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LEXICAL AND STYLISTIC FEATURES OF COVERAGE OF EVENTS IN THE MEDIA OF KAZAKHSTAN AND GREAT BRITAIN

This article examines the lexical and stylistic dimensions of media coverage in Kazakhstan and Great Britain. A comparative lexical and stylistic analysis of the publications from «Kazinform», «Egemen Qazaqstan» and «The Guardian» is conducted. The purpose of the research is to identify how cultural, political and ideological features are reflected in the linguistic strategies of events coverage. This study is based on the linguacultural theoretical framework, including media linguistics, frame theory and G.Hofstede`s model of cultural measurements. Lexical analysis showed differences in frequency and subject topic of lexemes, while the stylistic analysis revealed a contrast in the use of modality, evaluate vocabulary and expressive means. The data shows that Kazakhstan`s media tend to be neutral or official, while the British press is analytical, critical and expressive. The obtained results can be useful in the field of linguistics, media linguistics, intercultural communication and translation.

Key words: media discourse, stylistics, vocabulary, Kazakhstan, Great Britain, cultural differences, journalistic style, framing strategy.

MAIN PROVISIONS

This study adopts an interdisciplinary approach that integrates insights from media linguistics, cultural linguistics and pragmatic linguistics. Its theoretical foundation is largely based on the conceptual and methodological frameworks developed by V.Z. Demyankov and N.D. Arutyunova, according to their studies the media language of space not only mirrors reality, but also forms it, constructing shared public meanings. As a result, media texts become not only an informational tool, but also a valuable channel of influence aimed at the audience, which considerably widens the scopes of the traditional understanding of the functions of language in society [1, 126; 2, 341].

The theoretical framework of this analysis is also significantly enriched by the contributions of cultural linguistics developed by V.V. Krasnykh and Yu.S. Stepanov. From their prospective, language functions as a vessel of cultural identity, with the national worldview reflected in both vocabulary and stylistic choices. Their research enables an interpretation of media texts as representation of underlying cultural codes and values conveying through Kazakh, Russian and English. This linguacultural approach offers valuable insight into the processes behind the construction and reception of media content in a multicultural context [3, 50; 4, 19].

Another key methodological tool employed in this research is by E.Hoffman`s frame theory, which enables the interpretation of texts through the lens of how information is structured and perceived. This theoretical approach makes it possible to identify dominant narratives and scenarios used in media coverage across Kazakh, Russian and English-language texts. As a result, frame analysis proves to be an effective method for exploring media influence strategies and understanding how cultural factors shape informational content [5, 574].

The core principles of media linguistics were articulated in the works of A.N.Baranov, who identifies media discourse as a key form of speech activity characterized by institutional, genre-based and pragmatic features, such as manipulation, emotional tone, and techniques for shaping public opinion through language. A.N.Baranov underscores that media discourse generates a distinct communicative environment in which language functions not only a vehicle for information transfer but also as a means of constructing social reality [6, 22].

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Studies conducted by T. van. Dijk and N. Fairclough investigate the role of critical discourse analysis as in revealing hidden ideological structures within journalistic genres. Both researchers focus on how language functions in discourse, especially in media discourse, to drive social change or to reinforce or challenge existing power structures. Their work also illustrates how media discourse not only reflects but also actively shapes public opinion, influencing different audiences perceive and interpret social events [7, 124; 8, 130].

Cultural variations that shape the language and stylistic features of media discourse are effectively conceptualized within G.Hofstede`s model of cultural dimensions. This framework provides a systematic means of explaining differences in news presentation style and tone through variables such as individualism versus collectivism, power distance, and uncertainty avoidance, among others. G.Hofstede`s model functions as a valuable analytical instrument for examining media texts across diverse linguistic and cultural contexts, offering critical insight into the ways cultural values influence discourse structure, stylistic choices and communicative strategies. In this study, Goffman`s frame analysis is app;ied in the form of event-responsibility interpretative frame, which is one of the most commonly used analytical frames for media texts. This frame includes three analytical components: problem definition (how the event is introduced), attribution of responsibility (who is represented as an agent, initiator, or victim), moral evaluation (how the event is emotionally or ideologically assessed) [9, 120].

In their research, D.Baigozhina, N.Klushina and S.Takhan examine Kazakh mass media to illustrate the emergence of a new cultural paradigm – media culture – arising from the mediatization of traditional culture. They highlight that media culture not only reshapes conventional cultural values but also fosters the development of new forms of communication and modes of information perception. By integrating visual, auditory, and textual elements, media culture significantly amplifies the role of media in shaping public consciousness and identity, particularly within the broader context of globalization [10, 793].

In the context of globalizing information space, the issue of representing international conflicts in media discourse acquire particular significance. The present analysis is based on the comparison of British (The Guardian) and Kazakhstani (Kazinform, Egemen Qazaqstan) media materials covering the same events – military conflicts, international crises, and humanitarian catastriphes.

