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## The value potential of internet political commentaries

The object of the research is Kazakhstani political internet commentaries. The choice of the object is justified with the development of information technologies, which contributed to the emergence of various types of genres, where the relationship between language and person is studied in a different linguistic direction. The aim of the study is to determine the value factor of the text generation of Kazakhstani political internet commentaries in the linguo-personal and text-derivational aspects. The subject of the research is the correlation of the value potential of the source text and the value attitudes of the virtual linguistic personality, realized in the Internet comments. To study this object, methods of collection and contextual analysis of theoretical material, comparative, generalizing, descriptive methods and a method of quantitative data processing were used. The study of the object is based on the model of text-derivational and linguoaxiological analyses of derived texts, which are considered in formal, content and functional terms. The results of the study showed that the texts of Kazakhstani Internet comments prevail with value potential. The level of the value potential of everyday political discourse was revealed by the number of used keywords of the original text in the production of secondary texts. The scientific novelty of the research lies in the linguo-personal and linguoaxiological comprehension of the dominant textual activity when generating Internet comments in the Kazakh virtual space.

*Keywords:* value, political, discourse, commentary, keyword.

### Introduction

With the advent of the Internet, new ways of communication have appeared, which have led to global changes in various fields. It revealed not only the path for obtaining information, but also facilitated a quick and effective communication. The Internet has created an environment for communication in a virtual space that has the time and desires of users. In the virtual space, the entire society fulfills its needs through oral and written forms of communication. In addition, it gave the opportunity to scientists, including linguists, to look at the object of research with a new perspective facilitating the rise of new questions for solving new scientific discoveries.

Object of the research: texts of Kazakhstani political internet commentaries.

This object is actively studied by many domestic and foreign linguists (E.N. Galichkina, E.I. Goroshko, O.V. Lutovinova, L.Yu. Shipitsina, I.G. Sidorova, J.D. Bolter, S.C. Herring, D. Crystal, A. Derakhshan, S. Hasanabbasi, H. Põlda, and others).

I.G. Oparina puts forward some evidence of the popularity of Internet communication in modern society: 1) useful technical equipment of the Internet; 2) users with a special psychological makeup; 3) the specifics of interpersonal interchange in modern society [1; 8].

Linguist S.I. Agagyulova gives different notions of the concept of "Internet" in the metalanguage consciousness of users who have their own ideas in their everyday understanding: "The Internet is a means of communication"; "The Internet — a source of information"; "The Internet is the place"; "The Internet is a community"; "The Internet is an entertainment"; along with the everyday understanding of the concept of "Internet", she distinguishes it from a professional point of view: "The Internet is a technology"; "The Internet is a way of life"; "The Internet is a place of work"; "The Internet is a source of unlimited possibilities"; "The Internet is a drug" [2; 12–13].

In this work, we describe and study the communicative sphere of the Internet as a communicative space in which humanity enters into active interaction, carried out through technological capabilities, creating conditions for the implementation of speech actions that generate various texts in a new format reflecting the emotional state of communicants and enliven virtual reality.

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Internet communication genres are divided into two types: canonical and non-canonical. The first type includes genres previously existing and not dependent on the Internet environment, while the second type refers to those genres that originated in the Internet space and nowhere else. The latter includes: chat, email, forum, blog, game portal, social network, ICQ [3; 214].

Linguists E.I. Goroshko and E.A. Zhigalina distinguish hypergenres incorporating a blog, a website, an electronic library, a social network. In addition to hypergenre, there are genres in Internet itself, which include forum, email, message boards, chat, banner ads, virtual conference, author post or note, instant messaging communication and comment [4; 110-124].

In this work, the interest of the study is the texts of Internet comments, which act as a new text format.

Internet commentary is considered as a genre of natural written speech, the concept of which is developed by N.B. Lebedeva, who substantiated the main features of this phenomenon and explores it in the paradigm of "oral/written speech" and "natural/artificial speech" [5; 15]. The texts of the Internet comments are the result of natural written speech. They are presented in different substrates, and the sign of the written form, naturalness, non-professionalism and spontaneity dominates in the Internet comments [5].

According to E.V. Kholodkovskaya, the Internet commentary is a statement aimed at assessing a motivating object; it is distinguished by dynamism, laconism, and expressiveness [6; 7]. According to E.Ch. Dakhalaeva, the Internet comments are micro-messages [7].

