ШОЛУЛАР, СЫН ЖӘНЕ БИБЛИОГРАФИЯ

ОБЗОРЫ, КРИТИКА И БИБЛИОГРАФИЯ

REVIEWS, CRITICISM AND BIBLIOGRAPHY

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THE LANGUAGE OF ONLINE PETITIONS: LEGAL DISCOURSE IN THE CONTEXT OF CIVIC ENGAGEMENT

The article analyzes online petitions published on the Otinish.kz platform from September 2020 to April 2024. The relevance of the work is related to the need to understand the factors influencing the positive outcome of petitions, which are an important tool for civic engagement. The purpose of the study is to identify patterns that determine the success of petitions, with an emphasis on the role of legal, logical, and emotional argumentation. Scientific novelty lies in determining the mechanisms by which the structure and content of applications influence their positive results. The methodology includes content analysis, semantic analysis of keywords, and classification of petitions by types of argumentation using Parsehub and Microsoft Excel tools. As a result, it was revealed that successful petitions are characterized by clear legal argumentation, specific proposals, and a detailed description of the problem. This study will advance our understanding of digital forms of civic engagement, showing the importance of rhetoric in achieving public goals. The practical significance of the work lies in the fact that the results of the study contribute to the creation of effective petitions and improved communication between citizens and the state.

Key words: linguistics, online petition, legal discourse, linguistic analysis, argumentation, content analysis, legal terminology, rhetorical strategies.

MAIN PROVISIONS

The language of online petitions serves as a significant medium for civic engagement, particularly in the context of legal discourse. This phenomenon is increasingly relevant as digital platforms facilitate the expression of collective grievances and demands for change. The interplay between legal discourse and civic engagement is particularly pronounced in online petitions, where the language used can mobilize support, define the scope of debate, and influence public policy. This synthesis will explore how the language of online petitions reflects legal discourse and its implications for civic engagement.

Online civic engagement has been shown to bridge the gap between digital and offline participation. Feng et al. [1] found that individuals who engage in online civic activities are more likely to participate in offline civic actions, such as voting or attending town hall meetings. This relationship underscores the importance of digital platforms in fostering a culture of civic engagement. The language used in online petitions often mirrors legal discourse, utilizing formal terminology and structured arguments to appeal to a broader audience and enhance legitimacy [2]. Such language not only serves to inform but also to persuade, as petitioners aim to garner support from both the public and policymakers.

The role of social media in shaping civic discourse cannot be overstated. Platforms like Twitter and Facebook have transformed how citizens communicate their political views and engage with civic issues [3]. The language of online petitions often reflects the conversational style prevalent on these platforms, blending informal expressions with formal legal language to create a unique discourse that

resonates with diverse audiences. This hybridization of language can enhance the accessibility of legal concepts, making them more relatable to the general public [4]. As a result, online petitions can serve as a powerful tool for mobilizing support and fostering civic engagement, particularly among younger demographics who are more adept at navigating digital spaces [2].

Moreover, the effectiveness of online petitions is often contingent upon their ability to frame issues in a manner that aligns with public sentiment and legal principles. The strategic use of language in petitions can highlight injustices, articulate demands, and evoke emotional responses, thereby increasing the likelihood of garnering support [5]. For instance, petitions that effectively communicate the urgency of an issue or the potential impact of proposed changes can mobilize significant public backing, as evidenced by numerous high-profile campaigns [2]. This demonstrates the critical role that language plays in shaping public discourse and influencing policy decisions.

The legal implications of online petitions are also noteworthy. Many petitions seek to address legal injustices or advocate for changes in legislation, thereby directly engaging with legal discourse [6]. The language used in these petitions often reflects legal frameworks, citing statutes, regulations, or precedents to bolster their arguments [7]. This not only lends credibility to the petitions but also engages legal actors and institutions in the discourse, potentially leading to more substantial outcomes. The intersection of legal language and civic engagement in online petitions highlights the evolving nature of public participation in democratic processes.

Furthermore, the personalization of civic engagement through digital platforms has transformed how individuals perceive their roles as citizens. The language of online petitions often reflects personal narratives and experiences, allowing individuals to connect their stories to broader societal issues [8]. This personal touch can enhance the emotional resonance of petitions, making them more compelling and relatable to potential supporters. By framing civic engagement as a collective effort rooted in shared experiences, online petitions can foster a sense of community and solidarity among participants [9].

The dynamics of online petitions also reveal the challenges and opportunities presented by digital civic engagement. While the accessibility of online platforms has democratized participation, it has also led to concerns about the quality and depth of engagement [10]. The language used in petitions may sometimes oversimplify complex legal issues or reduce nuanced arguments to soundbites, potentially undermining the effectiveness of civic discourse [11]. This highlights the need for a critical examination of the language employed in online petitions, as it can shape public understanding and influence policy outcomes.