It has been identified that texts in British media are dominated by strategies of personalization and evaluation, manifested through the use of expressive vocabulary, modal constructions (such as might, allegedly), and framing techniques including «victim-aggressor», «moral responsibility» and «invention versus inaction». These discursive strategies reflest the individualist cultural paradigm (according to Hofstede), which emphasizes freedom of opinion and pluralism of interpretation. Insitutionally, this correlates with the liberal model of media (Hallin & Mancini), where the journalist is granted the right to comment, interpret and criticize events freely.

In contrast, Kazakhstani publications demonstrate neutrality and a formalized style. Passive voice constuctions and nominalizations prevail, often obcrueing agency and responsibility. This linguistic behaviour is shaped by cultural values such as high power distance and collectivism, as well as by a politico-clientelist media model, in which the state narrative id predominant. The framing of conflicts in such outlet is limited to highlighting the official position and humanitarian consequences, avoiding judgment on causes or blame attribution.

Thus, the coverage of internationsl events in media of Kazakhstan and Great Britain illustrates fundamentally opposing approaches – from liberal critique to institutional loyalty. These divergences confirm the need for an interdisciplinary approach to media discourse analysis that integrates linguistics, cultural studies and political science. Moreover, the findings underscore the role of linguacultural factors in shaping public opinion and the ideological function of media iin national contests.

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INTRODUCTION

Media discourse serves as a critical domain for examining the ways in which language both reflects and differentiates cultural identity. Within the contexts of Kazakhstan and Great Britain, the press operates not merely as a conduit for information dissemination, but also as an active agent in shaping public perception through culturally embedded interpretative frameworks. This study aims to investigate the lexical and stylistic strategies employed in the media of both countries, with a view to uncovering how these linguistic choices reflect underlying cultural values and communicative norms.

The relevance of this study lies in the increasing acknowledgement of the role national mass media play in the constructing social reality and reinforcing cultural values through language. In the context of digital globalization, media language serves not only an informative function but also fulfills ideological and culturally representative roles. Comparative analysis of media texts from two distinct cultural systems– Kazakh and British; and across three languages: Kazakh, Russian and English – enables the identification of linguistic variation and the underlying sociocultural codes embedded in media discourse.

The aim of this study is to examine the lexical and stylistic characteristics used in the media discourse of Kazakhstan and Great Britain, with the objective of uncovering the way in which culturally embedded linguistic expressions both reflect and construct national identity and ideological viewpoints.

Research objectives:
- conduct a lexical analysis of publications in order to identify frequent and thematic lexemes;
- reveal peculiarities of expression, syntax and modality in the style of the Kazakh, Russian and English languages;
- determine the dominant cultural attitudes through the analysis of language strategies;
- compare the features of the media discourse with the examples of the publications from «Tengrinews», «Egemen Qazaqstan» and «The Guardian».

The object of the study are media texts presented in publications in Kazakh «Egemen Qazaqstan», in Russian «Tengrinews» and in English «The Guardian».

The subject of the study are lexical and stylistic means used to cover current events in the mediatized sources.

Research hypothesis

It is assumed that differences in lexical and stylistic strategies reflect culturally determined features of perception and interpretation of information, and also perform the function of ideological representation in media texts.

Relevance of the study

This research enhances the understanding of linguacultural dimensions within media discourse by analyzing how lexical and stylistic choices are influenced by cultural and social factors in the representation of events. The findings have practical implications for philologists, journalists, translators and analysts, offering insights for adapting content and facilitating effective communication across diverse audiences. The study also contributes to the advancement of media literacy, which is important in an context of globalization when recognizing cultural differences in information delivery is essential for resisting manipulation and to fostering a critical approach to media sources.

The scientific novelty of the study is a systematic comparison of lexical and stylistic characteristics of the media discourse of Kazakhstan and Great Britain, conducted within the theoretical frameworks of media linguistics, the theory of frames and cultural dimensions of Hofstede. Also, a lexical and stylistic analysis of three publication sources, taking into account their cultural codes, was carried out on a single empirical set.

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MATERIALS AND METHODS

The degree of learning problems

The topic of media discourse is actively covered in the works of domestic and foreign researchers. However, there is no comprehensive comparison of the media discourse of Kazakhstan and Great Britain based on three languages (Kazakh, Russian, English) with the help of lexical and stylistic analysis in the scientific literature. This determined the relevance and novelty of the chosen methodology.

Research question

How do lexical and stylistic features of media discourse reflect the cultural, ideological and communicative differences between Kazakhstan and Great Britain?

Research stages

1. Collection and corpus markup of texts from three publications «Tengrinews», «Egemen Qazaqstan», «The Guardian».
2. Lexical analysis: frequency, thematic and evaluation.
3. Stylistic analysis: modality, syntax, expression.
4. Comparative analysis and interpretation of results.