Most researchers believe that Internet comments differ from other types of comments in hypertextuality, interactivity and synchronization of communication. Firstly, this is due to the fact that they do not have temporal restrictions: at any time, the user can create many texts within the limits of his desire and creativity. Secondly, technological factors (computer, gadgets, Internet, etc.) make it possible to produce texts of different functional and stylistic varieties. With the help of them, communicators can quickly design and send their messages, as well as convey an emotional state using various emoticons, that is, all kinds of Internet resources that contribute to the effective production and perception of information by the addressee.

Thus, Internet comments resemble spoken language, which is transmitted in writing in the virtual space. Owing to Internet comments, a public dialogue is created that realizes the intentions of both the author of the source text and the author of the comment. If the author of a political article aims to convey to the public certain information in which he expresses his point of view, then the commentator's goal is the need, having passed the proposed information through himself, to interpret it, express his attitude towards it, thereby being noted and understood by the public. According to P.V. Koshel, the communicative goal of the author of the original text is, first of all, to express his opinion about event and to receive more responses in reply, while the purpose of the commentary is to serve to interpret the text of another user [8; 87, 88]. The author of the original text and commentators have similar communicative goals, both pass information through themselves, express their subjective assessment conveying own thoughts and expecting the opinion of others on their stated problem.

I.G. Sidorova classifies the Internet commentary as a genre of personal internet discourse and explores its communicative and pragmatic features and the role of the linguistic personality in the formation of personal internet discourse. According to the researcher, an Internet commentary is a text "in which the communicative action of a person is verbally determined" demonstrating his/her opinion in the open space of the Internet. The genres of Internet commentaries reflect the influence of "linguocultural features", which are manifested in the speech-thinking activity of communicants; interactivity is the determining pragmatic factor [9; 161].

According to I.V. Savelyeva, "Internet commentary fits into the field of study of everyday linguopolitology, since it is characterized by political themes and, at the same time, reflects the everyday political consciousness of native speakers, their ideology and worldview" [10; 44].

Considering the genre peculiarity of Internet communication, N.G. Asmus focuses her attention on the forum as one of the types of Internet genres, in which a virtual linguistic person puts on a "speech mask" and creates an atmosphere of a "virtual carnival". In her opinion, "the carnivalization of virtual communication can be explained by the peculiarities of the functioning of a human in text in a new communicative space" [11; 21].

I.V. Savelyeva classifies the Internet commentary as a genre of natural writing; referring to the opinion of N.B. Lebedeva, she defines their following features of the Internet commentaries: written form, spontaneity and unprofessional performance, which are realized within the paradigm, built on the coordinates of "oral / written" and "natural/artificial" speech [10; 51]. The researcher also believes that Internet comments refer to written speech, despite the fact that they have the characteristics of spoken language.

Internet comments, being secondary texts, realize the derivational potential of the original text. This is proved by the fact that it is the Internet comments containing mutational innovations that indicate a change in the internal form of the text, its functional orientation. With this approach, the term “secondary text” is used in the broadest sense as it is “a text created on the basis of another text, starting with the title and ending with all sorts of translations and transcriptions of the text” [12; 70]. When analyzing the derivational-motivational development of the text, the emphasis is placed on the basic, original text, which is reproduced in whole or component-wise. Moreover, “any secondary text contains an element of innovation, although theoretically its degree can be zero” [13; 149]. As a result of derivational-motivational processes, the message passes through inner speech, being generated again, acquiring a new form and content. In this process, the keywords vary, preserving the content of the primary text, their choice is due, *inter alia*, to the quality of a person's linguistic ability. Therefore, the linguistic personality becomes the central link in the study of the language in all aspects of its existence. According to A.R. Beisenbaiyev, “in a separate statement and in the whole text there is necessarily a person — the author of the text. Without the author, speech is impossible, because a message comes from him, and he is the subject of speech or the subject of assessments” [14; 6].

Professor N.D. Golev under the derivation of linguistic units means the functioning of units, believing that “every unit in a language is a carrier of the potential of its derivational functioning, and in a more general form, a carrier of the potential of its self-development” [15; 12]. He believes that in the realization of such a potential, or rather, between the initial (motivating) base and the innovative element, there are models of derivational functioning of units, which are repeated in the development formula: “ $H = S + h$ ”, where H is the content of the higher, S — content borrowed by the higher from the lower, and h — increase in complexity, specific content, modification ingredient” [15; 66].

The creation of secondary texts is a derivational transformation, because “the main property of a text is unfolding and folding” [16; 29], correlating with two interrelated speech-thinking processes – the perception and reproduction of a speech message. When a text is perceived, it collapses into a kind of “semantic bunch” (invariant), which, during reproduction, unfolds into a new text form (variants)” [17; 24]. Linguists qualify secondary texts as “code transformations” based on a subjective beginning, which can be identified during the perception of the original text and the production of a secondary one and when comparing them. Secondary texts differ in varying degrees of derivation on formal, substantive and functional grounds, which is an indicator of the universality of the derivational interpretation of text transformations [17; 24].