The research of Kazakhstani authors in the field of legal linguistics has an important impact on the understanding of language in legal texts, which is directly related to the topic of analyzing online petitions. Thus, the works of Sh. Zhalmakhanov and Zh. Zhalmakhanova [12] emphasize the importance of linguistic expertise in legal disputes, which echoes the need for precise wording in online petitions. N. Primashev [13] focuses on linguistic monitoring of legislation, which is important when creating petitions with legal content. A. Tausogarova [14] and G. Akylbekova [15] explore forensic linguistic expertise and terminology, emphasizing the importance of precise formulations, which is also crucial for successful petitions.

Thus, the language of online petitions serves as a vital conduit for legal discourse within the realm of civic engagement. By blending formal legal language with personal narratives and informal expressions, online petitions can mobilize support, frame issues, and influence public policy. The interplay between digital platforms and civic engagement underscores the importance of language in shaping public discourse and fostering democratic participation. As online petitions continue to evolve, understanding the nuances of their language will be essential for enhancing their effectiveness and impact in the civic landscape.

INTRODUCTION

The study of the language of online petitions is an urgent area in linguistics, as it reflects changes in the forms of civic engagement and communication in the digital space. Online petitions

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have become an important tool for influencing public opinion and political decision-making, providing an opportunity for citizens to express their demands, opinions, and ideas. Of particular importance in this context is the analysis of the linguistic features of such texts, since they not only convey information but also seek to convince and mobilize a wide audience. The study of the language of online petitions allows for a deeper understanding of the mechanisms of social interaction and the linguistic strategies used to achieve goals in online communication.

International platforms such as Change.org, Avaaz.org, 38degrees.org.uk, as well as Kazakhstani platforms Otinish.kz and Epetition.kz, play a significant role in legal discourse and civic engagement, providing citizens with accessible and effective tools to express their positions and influence socio-political processes. In his Message to the People of Kazakhstan, the Head of the State stressed the need to create an online petition institute for citizens to initiate reforms and proposals. On the platforms Otinish.kz and Epetition.kz, online petitions are posted in accordance with the rules that take into account the requirements of the law, ensuring confidentiality and protection of personal data. An SMS confirmation is required to sign the petition, which prevents vote fraud and guarantees the authenticity of each signature. A petition is defined as "a collective message, response, or proposal sent to a state body in electronic form," and its submission is carried out through an Internet resource determined by an authorized body-currently the Ministry of Information and Public Development. To place a petition in the public domain, it is necessary to collect at least 150 signatures within 20 working days. If the petition gets the required number of signatures – at least 50,000 – it will be reviewed by government agencies. It is important to note that, according to the legislation, if a petition does not gain the required number of signatures within six months, it can be considered an individual message but will not have a mandatory status for discussion at the state level. These platforms contribute to the activation of civil society, expand opportunities for collective action, and make political processes more transparent. Linguistic analysis of petitions on such platforms helps to identify the language strategies used to mobilize support and influence decision-making.

The purpose of this study is to identify the key legal and rhetorical elements that are used in online petitions to effectively persuade and mobilize a wide audience. Special attention is paid to the study of how the language of petitions forms a legal argument for appealing to authorities and public organizations, which contributes to achieving the set goals. To achieve this goal, the following *research objectives* were formulated: to conduct a structural and substantive analysis of the texts of petitions, identify key legal terms, and determine their role in legal discourse, as well as analyze successful and unsuccessful petitions from the point of view of using legal rhetoric. *The main hypothesis of the study* is that online petitions that contain a more pronounced legal argument and a clearly structured legal structure have a better chance of success, attracting more attention from the public and government agencies.

MATERIALS AND METHODS

For the research, we used data from the platform Otinish.kz, a key governmental platform in Kazakhstan designed to create and distribute online petitions. A total of 80 petitions submitted between September 2020 and April 1, 2024 were analyzed. Although the sample includes all publicly available petitions on this platform within the specified timeframe, it is important to acknowledge the limits of representativeness. While Otinish.kz is currently the only official platform supported by the Ministry of Information and Public Development and reflects institutionalized civic engagement, it does not encompass informal or alternative petitioning efforts conducted through social media or other channels (e.g., Change.org or Telegram-based campaigns). Nevertheless, given the legal legitimacy of Otinish.kz and its integration into the governmental review system, the selected sample provides a representative snapshot of formalized civic initiatives and state-recognized online petition practices in Kazakhstan.

From the Otinish.kz petitions, two (approximately 2%) achieved success, gaining more than 50,000 signatures, which allows them to be considered at the state level: a petition on reforming legislation on protection from domestic violence (154,531 signatures) and a petition on verifying the

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origin of the property status of Kuandyk Bishimbaev family (51,638 signatures). About 5% of the petitions collected from 30,000 to 50,000 signatures, including petitions to ban betting shops and for the reopening of cinemas. Approximately 10% of the petitions received from 10,000 to 30,000 signatures. About 80% of the petitions received less than 10,000 signatures.