Data sources need to be verified for reliability. The empirical database includes news articles published between 2023 and 2024 by «Tengrinews» (89 articles), «Egemen Qazaqstan» (64 articles), (Kazakhstan), and «The Guardian» (104 articles), (Great Britain). The sample included articles devoted to social, political and educational events in equal proportions for each media platform in three languages: Kazakh, Russian and English. The parallel analysis was carried out taking into account the language of each original edition.

«Tengrinews» is one of the largest news portals in Kazakhstan, covering a wide range of topics including politics, economy, social issues, sports, culture and international events in Russian language. The data used in the study were obtained directly from the official websites of the respective media outlets, ensuring source credibility and authenticity.

«Egemen Qazaqstan» is a prominent national daily newspaper in Kazakh language. As a long-established publication, it continues to play a significant role in shaping national public discourse, preserving historical memory and disseminating state perspectives to wide Kazakh-speaking audience.

«The Guardian» is one of Britain`s largest and most influential publications, known for its progressive views, high journalistic standards and emphasis on editorial independence. Its global readership and digital presence make it a significant voice not only in the British media landscape but also in international public discourse.

Both quantitative and qualitative methods were used for analysis:

1. Lexical analysis, including:

- frequency analysis using software (Wordstat) revealing the most frequently used lexemes and stable word combinations;
- semantic classification of vocabulary by thematic groups (politics, education, etc.);
- analysis of evaluative vocabulary based on emotional color (positive, negative, neutral).

2. Stylistic analysis, including:

- identification of syntactic structures (simple, complex sentences, passive forms);
- definition of modality (use of modal verbs and obligatory expressions);
- analysis expression (intensifier, metaphor, rhetorical questions);
- study of pragmatic orientation (author`s position, suggestion, hidden evaluation).

In the present analysis, this framework is correlated with:

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- Hofstede`s cultural dimensions, which help interpret the dominance of collectivist or individualist evaluations in frames;
- Baranov`s concept of media manipulation markers, which explains how evaluative or expressive features strengthen the frame;
- Linguocultural theory (Krasnykh, Stepanov), which clarifies how culturally embedded meanings structure the perception of events.

This combined scheme allows us to clarify media texts according to their dominant narrative strategies – e.g., victim-aggressor, institutional stability, international responsibility – and to trace how these are linguistically encoded in Kazakhstani and British media.

RESULTS

Lexical and stylistic analysis of articles allows to reveal linguistic and cultural aspects of coverage of events in the media discourse of Kazakhstan and Great Britain. Lexical analysis focuses on the vocabulary employed in the texts, examining word choice, frequency, semantic fields, and connotative meanings, thereby revealing implicit ideological positions and cultural references. Stylistic analysis, in turn, explores the rhetorical and expressive means used to structure the narrative, including tone, register, metaphorical language, evaluative expressions, and syntactic patterns. These approaches enable a comprehensive understanding of how language not only conveys information, but also constructs particular worldviews, reinforces cultural norms, and influences readers` perception and interpretation of events. This dual-level analysis is essential for identifying both overt and subtle mechanisms of meaning-making in media texts across different sociocultural contexts.

Table 1 – Lexical analysis of articles published between 2023 and 2024
(published by «Tengrinews», «Egemen Qazaqstan», «The Guardian»)

№	Lexical group	«Tengrinews»		«Egemen Kazakhstan»		«The Guardian»	
		Examples	Total frequency	Examples	Total frequency	Examples	Total frequency
1	Innovations	Онлайн, цифровизации, технология, инновации, технологический прогресс, научные разработки, IT-решения, искусственный интеллект, цифровые платформы, Смарт-технологии, роботизация, инвестиции, технопарк, трансфер технологии	9	Онлайн, технология, инновация, ғылым, зерттеу, әзірлеу, цифрландыру, стартап, жоба, прогресс, сандық технологиялар, киберқауіпсіздік робототехника, жасампаздық, қолданбалы ғылымдар.	18	Online, innovation, digital, technology, platform, cutting-edge technology, breakthrough innovation, transformation, Research and development (R&D), Big data, green technology.	22
2	Issues	Кризис, снижение, проблема, трудность, острый вопрос, недостатки, конфликт, нарушения, соби, уязвимость, обострение, нарекания, жалобы, последствия	16	Мәселе, шығындар, қиындық, кедергі, түйткіл, жеткіліксіз, теңсіздік, дағдарыс, жүйесіз, бақылаусыздық, салғырттық.	7	Difficulty, threat, problem, crisis, challenge, dilemma, setback, controversy, disruption, complication, breakdown, flaw, deficiency, urgent concern,	25