Political texts posted on Internet portals or websites are currently an important source for linguistic analysis. Nevertheless, it is necessary to take into account, firstly, that a comment containing information about a certain event does not exist by itself, it depends on the source text, and its analysis cannot be carried out in isolation from the primary text; secondly, the commentary considers the derivational potential of the original text; thirdly, it is produced by the linguistic person, therefore, it reflects his inherent linguistic abilities, which together make up his mental image embodied in the secondary text, that is, in the commentary.

When analyzing the texts of Internet comments to political articles, their spontaneity is expressed, because any user of Internet resources can leave a comment in the space of the Internet that he wants. Political issues are discussed by people of different age, gender and nationality, regardless of professionalism, they can be people of different professional backgrounds.

Subject of the research: the correlation of the value potential of the source text and the value attitudes of the virtual linguistic personality represented in Internet comments.

Purpose of the study: to determine the value factor of the text generation of Kazakhstani political Internet comments in the linguo-personalological and linguoaxiological aspects.

Research objectives:

- to compare the original text with the primary text (Internet comment) in formal, content and functional terms;
- to determine the largest number of keywords that contributed to the generation of the texts of Internet comments.

### *Experimental*

To achieve these objectives, the methods of collection and contextual analysis of theoretical material, comparative, generalizing, descriptive methods and a method of quantitative data processing were used.

The source of material for the linguistic analysis was the Kazakhstani news website Nur.kz. This site contains the latest news materials and also has news archive. News is divided into sections: “Politics”,

“Business”, “Society”, “Culture”, “Science”, “Sports”, etc. The section “Politics” consists of creolized texts, that is, politicized articles, materials with photographs, video recordings.

The material for the linguistic analysis was the political article “How the consciousness of Kazakhstanis is changing” [18] from the news portal Nur.kz. The article is devoted to the issue of developing a draft concept for the development of civil society until 2025, which consists of four directions.

When choosing the material, attention was paid to the most commented political articles. A comparative analysis of the texts of articles on political issues with the texts of Internet comments was carried out. First of all, attention was paid to the form and to the keywords preserved in the secondary text (Internet commentary), then to the content side.

One of the factors of objective text formation is the tactics of keywords. The author, reacting to the keywords of the source text, interprets it and expresses his attitude to the political event described in it; the motivating impetus for the generation is the keywords of the primary text. The secondary text, created by using the keywords of the original and not distorting its meaning, is in an intra-text connection with the primary one, which makes it possible to talk about the predominantly objective perception of the motivating text by the author of the comment; this is reflected in the functional, formal, content plans of the text of the political Internet commentary. The presence of keywords is one of the main factors that allow to preserve the formal, content and functional components of the original text.

Acting as a reader of a political issue, the recipient focuses on certain values included in the primary text, which are part of the linguistic picture of the world of his everyday consciousness. Further, leaving a comment, the recipient turns into a communicator who, as a result of text perception, focuses his attention on the value components that are relevant to him and they become the impetus for the creation of a secondary text. The realization of values is carried out by means of certain means of the language, which are embodied as keywords. As noted by M.V. Betz “the study of the text-generating activity of a linguistic personality helps to recreate its value picture of the world, to determine the interaction of the source text and the linguistic personality” [19; 60].

The analysis of this material is based, first of all, on the definition in the text of the keywords contained both in the article itself and in the texts of Internet comments. “The keyword of the text activates the associated structures of associative meanings, which are retrieved into the working memory of the individual from his/her long-term memory and then used in the process of forming integrative complexes that function as integral minimal units of knowledge” [20; 125].

### *Results and Discussion*

The results of the calculation of quantitative data are presented in the following table:

Table 1

#### **The number of keywords in the texts of comments that form the value system of the linguistic personality**

No.	Keyword	Number of commented keywords
1	Concept	13
2	Responsible citizen	11
3	Civil society and identity	8
4	Culture	6
5	Civic engagement	5
6	Kazakhstan	5
7	Consciousness of the population	2
	Total	50

Table 1 shows a list of keywords selected by commentators to produce a secondary text (Internet commentary) from the text of the primary text (political article). The largest number was collected by the keywords “concept”, “responsible citizen”, “civil society and identity”. This indicator indicates that the texts of comments are produced in the area of the declared topic of the primary text, the content of which is created objectively. For example:

The keyword “**concept**” is used in the texts of commentators in the greatest number. Commentators using this keyword pay their objective attention, first of all, to the general content of the topic. They express their assessment through a global view of the political issue. For instance, a commentator under the nickname **Alqa**, *You are confusing the concept with ethical norms ...* [11], referring to other communicants,

he tries to distinguish the concept from ethical norms, remaining not indifferent to this issue. The next commentator supports the previous interlocutor and also, addressing others, ironically presents himself as a linguistic person under the nickname **Vika\_M** *Do you even know the basics of this concept??? I'm a smart guy too, Therefore, it does not work if you consider yourself with a broad-minded view in this concept* [11]. In the comments of subsequent commentators, the interpretation of the keyword “concept” is conveyed using the word project with a positive assessment: **SAMAT 78** *a very good idea, we need our country to grow and develop from any side*; **Guliiii** *It seems to be a correct and successful project*; **MaksS** *It is a very cool project! Kazakhstan must go with the passage of time!* **KamilaJaks** *Personally, I think it is a good project* [11].

The keyword “**responsible citizen**” appears in the texts of communicants on various topics. Some see a responsible citizen in the person of a responsible taxpayer, others who is concerned for their hometown and country, someone sees in a responsible state, party, etc. Here are some examples:

**Ji 5** *“The ideology of a responsible citizen” will be aimed at educating citizens as responsible taxpayers who will be able to further participate in monitoring the spending of budgets of different levels, the document states ...;*

**Ainurospanova** *I would like to believe that many will move from the approach “I only care about myself and my close circle” – to “a responsible citizen” who cares about the city and country. It will really change our lives. Basically, people will stop throwing out garbage somewhere on the street. I think that with such steps we will definitely enter number 30 very soon!*

**Engineer** *A responsible citizen is certainly a good thing ... but what about a responsible state?* [11].

The keyword “**civil society and identity**” also takes the leading place in the texts of the communicants.

**Comoco** *That's right, it is necessary to develop CIVIL SOCIETY. This is where real democracy begins. Elections are nonsense; against the backdrop of a strong civil society, there is only one elementary element. It only seems that «educating a responsible citizen» is an approach from the other end. It is necessary to give people opportunities (and teach them how to use them) to make a real impact on the life of society – then many people themselves will strive to improve and transform. In particular, it is necessary to develop the instruments of PUBLIC CONTROL. New technologies for this provide technical capabilities unprecedented in history* [11]. Commentator **Comoco** associates this keyword with people's control, which, in his opinion, is carried out with the help of new technologies. For commentator **Adil Sadykov**, civil society and identity are about preserving customs and traditions: *genetic identity has long been in the past, especially for our country. As a nation, its customs and traditions must be preserved, but due to the fact that almost half of the population is not the indigenous population, it is impossible to rely only on identity* [11].

The keyword “culture” intersects with the national culture. For example:

**Ainurospanova** *I agree very much with the part where it is said about our culture. Of course, people should be interested in world culture. I believe this is part of the development. But at the same time, due to globalization, we should not forget about the importance of our culture. Our culture is beautiful and interesting, we should appreciate it!*

**Adil Sadykov** *I agree with you. One should be on the wave of time, but not forget who we are and where we are from.*

**Adil Sadykov** *how do you want to raise culture? Yes, and not the same thing. Or are you talking about culture – theaters, art? If the latter, then demand creates supply. And culture in terms of art will develop only in a cultural society* [11].

**Duman123456** *it depends on upbringing, culture must be instilled from childhood, educated, helped and shown by example* [11]. As it can be seen, the keyword “culture” has a value system for many recipients who represent the word itself in its various manifestations, for instance, some understand it as their history, their origin, others associate it with theater and art, even with education.

The keyword “**civic activity**” is also valuable for many communicators, this phenomenon can be seen in quantitative terms. For example:

**Alqa** *It is ridiculous and sinful.... to change the civic consciousness of the population and develop civic activity ... how do you imagine it? How will it change if the attitude of the authorities towards their citizens does not change, if there are no opportunities for the manifestation of civic activity?* [11]. The linguistic person is ironic on this issue, interpreting his/her thoughts through rhetorical questions in a negative way.

**CamilaJaks** *I am very glad that they create conditions for increasing civic activity in order to reorient citizens from serving “only themselves and their inner circle” to feeling like a “responsible citizen” who cares about their place of residence and their country* [11]. This linguistic personality shows a positive attitude, linking civic activity with caring for others as a responsible citizen of the country.