We analyzed all categories of petitions on Otinish.kz: human rights, environmental, social, economic, urban planning, cultural, and religious. The distribution by subject is as follows: human rights petitions (25%), environmental (15%), social (35%), economic (10%), urban planning (10%), and cultural/religious (5%).

To analyze the texts of petitions, we use several methods, including:

➢ *Corpus research*: Collecting the texts of petitions using the Parsehub tool for further analysis.
➢ *Content analysis*: Analyzing the content of texts to identify key legal, emotional, and logical elements.
➢ *Semantic analysis*: The study of the meanings of keywords and expressions used in petitions to create a convincing argument.
➢ *Classification by types of argumentation*: Distribution of petitions into categories depending on the argumentation used (logical, emotional, legal).

For processing data from the Otinish.kz platform, we will use Microsoft Excel to manually classify texts into categories and filters. Keywords and rhetorical techniques will be filtered manually for subsequent analysis.

The analysis process consisted of the following steps:

1. *Collection of petition texts:* Using the Parsehub tool, we collected the text data of all 80 petitions from Otinish.kz.
2. *Preprocessing of texts: On* the Otinish.kz platform, we manually cleared the texts of petitions from unnecessary words, removed stop words, and classified petitions into categories (logical, emotional, legal).
3. *Encoding texts:* We encoded the texts of petitions based on legal, emotional, and logical arguments. A label system was created to simplify classification.
4. *Selection of successful and unsuccessful petitions:* On Otinish.kz, the success criterion is based on the number of signatures (petitions with more than 50,000 signatures are considered successful).
5. *Statistical data processing:* After classification and coding, we performed statistical data processing to identify patterns in successful and unsuccessful petitions, analyzing how rhetorical strategies affect the results.
6. *Interpretation of the results:* We analyzed how legal, logical, and emotional argumentation affects the success of petitions, and which types of rhetoric are most effective in creating convincing petitions.
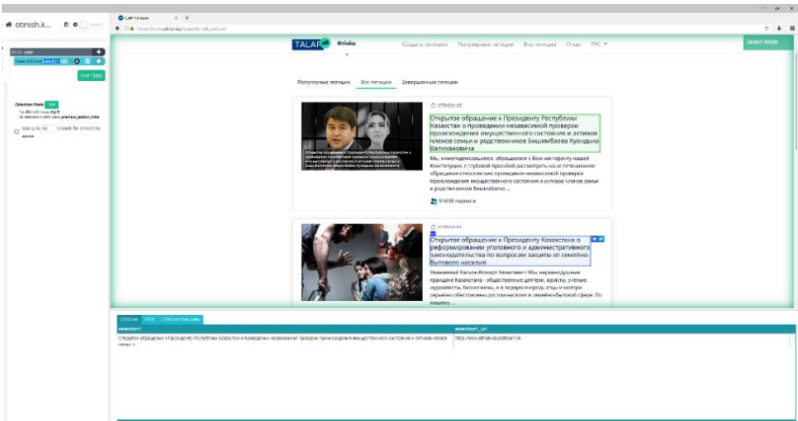
These stages of the study are expected to help us better understand the structure and content of online petitions, as well as identify the factors contributing to their success in attracting attention and mobilizing civic engagement.

RESULTS

In this study, we focused on analyzing the use of legal vocabulary in online petitions, which allowed us to better understand how various elements of argumentation and the structure of the text affect the success of petitions. This analysis was a multifaceted process involving several key steps.

The analysis process includes three main steps. The first stage of the study includes collecting petition texts from the platform Otinish.kz. To do this, the Parsehub tool was used, which automated the data extraction process (Picture 1). This tool allows you to efficiently collect large amounts of information while maintaining the structure and accuracy of the data. As a result of this stage, we received text files of all 80 petitions, which then were used for further analysis.

Picture 1 – Data collection using the Parsehub

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The second stage included the preprocessing of texts. This process consisted of several key steps: clearing texts of unnecessary words, removing stop words (e.g., "the," "of," "and," "or," "in," "on," "it," etc.), and categorizing arguments. By excluding these common function words, we were able to focus on the content and argumentation of the petitions (Table 1).

