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MEDIA TEXT AS A CATEGORY OF THE NEW INFORMATION SPACE

The modern information space is characterized by an almost endless variety of presented materials. The information technologies development has led to the emergence of new ways and formats of presenting information in the mass communication field. The purpose of this article is to carry out a comprehensive analysis of the media text as a category of a new information space; to consider its main structural elements, categorical characteristics and parameters. The analytical-synthetic method is the methodological basis for the research. As additional methods were used: comparative and inductive-deductive methods, synthesis, generalization, interpretation, analysis of scientific literature, journalistic and scientific articles, as well as content analysis and elements of meta-analysis. The conducted research allows us to conclude that the category of media text makes it possible to combine the most diverse types of media and communication products. The main characteristics of various media texts types were analyzed. It has been established that the media texts category in the new information space includes not only the texts of traditional (old) media, but also new media texts in all their diversity, including Internet texts and mobile telephone texts. The research value is that its results made it possible to include media text in different media structures and, accordingly, to consider it as a universal, convergent category. This category is an integral part of mass communication activities, it makes it possible to use this text in different media circumstances, which ultimately contributes to the formation of a new information space. The practical significance of the research is that its materials and results can be used in the process of teaching special professional disciplines in journalism and mass communication in universities, and in the practical activities of journalists, and especially those are working in Internet journalism, mobile telephony, opinions journalism and citizen journalism.

Key words: media text, internet text, mobile media text, media text parameters, information space, mass communication.

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Медиа мәтін жаңа ақпараттық кеңістіктің санаты ретінде

Қазіргі ақпараттық кеңістік онда ұсынылған материалдардың шексіз дерлік алуандығымен сипатталады. Ақпараттық технологиялардың дамуы бұқаралық коммуникация саласында ақпаратты ұсынудың жаңа әдістері мен форматтарының пайда болуына әкелді.

Бұл мақаланың мақсаты – жаңа ақпараттық кеңістіктің санаты ретінде медиамәтінге жан-жақты талдау жасау; оның негізгі құрылымдық элементтерін, категориялық сипаттамалары мен параметрлерін қарастыру. Зерттеудің әдіснамалық негізі аналитикалық-синтетикалық әдіс. Қосымша ретінде: салыстырмалы және индуктивті-дедуктивті әдістер, ғылыми әдебиеттерді, публицистикалық және ғылыми мақалаларды синтездеу, жалпылау, түсіндіру, талдау, сондай-ақ мазмұнды талдау және мета-талдау элементтері пайдаланылды. Жүргізілген зерттеу медиамәтін категориясы бұқаралық ақпарат құралдары мен байланыс өнімдерінің алуан түрлерін біріктіруге мүмкіндігі бар деген қорытындыға келуге болады. Медиамәтіндердің әртүрлі түрлерінің негізгі сипаттамаларын талдау жаңа ақпараттық кеңістіктегі медиамәтін категориясына дәстүрлі (ескі) медиамәтіндері ғана емес, сонымен қатар, жаңа медиамәтіндері, соның ішінде интернет мәтіндері мен ұялы телефония мәтіндері де кіретіндігі көрсетілген. Зерттеудің құндылығы оның нәтижелері медиамәтінді әртүрлі медиа құрылымдарға қосуға мүмкіндік беретіндігінде және, тиісінше, оны бұқаралық-коммуникациялық қызметтің ажырамас әмбебап бөлігі, конвергентті санат ретінде қарастыруға және бұл мәтінді әртүрлі медиа жағдайларда қолдануға мүмкіндік береді, сондай-ақ, нәтижесінде жаңа ақпараттық кеңістіктің қалыптасуына ықпал етеді. Зерттеудің практикалық маңыздылығы оның материалдары мен нәтижелерін жоғары оқу орындарында журналистика және бұқаралық коммуникация бойынша арнайы кәсіби пәндерді оқыту процесінде, сондай-ақ журналистердің практикалық қызметінде, ең алдымен интернет-

журналистика, ұялы телефония, пікірлер журналистикасы мен азаматтық журналистика саласында пайдалануға болатындығында.