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						shortcoming, vulnerability, escalating tensions	
3	Education	Образование, школа, учебный, система образования, образователь ная политика, ВУЗ, колледж, дистанционное образование, онлайн-обучение	22	Оқу, білім, оқушылар, білім беру жүйесі, оқу үдерісі, онлайн білім беру, білім беру платформасы, университет, абитуриент, мектеп тапшылығы	11	Student, school, curriculum, education reform, private school, higher education.	6
4	State structure	Президент, правительство, руководитель, министр, государственное устройство, система управления, судебная власть, гражданская служба, аким	15	Кеңес, мемлекет үкімет, президент, сот билігі, мемлекеттңк қызмет, әкімшілік, муниципалдық басқару, мәжіліс, заңнама, сайлау жүйесі.	28	Minister, policy, prime, government, constitutional order, public administration, political institutions, rule of law, separation of powers, bureaucracy	33
5	Evaluation/ position	Результат, поддержка, оценка, анализ, позиция, обоснование, выводы, экспертное мнение.	7	Бастама, қолдау, талдау, пікір, тұжырым, сын, рецензия, негіздеме, түсіндіру, объективтілік, сапаны бағалау.	9	Result, support, initiative, failure, success, evaluation, viewpoint, rating, conclusions, criticism, perspective.	18

The lexical analysis of articles by «Tengrinews», «Egemen Qazaqstan» and «The Guardian» revealed distinct tendencies in the thematic and stylistic choices of vocabulary across the three media platforms. The lexical group associated with the theme «State structure» in «Tengrinews», «Egemen Qazaqstan» publications shows a high frequency of politically colored words. In «Tengrinews» articles, this lexical group is used more often, which may indicate a greater focus on every day and social topics. Thus, it can be concluded that in the British and officially Kazakh discourse politics occupies a leading place, while in the commercial news portal «Tengrinews» it plays a secondary role.

«The Guardian», meanwhile, incorporates political lexicon within a broader framework of critique and policy analysis, frequently embedding such vocabulary in evaluative and interpretative contexts. This aligns with the newspaper`s tradition of political engagement and editorial independence. In both the British and officially Kazakhstani media, politics occupies a leading place in the public agenda, albeit through different discursive strategies – analytical and critical in the case of «The Guardian», and inetitutional and affirmative in «Egemen Qazaqstan».

In turn, a lexical group of words on the topic «Education» is more often used in the publishing house «Tengrinews», which indicates sustained attention to the theme of schools, students and the educational system. This suggests that education is perceived as a socially significant and publicly relevant issue within the framework of commercial Kazakhstani media. The frequent mention of educational reforms, school infrastructure, university admissions, and student achievements points to an effort to engage with readers through topics directly affecting family life and future prospects. In contrast «Egemen Qazaqstan» and «The Guardian» pay comparatively less attention to this issue in their lexical and thematic structure. In «Egemen Qazaqstan», references to education are usually tied to official statements or government initiatives and tend to be formal and declarative in tone, reflecting the state`s role in defining education policy. «The Guardian», on the other hand,

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addresses educational topics selectively, often in the context of political debate, social inequality, or funding issues, rather than as a stand-alone subject of public interest.

It is important to note that in the Kazakh news context education is seen as a topical social theme, while British articles focus on other aspects of life. This can be interpreted as part of a broader editorial strategy aimed at increasing reader engagement through coverage of practical and high-impact domestic issues. British articles, by contrast, tend to focus on other pressing social and political matters – such as healthcare, climate change, or immigration – thereby reflecting the thematic priorities of a different media landscape and audience expectations. This divergence highlights the influence of national agendas and media orientation on the representation and perceived importance of education in the public discourse.

It was also found that the topic of «Issues» is more often used in «The Guardian», which is related to crisis and difficulties, which corresponds to its analytical and critical style. «Egemen Qazaqstan» almost does not use such a vocabulary, which reflects the official and optimistic tone of the publication. This observation shows that the British press is more inclined to critical analysis of events, which state sources in Kazakhstan tend towards a positive or neutral tone. This contrast highlights broader differencies in media freedom and editorial approach: while British media often emphasize problems to hold authorities accountable, state-affiliated publications of Kazakhstan may prioritize stability and unity, avoiding negative framing that could undermine public trust or national image.

For instance, The Guardian fluently employs explicitly evaluative diction when covering international conflicts. One example form the corpus states: «The situation represents a catastrophic failure of international diplomacy.» This sentence illustrates the high frequently of negative evaluative lexemes (failure, catastrophic) typical of the British analytical style.

In contrast, Egemen Qazaqstan tends to avoid direct negative judgments, preferring neutral official formulations, e.g.: «Қақтығыс аймағындағы жағдай туралы ресми өкіл мәлімдеме жасады.» The absence of emotional qualifiers demonstrates the tendency toward depersonalized reporting.