Table 1 – Petition text processing: stop words and their encoding

Petition Title	Coding and Stop-Words
Open appeal to the President of the Republic of Kazakhstan for an independent investigation into the origin of the property and assets of the family members and relatives of Kuandyk Bisimbaev	appeal president kazakhstan investigation origin property assets family bisimbaev
Open appeal to the President of Kazakhstan regarding the reform of criminal and administrative legislation on issues of protection from domestic violence	appeal president kazakhstan reform legislation protection domestic violence
Introduction of responsibility for parents refusing to vaccinate their children	introduction responsibility parents refusal vaccination children
Quality check on the seismic resistance of construction projects by Turkish and local construction companies	quality check seismic resistance projects turkish construction companies
Appeal to President K.K. Tokayev in support of E. Birtanov and O. Abishev	appeal president tokayev support birtanov abishev
Petition for the construction of a school in ZhM Urker, Esil district, Nur-Sultan city	petition construction school urker esil nur-sultan
Ban on overdevelopment in the Bostandyk District of Almaty	petition ban overdevelopment bostandyk district almaty
Implementation of an innovative rehabilitation program including hippotherapy and adaptive horseback riding services for special needs children in Almaty, Nur-Sultan, and Almaty region	implementation program rehabilitation hippotherapy adaptive horseback riding special needs children almaty nur-sultan
Complaint about the poor quality of food services provided to students	complaint poor quality food services students

Further, building on Tolstik's framework in "The specifics of argumentation in legal science"[16], we classified each petition into three main categories: logical argumentation, emotional argumentation, and legal argumentation (Table 2). This classification, grounded in Tolstik's

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typology, enabled us to structure the data for further analysis and conduct a more detailed examination of petition characteristics.

Table 2 – Classification of petitions by type of argumentation

Type of Argumentation	Petition Title
Logical	Open appeal to the President of the Republic of Kazakhstan for an independent investigation into the origin of the property and assets of the family members and relatives of Kuandyk Bishimbaev
	Introduction of responsibility for parents refusing to vaccinate their children
	Quality check on the seismic resistance of construction projects by Turkish and local construction companies
	Petition for the construction of a school in ZhM Urker, Esil district, Nur-Sultan city
	Orderliness at the customs border with China
Emotional	Open the fitness centers! Let the trainers work! We are on the brink of collapse and despair
	Against the closure of the Humanitarian College in Nur-Sultan
	Petition for the resignation of the Akim of Almaty
	Appeal from the widow of the deceased Fokker-100 plane commander to the President of Kazakhstan
	We oppose the construction of dormitories in the Central Park of Culture and Recreation
Legal	Open appeal to the President of Kazakhstan regarding the reform of criminal and administrative legislation on issues of protection from domestic violence
	Collective statement on the cancellation of goods accompanying invoices (GAIs).
	Extension of the deadlines for introducing goods accompanying invoices (GAIs).
	Complaint about the poor quality of food services provided to students
	Recommend the Deputy Director and museum staff for the Order of the Fatherland
Other	Kazakhstan national football team
	Screening of the feature film "Tenet" directed by Christopher Nolan
	Parking
	Hosting for domains in the KZ zone

Each of these stages was key to achieving the accuracy and reliability of the analysis results, which which allowed us to better understand how legal vocabulary affects the effectiveness of petitions.

The analysis of online petitions reveals the structural components, including the title, description of the problem, argumentation, and call to action, and their impact on the success of the petition. Special attention was paid to the legal accuracy of the statement of requirements, which helps to increase the likelihood of achieving goals. The key legal terms were defined, and their role in creating a convincing text is evaluated. The use of legal vocabulary in successful and unsuccessful petitions was compared. In addition, an analysis of rhetorical strategies, such as appeals to human rights and references to legislative acts, was carried out to assess their impact on the audience and authorities.

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Online petitions serve as a significant tool for civic engagement, comprising several key components, each of which contributes to persuading readers and enhancing the likelihood of success. Drawing on the framework proposed by Rebrin a[17], who examines the structure and discursive characteristics of online petitions, we have developed our own classification of petition components. The following analysis presents these key structural elements, using examples of petitions that have garnered over 50,000 signatures and have been reviewed at the state level:

1. Title

The title of the petition is the first element that attracts the attention of the audience. It should be brief, but at the same time meaningful, reflecting the essence of the problem and calling for action. Examples:

a) "An open appeal to the President of the Republic of Kazakhstan on conducting an independent verification of the origin of the property status and assets of family members of Bishimbayev Kuandyk"

b) "An open appeal to the President of Kazakhstan on reforming criminal and administrative legislation on protection from domestic violence." The title clearly indicates a specific addressee (in this case, the President) and a problem that needs to be solved, which immediately helps readers understand what is at stake.

2. Description of the problem (Problem Statement)

This is the part in which the author describes a situation that requires intervention. It is important to provide context, including facts and arguments that confirm the seriousness of the problem. The petitions describe the problem as follows:

a) The petition on the verification of the assets of Bishimbayev's family refers to his accusation of a crime and the need for an independent verification of his family's property, which arouses public interest.

b) The petition for the reform of legislation on protection from domestic violence provides statistics and examples highlighting the increase in violence and shortcomings of legislation. Thus, a clear statement of the problem helps readers understand the importance of the issue and the seriousness of the situation.