The last keyword is “**the consciousness of the population**”, which acts as a value component for commentators:

**KairatQairat** *What kind of consciousness should form among citizens when society looks at power like a wolf?*

**CamilaJaks** *I think that it is very correct that we have changed the consciousness of the people, that we are better off being with the passage of time* [11]. As one can notice, the keywords that reflect the value of people are manifested in different ways both in positive and negative forms, however, it is brought to the forefront of the discussion, that is, it becomes the impetus for the embodiment of a new thought.

### Conclusions

Linguistic analysis demonstrated that keywords reflect the value potential of commentators, in which their everyday linguistic consciousness is represented. The results of the study helped to determine the level of the value factor of text generation of Internet comments by comparing the quantitative data of keywords used in secondary texts. The leading keywords in the list (concept, responsible citizen, civil society and identity, culture) reflect both the objective and subjective side of the text production of a linguistic personality.

With the help of keywords, commentators convey not only the political attitude, but also the presentation of this problem according to their worldview expressing their desire, inner excitement for the country and for its future.

### Acknowledgements

*This article was supported by a grant from the Ministry of Education and Science of the Republic Kazakhstan, project AP08053314 “Problem of a valuable national picture formation of the world in the context of society and the state modernization (based on the material of Kazakhstan's ordinary political discourse)”.*

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## Интернет-түсіндірмелердің саяси құндылығын бағалау

Зерттеу нысаны қазақстандық саяси интернет-түсіндірмелер болып табылады. Нысанды таңдау әр түрлі жанрлардың пайда болуына ықпал еткен ақпараттық технологиялардың дамуымен негізделген, онда тіл мен адамның өзара байланысы басқа лингвистикалық бағытта зерттеледі. Зерттеудің мақсаты — лингвоперсонологиялық және текстодериватологиялық аспектіде қазақстандық саяси интернет-түсіндірмелердің мәтін құрадағы құндылық факторын анықтау. Зерттеу пәні — интернет-түсіндірмелерде іске асырылатын бастапқы мәтіннің құндылық потенциалы мен виртуалды тілдік тұлғаның құндылық параметрлерінің арақатынасы. Бұл объектіні зерттеу үшін теориялық материалды жинау және контекстік талдау әдістері, салыстырмалы, жалпылау, сипаттау әдістері және деректерді сандық өңдеу әдісі қолданылды. Зерттелетін объекті зерттеудің формальды, мазмұндық және функционалдық жоспарларда қарастырылатын туынды мәтіндердің текстодериватологиялық және лингвоаксиологиялық талдау моделіне негізделген. Зерттеу нәтижелері қазақстандық интернет-түсіндірмелердің мәтіндері құндылық әлеуетімен басым екенін көрсетті. Кәдімгі саяси дискурстың құндылық потенциалының деңгейі екінші мәтінді шығаруда бастапқы мәтіннің қолданылатын кілт сөздерінің санымен анықталды. Зерттеудің ғылыми жаңалығы қазақстандық виртуалды кеңістікте интернет-түсіндірмелерді шығару кезінде мәтін қызметінің үстемдігін лингвоперсонологиялық және лингвоаксиологиялық ұғынудан тұрады.

*Кілт сөздер:* құндылық, саяси, дискурс, түсініктеме, кілт сөз, мәтін қызметінің үстемдігін ұғыну.

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## Ценностный потенциал политических интернет-комментариев

Объектом исследования явились казахстанские политические интернет-комментарии. Выбор объекта обоснован развитием информационных технологий, которые способствовали появлению разного вида жанров, где взаимосвязь языка и человека изучена в ином лингвистическом направлении. Цель исследования — определить ценностный фактор текстопорождения казахстанских политических интернет-комментариев в лингвоперсонологическом и лингвоаксиологическом аспектах. Предмет исследования — соотнесенность ценностного потенциала исходного текста и ценностных установок виртуальной языковой личности, реализуемых в интернет-комментариях. Для изучения данного объекта использовались методы сбора и контекстуального анализа теоретического материала, сравнительные, обобщающие, описательные и количественной обработки данных. Исследование изучаемого объекта базируется на модели текстодериватологического и лингвоаксиологического анализа производных текстов, которые рассмотрены авторами в формальном, содержательном и функциональном планах. Результаты исследования показали, что тексты казахстанских интернет-комментариев обладают ценностным потенциалом. Уровень ценностного потенциала обыденного политического дискурса был выявлен количеством употребляемых ключевых слов исходного текста в продуцировании вторичных текстов. Научная новизна исследования заключается в лингвоперсонологическом и лингвоаксиологическом осмыслении доминанты текстовой деятельности при порождении интернет-комментариев в казахстанском виртуальном пространстве.

*Ключевые слова:* ценностный, политический, дискурс, комментарий, ключевое слово, осмысление доминанты текстовой деятельности.

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