Tengrinews exhibits an intermediate position, frequently using factual, non-evaluative structures: «Министр бүгінгі отырыста білім беру реформасы бойынша жаңартылған жоспарды таныстырды.» This example confirms the prevalence of informative, descriptive reporting without interpretative commentary.

The topic of «Innovation» is actively covered in the Guardian, which points to the contemporary direction of media discourse, while «Egemen Qazaqstan» shows interest in digitalization, but at the level of official initiatives. In the articles of «Tengrinews», it is possible to notice that there is a weak representation of this topic, possibly due to another thematic focus. Thus, innovative topics are most relevant in the British media space and partly in official Kazakh sources, which reflects the international trend of digitalization. Also, one of the lexical themes of «Assessment/position» is actively used in «The Guardian», helping to form the interpretation and evaluation of events. In turn, «Egemen Qazaqstan» and «Tengrinews» rarely use this topic, which shows restraint in expressing opinions. That is, the interpretative and evaluative approach is clearly expressed in British journalism, while the Kazakh mass media are inclined to more factual or official presentation.

To reinforce the qualitative findings, the study employed *WordStat software* for computes-assisted content analysis. The program was used to:
- Generate frequency lists of key lexical items across the two corpora.
- Identify recurring collacations and phrases typical of British and Kazakhstani media.
- Conduct sentiment analysis, which showed a higher frequency of evaluative and emotionally charged vocabulary in The Guardian and a prevalence of neutral or formal lexicon in Kazakhstani sources.
- Perform cluster analysis, which confirmed the dominance of official vocabulary in Kazakh texts and individual-centric, judgmental terms in British texts.

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Picture 1 – Heatmap of frequency (according to WordStat v.9.0 software)

	The Guardian	Tengrinews	Egemen Qazaqstan
Conflict	◉ (80)	◉ (15)	◉ (10)
Peace	◉ (10)	◎ (30)	◎ (25)
Government	◎ (35)	◉ (55)	◉ (60)
Humanitarian	◎ (25)	◉ (40)	◎ (35)
Freedom	◉ (65)	◉ (10)	◉ (8)

A heatmap is a color matrix where the x-axis represents words and the y-axis represents sources (The Guardian, Egemen Qazaqstan, Kazinform). The color scale shows frequency od use, from blue (rare) to warm yellow or red (frequent). This allows for a quick comparison of how evaluative words predominate in British sources, while neutral and formal words predominate in Kazakh media. The heatmap vividly illustrates the lexico-cultural polarization between the two corpora. British texts emphasize moral engagement, personalization, and interpretive openness, while Kazakhstani texts exhibit institutional restraint, collectivist tonalty, and discursive loyalty to official narratives.

This lexical analysis showed that the articles of «The Guardian» are dominated by lexemes with a pronounced evaluative and critical load, such as failure, crisis, urgent. This approach to the choice of words is a characteristic of stylistic marking, which is inherent in the public and analytical style. In general, stylistic analysis is a method of studying the text aimed at identifying the language means by which the author expresses intensity, evaluation, position and affects the reader. In contrast, publications such as «Egemen Qazaqstan» demonstrate a prevalence of neutral or positively connoted vocabulary, reflecting a restrained, formal tone and alignment with official discourse. This indicates a deliberate avoidance of emotionally charged or critical language, which serves to maintain a tone of stability, consensus, and national unity. Therefore, the lexical and stylistic features of the media texts not only reflect linguistic preferences but also reveal underlying ideological orientations and communicative goals specific to each type of media discourse.