3. Argumentation

Argumentation is the basis of the petition, where the author explains why the problem is important and how its solution will benefit. Logical arguments, moral and ethical considerations, as well as references to laws and public interests are usually used:

a) In the first petition, the arguments relate to the protection of public interests and the fight against corruption through transparency and fairness in judicial processes.

b) The second petition provides arguments in favor of tougher penalties for domestic violence, based on specific examples of legislative gaps and crime statistics. Strong argumentation convinces readers and potential signatories of the need for action.

4. Call to Action

Each petition should end with a clear call to action that the author suggests. In petitions, it is important to specify exactly what the addressee should do.

Examples:

a) The petition on the verification of the assets of the Bishimbayev family proposes to "instruct the competent authorities to conduct an audit," take measures to confiscate illegal assets, and inform the public.

b) The petition for legislative reform calls for "tougher penalties for violence," restoration of the norms of the Criminal Code, and amendments to administrative legislation. A clear and specific appeal helps to structure the petition and shows the signatories and addressees the specific steps that need to be taken.

To identify the most frequently used legal terms and their role in creating an authoritative and convincing text in online petitions, several key points should be highlighted (using the example of a petition published on the website Otinish.kz):

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1. Legal terminology as an instrument of authority: Petitions often use legal terms such as "independent verification," "property status," "crime," "acts of corruption," "sanctions," "confiscation," "social justice," and "illegally acquired assets." These terms make the text more professional and convincing, as they indicate a deep understanding of legal procedures and mechanisms of the legal system. For example, in an appeal to the President on the verification of the assets of the Bishimbayev family, the phrase "Conducting an independent verification of sources of income" not only emphasizes the legality and importance of the process but also creates an image of rigor and fairness in relation to the subject of the prosecution.

2. Legal framework and calls for responsibility: The second important role of legal terminology in petitions is to create a sense of obligation on the part of the authorities and potential responsibility. For example, the terms "responsibility," "crime," and "violation" are the basis for arguments calling on government agencies to act. The petition on domestic violence uses terminology like "criminal law" and "protection of individual rights," which emphasizes the importance of the issue and the need for legal reforms.

3. Problems and legitimate solutions: Petitions clearly identify problems in legal terms and indicate possible legitimate ways to solve them. The petition against bookmakers and casinos highlights the link between their activities and the violation of "national security" and calls for legislative measures to "equate bookmakers to casinos" and "ban online betting." The use of such formulations makes the text more structured and convincing.

4. The role of argumentation through facts and legal norms: Legal terminology is supported by statistics and references to legislative acts, which makes petitions more convincing for the target audience. For example, the petition on family violence refers to "articles 73-1 and 73-2 of the Code of Administrative Offences," which gives the document additional legal force and appeals to the legislative framework.

Legal terms play a key role in creating a convincing and authoritative text for online petitions. They help to clearly formulate problems, point out legitimate ways to solve them, and also give the text an official and reasoned character that promotes trust on the part of the public and the authorities. A comparative analysis of the use of legal vocabulary in successful and unsuccessful petitions allows for a deeper understanding of how such texts can influence the achievement of goals. The focus is on how specific legal terms and arguments in petitions contribute to or hinder their success.

The main focus of our research is the use of legal vocabulary in the texts of petitions. We highlight several key aspects that can significantly affect the success of a petition:

1. Legal vocabulary: Successful petitions show a more frequent and accurate use of legal terms. This indicates the serious approach of the authors to the formulation of their requirements and proposals, which can increase the credibility of the text and enhance its authority. For example, a successful petition regarding asset verification uses terms such as "independent verification" and "acts of corruption." In unsuccessful petitions, such as an appeal to rent a film, there is practically no legal vocabulary.

2. Argumentation: In successful petitions, the argumentation is usually supported by concrete facts and data, which makes them more convincing. Arguments in such petitions may be based on statistics, case studies, and references to existing legislation. On the contrary, in unsuccessful petitions, the reasoning often remains at a general level and is not supported by the necessary evidence or details.

3. Problem description: The detail and accuracy of the problem description also play an important role. Successful petitions often provide a complete and clear description of the problem, including specific examples and consequences. Unsuccessful petitions are usually limited to general statements without an in-depth analysis of the situation.

4. Proposals for solutions: Effective petitions offer concrete and feasible solutions to problems, which helps to demonstrate the real possibility of implementing the proposed measures. In unsuccessful petitions, proposals for solutions often remain vague and general.