Түйін сөздер: медиамәтін, ғаламтор-мәтіні, мобильді медиамәтін, медиамәтіннің параметрлері, ақпараттық кеңістік, бұқаралық коммуникация.

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Медиатекст как категория нового информационного пространства

Современное информационное пространство характеризуется практически бесконечным разнообразием представленных в нем материалов. Развитие информационных технологий обусловило появление новых способов и форматов подачи информации в сфере массовой коммуникации. Цель данной статьи – осуществить комплексный анализ медиатекста как категории нового информационного пространства; рассмотреть его основные структурные элементы, категориальные характеристики и параметры. Методологической базой для исследования стал аналитико-синтетический метод. В качестве дополнительных методов использовались: сравнительно-сопоставительный и индуктивно-дедуктивный методы, синтез, обобщение, интерпретация, анализ научной литературы, публицистических и научных статей, а также контент-анализ и элементы метаанализа. Проведенное исследование позволяет прийти к выводу, что именно категория медиатекста дает возможность объединить самые разнообразные виды продукции средств массовой информации и коммуникации. Анализ основных характеристик различных типов медиатекстов показал, что категория медиатекста в новом информационном пространстве включает в себя не только тексты традиционных (старых) медиа, но и тексты новых медиа во всем их многообразии, в том числе интернет-тексты и тексты мобильной телефонии. Ценность проведенного исследования заключается в том, что его результаты позволили включать медиатекст в разные медийные структуры и, соответственно, рассматривать его как универсальную, конвергентную категорию, которая является неотъемлемой частью массово-коммуникационной деятельности, дает возможность использовать этот текст в разных медийных обстоятельствах, что, в конечном счете, способствует формированию нового информационного пространства. Практическое значение исследования состоит в том, что его материалы и результаты могут быть использованы в процессе преподавания специальных профессиональных дисциплин по журналистике и массовой коммуникации в вузах, а также в практической деятельности журналистов, и прежде всего, работающих в интернет-журналистике, мобильной телефонии, журналистике мнений, гражданской журналистике.

Ключевые слова: медиатекст, интернет-текст, мобильный медиатекст, параметры медиатекста, информационное пространство, массовая коммуникация.

Introduction

The information and communication situation in the modern world determines the fact that information acquires an indisputable priority in comparison with other types of resources and factors of sustainable development. It is a prerequisite for the forward movement towards progress and democracy. Information activity covers almost the entire population. Because of its universality and comprehensiveness, information will help unite all areas of social activity. And the role of journalism in this process can hardly be overestimated, since the journalism informational nature is its fundamental categorical characteristic, while in other social systems the category “information” is not the main one. Journalism satisfies one of the urgent needs of the audience - obtaining information about the world around them for the individual socialization,

integrating into the social system, as well as for individual development and self-realization.

It is necessary to keep in mind that any information transmitted by the media must be complete, accurate, socially significant, as objective and impartial as possible. Strict fulfillment of this condition will contribute to a change in social relations, understanding by members of society of the economic, political and spiritual changes and reforms taking place in the country. Journalism plays an information and communication role, solves the most important task - to accumulate, preserve and transfer invaluable information from generation to generation, a kind of “cultural memory of the people”. People perceive other people’s experience through communication, which is the content of mass communication. In this case, the media are the connecting link that unites people, time, events, history.

V.F. Oleshko emphasizes that «mass communication must be considered, first of all, as an integral social phenomenon, representing the essential part of human relationships, which, on the one hand, reflects facts, events, phenomena in the life of society, on the other hand, it itself has a determining influence on their formation» (Oleshko, 2003).

The development of new information technologies opens up new opportunities in the field of communications. The information is becoming more voluminous, diversified and meaningful. As a means of communication, a means of connecting all people and each person with the real world, journalism is designed to contribute to the development of a new policy of coordination and interchange of cultural, moral and ethical values, all kinds of information (political, economic, environmental, social, etc.) and databases.

