological dynamic movement in the media course itself. Since the main types of media texts, including news, information analysis (comment and analysis), journalism (features) and advertising genres, are always spatially and temporally close to each other and interact with each other (journalism and information analysis programs are separated by advertising, and news is close to review) , can be said to be a natural situation that influences each other. Sometimes, the process of such integration and influence on each other leads to the emergence of a new hybrid genre on the genre-stylistic side, such as "infotainment" or "infomercial". Entertainment or advertising components (components) belong to mass communication, which tries to reach the largest possible audience [Volodskaya;2004].

Specialists have recently observed that the spoken language and the written language in the mass media have become more and more close together, because it seems that this is caused by the functional-technological feature of the media's discourse practice. Because in the process of creating and distributing media texts, special techniques are used, such as sequential reading, translation of the first oral text into written form (for example, an interview), integration of the immediate and prepared text (interlanguage), mixing of spoken language and literary-written language. These trends are not unique to the linguistic and cultural region (area) of Kazakhstan. English researchers have determined that these linguistic processes in the media are characteristic of other European languages, for example, similar trends are observed in English, French, German, Spanish, and Italian languages. Therefore, the mass media play a huge role in the development movement (dynamics) of the language [Solganik;1968].

In the course of becoming the main sphere of language use, the mass media determine many of the structures and characteristics of the current language situation. The impact of these processes is also discussed in academic sciences, more precisely, the mentioned studies are related to the establishment and consolidation of the concept of "*Media Language*".

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.

### 3. Discussion

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

1. 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, laiyq*[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.

2. 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.

According to the scientist Wali, 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.

3. Social network users often deviate from the language norm for some reason. Wali 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:

- 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.

4. 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.

5. 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.

6. 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'] is replenished with new words.

#### **4. Conclusion**

In order to speak the Kazakh language in the mass communication of the modern Kazakh society, it is necessary to adjust the literary and cultural norms in the press and electronic media. For this, *first of all*, the language of radio, television, and the Internet should be studied from a linguistic point of view (observance of spelling and orthographic norms, speech culture of TV and radio journalists). *Secondly*, the effective ways of absorbing the Kazakh language into the minds of readers and listeners should be considered in the pragmalinguistic aspect, and *thirdly*, the power of the language in the service of managing the mass consciousness with the help of the media should be defined in the cognitive paradigm (*political discourse, propaganda information in the media*). In the future, it is planned to introduce new normative rules of electronic media (*language norms for modern mass media, style norms, norms of etiquette, rules of expressive and evaluative usage*) and rules of PR etiquette for quality performance of media activities. A special study from the linguistic point of view has been started to propose effective ways of forming the language base of television programs, radio programs, video programs, newsreel programs, news agencies, and websites in a literary manner, providing them with text that interests the reader. In modern television, radio, state and non-state websites, informational, educational, hedonistic, health programs are gradually forming their own discourse language. However, in order to please the readers, listeners, and viewers, the use of jokes and occasional words is excessive, and the speech style is subject to errors of deviating from the literary norm. Therefore, on the basis of this task, each program's own language scope, discourse base should be studied from a scientific point of view.

*Presenting requirements for formation of media culture of electronic media in Kazakhstan.* On the basis of this obligation, the TV presenter is not allowed to contact a major political figure, etc. the culture of interviewing, specific cultural laws of interviewing, the culture of complaining to the blog of the minister, rector, heads of departments on the site, the culture of writing claims, the culture of advertising, the culture of giving titles to the pages of the site and formalizing it with iconic symbols (pictures, caricatures) should be studied from a linguopragmatic point of view.

*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 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. Therefore, in order to solve the actual problem, it is intended to present the special stylistic and orthographic norms of the Kazakh Internet language (languages of websites and portals, blogs), ways of shortening

thoughts, shortening words, rules for using smileys that express the meaning of mood, Internet symbols that express emotion, expression.

## 5. Limitations, Implications, and Further Directions of Research

The rapid "neological explosion" in the Kazakh language, driven by evolving political, cultural, and social conditions, has outpaced linguistic research, standardization, and codification efforts, especially with the transition to Latin script. The gap between language innovation and public awareness, especially through electronic media, presents significant challenges. Future research should focus on improving standardization, enhancing access to lexicographical resources, and examining the sociolinguistic factors shaping this rapid linguistic evolution.

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