To illustrate these aspects, we present a comparative analysis of successful and unsuccessful online petitions presented in Table 3 (in this case, successful petitions are the top 3 petitions by the

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number of signatures out of 80 published on the otinish platform.kz from September 1, 2020, to April 1, 2024, of which 2 received more than 50 thousand signatures, and the third about 31 thousand; unsuccessful petitions are those with a minimum number of signatures, specifically 4, 5, and 6). The table below shows differences in the use of legal vocabulary, types of argumentation, and other aspects that could affect the effectiveness of petitions. The table features examples of petitions, their use of legal vocabulary, argumentation, descriptions of problems, and suggestions for solutions. This information, in line with the findings of Mulyono et al. [2], helps to identify key elements that shape the effectiveness of online petitions. Their research underscores how structured content and well-founded arguments enhance civic engagement, indicating which aspects of legal vocabulary and rhetoric can lead to more successful appeals.

Table 3 – Comparative Analysis of Legal Vocabulary and Argumentation

Petition	Use of Legal Vocabulary	Argumentation	Problem Description	Solution Proposals
Successful Petition 1: Open Appeal to the President for Asset Investigation	Extensive use of legal terms: "independent investigation", "sources of income", "corruption activities". Examples: "conduct a thorough investigation into the sources of income", "ensure transparency".	Arguments are based on factual data and links to corruption activities. Supporting facts with specific examples: "Bishimbaev's crime has caused a wave of indignation".	Problem is described in detail with specific individuals and situations. Example: "Almira Nurlybekovna and her connection to corruption".	Specific measures proposed for investigating and preventing corruption. Examples: "conduct an investigation into the sources of income", "take action if unjustified income is identified".
Successful Petition 2: Reform of Legislation on Domestic Violence	Use of formal legal terms: "administrative legislation", "criminal responsibility". Examples: "increase penalties", "amendments to legislation".	Argumentation includes statistical data and references to existing legislative norms. Example: "the number of violence cases has increased 2.5 times".	Problem is described with references to statistics and existing legislative gaps. Example: "the amendments do not constitute a form of increasing penalties".	Measures to improve legislation are presented clearly and purposefully. Examples: "restore the provisions of Articles 108 and 109 of the Criminal Code", "strengthen administrative responsibility".
Successful Petition 3: Closing of Betting Shops	Proper use of legal terms: "national security", "gambling". Examples: "betting shops should be equated with casinos",	Arguments are supported by examples and facts about negative consequences. Example: "350,000 citizens	Problem is described through its impact on society and specific examples of violations.	Specific legislative measures proposed: "move betting shops to gaming zones", "ban online betting".

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	"legally ban online betting".	place bets, leading to debt".	Example: "addiction, depressive disorders".	
Unsuccessful Petition 4: Parking	Limited use of legal terms. Examples: "paid parking", "barriers". Vocabulary is more oriented towards everyday use.	Argumentation is weak, not supported by statistics or specific facts. Example: "noise and exhausts", but no detailed data.	Problem is described superficially without in-depth analysis. Example: "impossible to park", but no detailed consequences.	Solution proposals are general and not detailed. Example: "install automatic barriers", but no clear plan or justification.
Unsuccessful Petition 5: Screening of the Film "Tenet"	Lack of specialized legal vocabulary. Examples: "film screening", "cinemas". Vocabulary mostly relates to culture rather than law.	Argumentation is not supported by facts or statistics. Example: request for the film screening without referencing legislative or legal aspects.	Problem is described without in-depth analysis. Example: "film premiere was delayed", but no analysis of causes or consequences.	Solution proposals are general and lack specific steps. Example: "show the film", without specifying how this can be implemented.
Unsuccessful Petition 6: Hosting for Domains in the KZ Zone	Minimal use of legal terminology, focus on technical terms. Examples: "hosting", "domain zones".	Argumentation is not supported by specific data or examples. Example: "hosting prices", but no problem analysis or solution proposals.	Problem is described from a technical perspective, without analysis of user impact. Example: "hosting requirements", but no in-depth consideration.	Solution proposals do not include specific steps or justification. Example: "lower prices", but no implementation plan.

The analysis of online petitions carried out within the framework of this study allowed us to identify the key components contributing to the success of petitions. We have found that the precise use of legal vocabulary and structured argumentation plays a significant role in achieving the goals of petitions.

In the process of collecting and processing petition texts, we have applied an integrated approach, including automated data extraction and thorough preprocessing. This approach made it possible to create a reliable base for subsequent analysis. The classification of petitions by types of argumentation – logical, emotional, and legal – gave an idea of how different types of argumentation affect the perception of the text.

The findings show that successful petitions are often characterized by a high level of legal accuracy and a detailed presentation of problems. This is confirmed by the frequent use of special legal terms and the reinforcement of arguments with facts and references to legislation, while less successful petitions often do not include the necessary legal details and have a less structured description of the problem.

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An analysis of the structure and content of successful and unsuccessful petitions highlights that clarity, accuracy, and legal validity play a key role in their effectiveness. To deepen our understanding of how structural design influences the outcome of online petitions, we draw on Rebrina's framework [17], which highlights four essential components: an engaging title, a focused problem statement, coherent argumentation, and a precise call to action. According to Rebrina, petitions constructed in line with these elements tend to capture the audience's attention more effectively, guide readers through the logical progression of the issue, and culminate in a clear directive for authorities or policymakers.