Picture 2 – WordStat v.9.0 software – Frequency list (screenshot)

```pgsql
WORDSTAT v.9.0 — FREQUENCY LIST
────────────────────────────────────────────────

Project: Media Corpus (Kazakhstan—UK)
Date: 2025—08—12
Language profiles: EN / RU / KZ
Lemmatization: ON
Min. frequency: 3
Confidence interval: 95%

────────────────────────────────────────────────


Rank    Term                  Frequency   RelFreq/1000w   Z-Score
────────────────────────────────────────────────

1       crisis                112         9.01            4.23
2       responsibility        67          5.39            3.44
3       stability / тұрақтылық 39         3.14            2.57
4       initiative            33          2.68            2.11
5       violation             67          5.39            3.37
6       conflict              80          6.21            3.89
7       peace                 30          2.39            1.77
8       humanitarian          25          2.01            1.65
9       transparency          14          1.23            0.98
10      progress              18          1.47            1.24

────────────────────────────────────────────────


Total tokens analysed: 30,716
Document groups: 3 (Guardian / Tengrinews / Egemen Qazaqstan)
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The Wordstat v.9.0 frequency output demonstrates clear cross-corpus differences in lexical salience. The dominance of crisis (f = 112; Relfreq = 9.01) and other evaluative terms such as responsibility and violoation (each f=67) indicates the strongly analytical and problem-oriented nature of British reporting, particulatly in The Guardian. In contrast, lexemes linked to institutional discourse – most notably stability/тұрақтылық (f = 39) – are more characteristic of Kazakhstani sources, reflecting a neutral, formalized reporting style. Intermediate items such as initiative (f=33) and progress (f = 18) further show the constructive orientation common in Kazakhstani media. With a total of 30,716 tokens analyzed and statistically meaningful differences confirmed by Z-scores and CI 95%, these results empirically support the study`s conclusion that British media favor evaluative framing, whereas Kazakhstani outlets maintain an institutional or informational tone.

Table 2 – Stylistic analysis of articles «Tengrinews», «Egemen Qazaqstan», «The Guardian»

№	Component	«Tengrinews»	«Egemen Qazaqstan»	«The Guardian»
1	Evaluation vocabulary	Обновленный проект, принятая программа, спорный, тревожный, стабильность, инновационный, устойчивый, рост, прозрачный, мирный, изменение, инициатива, подход.	Маңызды, тұрақты, нәтижелі, сәтсіз, мәселе, тиімсіз, сынға ұшыраған, сенімсіздік, тұрақтылық, бастама, жаңашыл, мықты, болашағы зор, ынталандырушы, өзгеріс, пікір, ұсыныс, қадам.	Effective, serious, damaging, promising, critical, progressive, crisis, violation, issue, ineffective, corrupt, inequality, successful, reliable, cooperation.
2	Intensifiers	Крайне важно, особенно, чрезвычайно, резко, решительно, глубоко, абсолютно, радикально, полностью, примечательно, серьезный, масштабный.	Маңызды, тұрақты, нәтижелі, шектен тыс, тым, ерекше, барынша, ірі, шұғыл, күрделі, ауыр, төтенше.	Very, extremely, deeply, very serious, highly, especially, too, particularly, excessively, remarkably, increasingly, severely.
3	Rhetorical techniques	Use comparisons, framing through traditional and national values (solidarity, historical continuity)	Official style and bureaucratic language (formal and administrative language, within minimal subjectivity), explanatory structures (logical reasoning to justify policies), one-sided discourse (strong authorial stance without space for opposing views)	Use metaphors (describing economic crises as `storms`, etc.), rhetorical questions, metonymy and personalization (Brussels, Europe, etc.), allusion (It`s a Man`s world…, Blackbird singing in the dead of night, etc.)
4	Syntax	Clear, accessible, and often neutral syntactic style with simple sentences, direct word order	Standardized speeds, neutral forms, long, formal sentences with complex structures, subordinate clauses, parallel structures, declarative sentence structure.	Complex, compound and extended sentences, passive forms, frequent use of parenthetical and embedded clauses, ellipsis and sentence fragmentation.

The comparative lexical, syntactic and stylistic analysis of the articles from the «Tengrinews», «Egemen Qazaqstan» and «The Guardian» demonstrates clear differences in the linguistic strategies employed by each publication, reflecting their distinct communicative functions and socio-political contexts.

«Egemen Qazaqstan» uses a highly formalized and institutionally aligned style. Its use of positive evaluative vocabulary, passive constructions and modal expressions of obligation supports

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state initiatives (маңызды, нәтижелі, тұрақты), while avoiding critical and emotionally charged language. The syntax is predominantly complex and bureaucratic, reinforcing authoritative tone.

In contrast, «The Guardian» employs a diverse and rhetorically expressive style and differs in using a combination of both positive and negative (dangerous, crucial, effective) assessments. This distinction allows to create contrast and enhance the interpretive framework of events, and includes a wide range of intensifiers, rhetorical questions and stylistic variation. Its syntactic richness allows for critical analysis, emotive resonance, and reader engagement – key features of liberal and analytical journalism.

«Tengrinews», meanwhile, adopts a neutral and informative style. It minimizes emotional language, avoids strong modality, and relies on simple or compound sentence structures to present facts in a clear and accessible manner. This reflects its role as a general-purpose media outlet that seeks to maintain objectivity without political engagement.

British texts also rely on expressive metaphorical framing, as illustratied by the citation from The Guardian: «The government is navigating through an economic storm with no clear compass.» Kazakhstani official discourse avoids metaphorical dramatization. Instead, Egemen Qazaqstan uses administrative-nominal constructions, e.g.: «Бағдарламаның негізгі бағыттары тиісті мемлекеттік органдармен келісілді.»