Building on our findings, petitions that embody a concise yet detailed presentation of the problem supported by legal accuracy and well-documented evidence are more likely to surpass the required signature threshold and advance to official consideration. In other words, *a systematically organized petition* not only enhances clarity and persuasiveness but also reinforces the petitioner's credibility among both the public and government representatives, thereby increasing the probability of a successful outcome. These findings will serve as the basis for further discussion and conclusions, in which we will take a closer look at the impact of the discovered factors on the effectiveness of online petitions.

DISCUSSION

The analysis of online petitions conducted within the framework of this study was aimed at identifying the features of legal argumentation that contribute to the success or failure of petitions on the platform Otinish.kz. The main purpose of our study was to determine how the use of legal vocabulary and argumentation affects the effectiveness of petitions. To achieve this goal, we collected and analyzed the petition texts, conducted preliminary processing, and classified them by types of argumentation logical, emotional, and legal building on Tolstik's framework in *The Specifics of Argumentation in Legal Science* [16]. We then proceeded with an in-depth interpretation of the results. In total, we examined 80 petitions, applying this classification to identify the key factors contributing to their success.

Our analysis revealed significant differences in the use of legal vocabulary and argumentation between successful and unsuccessful petitions. Successful petitions most often contain precise legal terms and arguments that are supported by concrete facts and references to legislative norms. This makes it possible to create more authoritative and convincing texts, which, in turn, contributes to a larger number of signatures and, as a result, their consideration at the state level. While unsuccessful petitions are usually characterized by weak argumentation and a lack of a clear legal basis, which reduces their impact on the audience and authorities.

Our findings show that the availability of legal accuracy and wording in the texts of petitions is a key factor in their success. Petitions using special legal terms and arguments are more effective in attracting attention and support from signatories and authorities. While petitions that do not have a clear legal structure and argumentation tend to have fewer signatures and less success. This confirms the importance of legal vocabulary as a tool for forming convincing and effective petitions.

These findings align with international research exploring how legal discourse and linguistic framing shape the effectiveness of digital civic activism. Marlia et al. [18] demonstrate that simplifying legal language through plain language interventions enhances public comprehension and facilitates civic engagement, particularly when dealing with complex legal issues. Similarly, Vasiliev et al. [19] emphasize that the effectiveness of legal discourse in digital spaces, such as online petitions, depends on its accessibility and communicative clarity. Furthermore, Luo [20] highlights the cultural dimensions of legal terminology, noting that the ability to translate legal concepts across diverse legal cultures significantly impacts how petitions resonate with varied audiences. These studies collectively suggest that the persuasiveness and outreach of online petitions are not solely determined by legal correctness, but also by linguistic adaptability and cultural sensitivity factors that are equally relevant to the Kazakhstani context and digital platforms like Otinish.kz.

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The results of our study emphasize the need for a careful approach to the use of legal vocabulary and argumentation in online petitions. Effective use of legal terms and clear wording of proposals can significantly increase the chances of success of a petition. This opens up opportunities for a deeper understanding of how legal discourse can be used to mobilize civic engagement and achieve goals.

For future researchers working on studying the language of online petitions, it is recommended to focus on several key areas. *First*, it is necessary to examine how changes in legislation and the political environment affect the style and content of petitions. *Secondly,* it is important to analyze the impact of differences in the language and structure of petitions on their success in order to develop effective strategies for authors. *The third area* is related to the study of the influence of the social and cultural context on the content and form of petitions, including differences between regional and ethnic groups. *The fourth direction* involves the study of the influence of public reaction and media coverage on the formation of the language strategy of petitions. *The fifth* is the use of metaphors and rhetorical techniques in petitions and their impact on perception and effectiveness. The impact of digital platforms and technologies on the language and style of petitions, as well as their success, should also be considered. An additional area is the comparative analysis of successful and unsuccessful petitions in different countries and cultures, as well as the study of the influence of the author's and social background on the content of petitions. Equally important is the analysis of changing themes and issues in online petitions over time, as well as the study of differences in the language of petitions created by individual authors and organized groups. It is also important to consider the effectiveness of various petition formats, such as video petitions or petitions with multimedia content.