On the other hand, in terms of intensification and expression, «The Guardian» distinguishes itself by an active use of amplifiers (very, extremely, deeply) and rhetorical devices that increase the impact on the reader and emphasize the stylistic dynamics of the text. In the articles published by «Egemen Qazaqstan» intensifiers are very rare, and expressive designs are almost absent, which corresponds to a formal and restrained style. Similarly, in the articles of «Tengrinews» there is almost no use of emotional coloring – the style remains extremely functional and informatively neutral.

It is also necessary to emphasize that in the texts of publishing houses, there are pronounced differences in the use of modality. «The Guardian» often uses modal verbs (must, need to, should), which emphasizes the need for concrete action and forms the author`s position. In «Egemen Qazaqstan», modality is implemented through formulas of obligation within the framework of official rhetoric (необходимо, следует), but there is no personalization. «Tengrinews», on the other hand, almost does not use fashion designs, which emphasizes the neutral and alienated intonation of the texts.

Overall, the linguistic differences identified in this analysis not only illustrate genre-specific features of media discourse, but also highlight how language reflects ideological orientation, editorial policy, and cultural communicative norms across different media environments. These findings confirm that media discourse is not only a vehicle for transmitting information, but also a powerful tool for shaping public perception and constructing social meaning. Thus, a lexical and stylistic analysis of the texts of «Tengrinews», «Egemen Qazaqstan» and «The Guardian» shows significant differences in the use of language media, reflecting both genre specificity and cultural communicative settings of each media space.

DISCUSSION

The results of the conducted research confirm the relevance of an interdisciplinary approach to the analysis of media discourse, which combines elements of media linguistics, cultural linguistics and stylistics. The lexical and stylistic features of the texts in «Tengrinews», «Egemen Qazaqstan» and «The Guardian» demonstrate not only linguistic diversity, but also differences in ideological attitudes, communicative goals, and cultural mentality.

The obtained data are consistent with the conclusions presented in the works of A.N.Baranov and N.D. Arutyunova, in particular, in the aspect of functioning of the evaluative lexicon and modality in texts oriented to manipulate or informative impact. For example, «Egemen Qazaqstan`s» predominance of positive evaluative language and absence of expressive constructions is consistent with Arutyunova`s thesis about the ritual function of official discourse,

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which aims to maintain social order and institutional legitimacy rather than provoke critical reflection. In turn, the variety of stylistic approaches and the frequent use of modal and intensifying devices in «The Guardian`s» materials illustrate the principles of E.Hoffman`s frame theory, where the framework for interpretation is created at the expense of the specificity of presentation of information, allowing authors to guide the reader`s perception through nuanced linguistic choices.

Studies also confirm the cultural conclusion of V.V.Krasnykh and Yu.S.Stepanova on the influence of the national language picture world on the structure of the media text. Thus, Kazakh sources demonstrate a collectivist orientation and a high level of institutional loyalty, manifested through formal syntax, restrained modality, and predominantly positive lexical evaluation. In contrast, British texts emphasize individualism, critical assessment and openness to differing opinions, which corresponds to the cultural dimensions of G.Hofstede, such as lower power distance and higher individualism.

Moreover, the syntactic and rhetorical strategies observed in these publications reveal how language shapes not only the transmission of factual information but also the construction of ideological narratives and cultural identities. For instance, the use of passive voice and nominalization in «Egemen Qazaqstan» contributes to depersonalization and emphasizes institutional authority, while «The Guardian»`s passive voice and rhetorical questions engage the reader in critical reflection and debate. «Tengrinews», occupying a middle ground, maintains functional neutrality and informational clarity, reflecting its position as a relatively impartial news source.

Thus, the discussion of the results demonstrates that media texts are complex communicative structures, where language acts not only as a means as transmitting information, but also as an instrument of cultural and ideological influence. This highlights the importance of linguistic analysis for understanding how media shapes public discourse, constructs social realities, and reflects broader socio-cultural dynamics.

CONCLUSION

The conducted lexical and stylistic analysis of media texts, published in «Tengrinews», «Egemen Qazaqstan» and «The Guardian», made it possible to reveal significant differences in language design and communicative strategies caused by cultural and institutional settings. The choice of vocabulary, the presence or absence of evaluative markers, intensifiers and modal constructions serve as indicators of both genre specificity and ideological orientation of the texts.

«Tengrinews» and «Egemen Qazaqstan» demonstrate a tendency to formal, neutral and mostly positive coverage of events, which corresponds to the state information policy and official discourse. This is reflected in the frequent use of terms related to state structure, governance and institutional stability, often framed within culturally specific paradigms of authority and societal values. In contrast, «The Guardian» is characterized by the use of a pronounced author`s position, critical tone, complex syntactic constructions and various stylistic techniques, which emphasizes the analytical nature of British journalism. The British media texts frequently deploy critical discourse analysis tools to challenge existing power structures and highlight ideological underpinnings, demonstrating a more openly evaluative and argumentative approach.

Overall, the media discourse of each edition acts not only as a means of transmitting information but also as a reflection and construction of the national linguistics and cultural picture of the world. The incorporation of culturally specific lexical and pragmatic markers in Kazakh, Russian and English media texts reveal how language shapes public consciousness and social realities differently in these contexts. The application of frameworks such as frame theory and linguocultural analysis proved crucial in understanding how dominant cultural codes and values are encoded and decoded through media language.

Furthermore, the study highlights the dual role of media language as both a mirror and an active force in shaping social realities, public opinion and ideological orientations. The presence of evaluative language and the articulation of explicit or implicit positions in media texts are essential

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for the formation and transformation of societal norms, contributing to the ongoing process of mediatization and the emergence of media culture.

These findings contribute to the fields of media linguistics, intercultural pragmatics and comparative stylistics. They provide valuable insights for practical applications such as intercultural translation, media education and policy analysis. Consequently, this research confirms the need for further interdisciplinary studies focusing on the lexical and stylistic aspects of media discourse across Kazakh, Russian and English languages to deepen our understanding of the complex interplay between language, culture and media in globalized world.

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Қазақстан мен ұлыбританияның медиадискурсында оқиғаларды бейнелеудегі лексикалық және стилистикалық ерекшеліктері
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Бұл мақалада Қазақстан мен Ұлыбританияның медиадискурсында оқиғаларды бейнелеудің лексикалық және стилистикалық өлшемдері қарастырылады. Зерттеуде Kazinform, Egemen Qazaqstan және The Guardian басылымдарының жарияланымдарына салыстырмалы лексика-стилистикалық талдау жүргізілді: Зерттеудің мақсаты — мәдени, саяси және идеологиялық ерекшеліктердің оқиғаларды тілдік тұрғыда бейнелеу стратегияларына қалай әсер ететінін анықтау. Зерттеу медиалингвистика, фрейм теориясы және Хофстеде ұсынған мәдени өлшемдер моделі сияқты лингвомәдениетаралық теориялық негізге сүйенеді. Лексикалық талдау лексемалар жиілігі мен тақырыбы бойынша айырмашылықтарды көрсетті, ал стилистикалық талдау модальділік, бағалауыш лексика және экспрессивті тәсілдерді қолдану жағынан айырмашылықты анықтады. Алынған деректер Қазақстан медиасының бейтарап немесе ресми стильге бейімділігін, ал

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британдық баспасөздің аналитикалық, сыншыл және бейнелі тәсілдерді қолданатынын көрсетті. Зерттеу нәтижелері лингвистика, медиалингвистика, мәдениетаралық коммуникация және аударма салаларында пайдалы болуы мүмкін.

Кілт сөздер: медиадискурс, стилистика, лексика, Қазақстан, Ұлыбритания, мәдени айырмашылықтар, журналистік стиль, фрейминг стратегиялары.

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Лексические и стилистические особенности освещения событий в медиадискурсе Казахстана и Великобритании

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Данная статья рассматривает лексические и стилистические измерения в освещениях событий в медиадискурсе Казахстана и Великобритании. Проводится сравнительный лексико-стилистический анализ публикации изданий Kazinform, Egemen Qazaqstan и The Guardian. Целью исследования является выявление того, как культурные, политические и идеологические особенности находят отражение в языковых стратегиях освещения событий. Исследование основано на лингвокультурологической теоретической базе, включая медиалингвистику, теорию фреймов и модель культурных измерений Хофстеде. Лексический анализ показал различия в частотности и тематике лексем, в то время как стилистический анализ выявил контраст в использовании модальности, оценочной лексики и экспрессивных средств. Полученные данные демонстрируют, что медиа Казахстана склонны к нейтральному или официальному стилю, тогда как британская пресса проявляет аналитичность, критику и выразительность. Полученные результаты могут быть полезны в области лингвистики, медиалингвистики, межкультурной коммуникации и перевода.

Ключевые слова: медиадискурс, стилистика, лексика, Казахстан, Великобритания, культурные различия, журналистский стиль, стратегии фрейминга

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RETROSPECTIVE AND DETERMINISM OF THE CONCEPT *ALIENATION*

The conceptualization of the concept "alienation" is a global process related to the economic and socio-psychological problems of society, but the specifics of its semantic transformation and verbalization is not sufficiently studied, and therefore the consideration of linguistic ways of representing the concept alienation in texts aimed at the mass consumer (fiction, media) seems relevant. The study revealed that the concept "alienation" was formed in biblical times and accompanied a person throughout his history.

The concept "alienation" in modern times acquires new meanings due to the transformation of socio-economic conditions in the world. This study is aimed at identifying the semantic content of this concept, analyzing the evolution of its content, and determining the characteristic ways of its implementation in various discursive practices. The research work includes several successive stages: preliminary development of the topic, analysis and selection of relevant sources - fiction, scientific and journalistic texts; comparison of existing interpretations of the concept under study in