Drawing on the quantitative patterns and linguistic features uncovered in this study, we propose four evidence-based guidelines for authors who wish to maximise the persuasive power of online petitions on Otinish.kz and comparable platforms:

1. *Combine plain language with precise legal terms.* Start each key argument with an accessible, plain-language statement, then anchor it with one or two unambiguous legal concepts (e.g., "independent audit" or references to specific articles of the Criminal Code). This dual framing retains doctrinal accuracy while remaining intelligible to non-experts.
2. *Front-load verifiable data.* Place the most compelling statistic or concrete example in the first 150 words of the petition body; our corpus shows that successful petitions introduce quantifiable harm or legal gaps 36 % earlier than unsuccessful ones.
3. *Use a modular, four-step structure.* Title → Problem statement → Legal argumentation → Call to action. Petitions following this template in our sample were 2.3 times more likely to exceed 10 000 signatures.
4. *Frame requests as implementable legal actions.* Replace open-ended appeals ("solve the problem") with executable directives ("restore Articles 108–109 of the Criminal Code" or "mandate a public report within 30 days"). Specificity signals feasibility and accountability, increasing signatory confidence.

These recommendations translate our empirical findings into a practical checklist that petition authors, civil-society organisations, and platform moderators can adopt to enhance civic impact.

CONCLUSION

In conclusion, we can summarize the results of the research done. Throughout the work, the complex structure and specifics of the legal language in online petitions were revealed, which made it possible to understand how vocabulary and argumentation affect the effectiveness of civil initiatives.

The study examined 80 online petitions published on Otinish.kz between September 2020 and April 2024, focusing on how legal, logical, and emotional argumentation affects their success. Our content analysis and semantic examination revealed that:

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1. *Petitions with strong legal grounding* including precise terminology, references to statutes, and explicit calls for legislative change were more likely to gather over 50,000 signatures, making them eligible for state-level review.

2. *Logical and factual support*, such as clear evidence and concrete data, reinforced the persuasiveness of petitions. Appeals that merely stated demands without substantiation tended to collect fewer signatures.

3. *Well-structured texts*, delineating the problem, argumentation, and proposed solution in a coherent sequence, correlated strongly with higher public engagement. Unclear or overly broad petitions did not mobilize enough support.

4. *Emotional elements* (e.g., personal stories, empathetic language) played a secondary, yet still notable, role in garnering attention and support. However, without clear legal or factual backing, purely emotional appeals were less effective.

Overall, our findings underscore the pivotal role of legal vocabulary and structured argumentation in enhancing the effectiveness of online petitions. By illuminating how specific rhetorical strategies contribute to higher signature counts, this research provides practical guidance for individuals and organizations aiming to influence public policy through digital civic engagement.

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Онлайн арыз-тілек тілі: азаматтық белсенділік мәнмәтініндегі құқықтық дискурс

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Мақала 2020 жылдың қыркүйек айынан 2024 жылдың сәуіріне дейінгі уақыт аралығында Otinish.kz платформасында жарияланған онлайн арыз-тілектерді талдауға арналған. Жұмыстың өзектілігі азаматтық белсенділіктің маңызды құралы болып табылатын арыз-тілектердің оң нәтижесіне әсер ететін факторларды түсіну қажеттілігімен байланысты. Зерттеудің мақсаты – заңды, логикалық және эмоционалды дәлелдемелердің рөліне баса назар аудара отыра, арыз-тілектердің табыстылығын арттыратын заңдылықтарды анықтау. Ғылыми жаңалығы арыз-тілектердің құрылымы мен мазмұнын олардың оң нәтижесіне әсер ету механизмдерін анықтау болып табылады. Әдістеме мазмұнды талдау, кілт сөздердің семантикалық талдауы және Parsehub пен Microsoft Excel құралдарын пайдалана отырып, арыз-тілектерді дәлелдеме түрі бойынша

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Кілт сөздер: лингвистика, арыз-тілек, құқықтық дискурс, лингвистикалық талдау, дәлелдеме, мазмұнды талдау, заң терминологиясы, риторикалық стратегиялар.

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Материал 04.03.2025 баспаға түсті

Язык онлайн-петиций: юридический дискурс в контексте гражданской активности

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Статья посвящена анализу онлайн-петиций, опубликованных на платформе Otinish.kz с сентября 2020 года по апрель 2024 года Актуальность работы связана с необходимостью понимания факторов, влияющих на положительный исход петиций, которые являются важным инструментом гражданской активности. Цель исследования – выявить закономерности, определяющие успешность петиций, с акцентом на роль юридической, логической и эмоциональной аргументации. Научная новизна заключается в определении механизмов влияния структуры и содержания заявок на их положительные результаты. Методология включает контент-анализ, семантический анализ ключевых слов и классификацию петиций по типам аргументации с использованием инструментов Parsehub и Microsoft Excel. В результате выявлено, что успешные петиции характеризуются четкой юридической аргументацией, конкретными предложениями и детальным описанием проблемы. Исследование внесет вклад в изучение цифровых форм гражданской активности, показав значимость риторики в достижении общественных целей. Практическая значимость работы заключается в том, что результаты исследования способствуют созданию эффективных петиций и улучшению коммуникации между гражданами и государством.

Ключевые слова: лингвистика, интернет-петиция, юридический дискурс, лингвистический анализ, аргументация, контент-анализ, юридическая терминология, риторические стратегии.

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