It should be noted, that the modern information space is characterized by the combination of the subject and the object positions in mass communication impact. All participants in mass communication are active and unpredictable as independent units. Today, dialogue and polylogue are becoming the main way of assimilating information, since communication with the audience or a specific person-consumer of journalism products is one of the most effective forms of truly creative relationships. Due to the emergence and dynamic development of new information technologies, today the audience is actively involved in the process of creating journalistic material. At the same time, special subject-subjective (with two active sides) relations are built between the journalist and the audience, called co-creativity or creativity in the process of communication.

Thus, journalistic material departs from its original form, from the text on a piece of paper. It becomes a media text that harmoniously exists in several guises - on paper and (in) electronic media, in sound and visual form (often simultaneously in all these forms) (Zasurskiy, 2007).

The main part Research Methods

In order to analyze the peculiarities of the media text functioning in the new information space, to consider its main structural elements, categorical characteristics and parameters, the analytical-synthetic method is used as a basic one. This method is aimed at studying the media text as a set of interrelated and interdependent elements; it helps to identify and characterize its categorical properties through its inclusion in the system of connections

with similar and other objects of the media space. At the same time, comparative and inductive-deductive methods are also used as additional methods.

Of course, for the media texts study, techniques and technologies of content analysis and elements of meta-analysis were also used. In this case, the subject of analysis was the content of text media and mass communication products in general. As pointed out by I.V. Vasenina, “the basis of content analysis is the calculation of some components occurrence in the analyzed data collection, supplemented by the statistical relationships identification and analysis of structural relationships between them, as well as supplying them with certain quantitative or qualitative characteristics” (Vasenina, 2019).

Analysis, interpretation and generalization of scientific literature, journalistic and scientific articles make it possible to form a methodological basis for the research, which ensures the scientific credibility and relevance of its results.

Literature review

The term “media text” appeared in the 90s of the 20th century in the English-language scientific literature (see scientific papers by Teun A. Van Dijk (Van Dijk, 1988; Van Dijk, 1989), Alan Bell (Bell, 1991; Bell, 1996), Norman Fairclough (Fairclough, 1989; Fairclough, 1995), Roger Fowler (Fowler, 1991), Martin Montgomery (Montgomery, 1990; Montgomery, 1992; Montgomery, 1996) and others) and quickly spread in scientific use. This is explained by the constantly growing interest in the study of media speech, the study of the peculiarities of the language functioning in the mass media. A media text is a discrete unit of a media flow, which is increasingly growing and gaining a universal character in the modern conditions of the information society. It is the category of the media text that made it possible to combine the most diverse types of media products (article, note, interview, live broadcast, talk show, television news, radio broadcast, website, etc.).

Russian researchers of media speech pay attention to its various aspects. They distinguish media text in the language of modern journalistic speech as a special aspect that carries new characteristics and features. So, V.V. Slavkin notes: in the media text new opportunities that new media bring, giving it a dynamic aspect (Slavkin, 2005; Slavkin, 2014). In this case, observations of the interaction of media text and hypertext are extremely useful: they help to understand the new editing structure of the journalistic text and the new possibilities of communication editing and composition. R.S.

Gilyarevskiy considers the text in another aspect - as an element of information technology, seeking to include it in the process of the transformation of communication activities that occurs as a result of the intrusion of digital processes into it - the Internet and telephony, as well as other advanced technical means (Gilyarevskiy, 2005).

Ya. N. Zasurskiy believes that today “the media text is acquiring well-known universal features. And the main peculiarity of the media text is that it can be included in various media structures” (Zasurskiy, 2007, p. 10). The versatility of the media text forces us to think about how to integrate the verbal, sounding, visual aspects, to achieve the ability to use this text in different media circumstances: in a newspaper, in magazines, on radio, television and, finally, on the Internet and on a mobile phone.

T.G. Dobrosklonskaya implements a new approach to media text, she focuses on this problem in the context of its development as an essential element of media education. We consider this approach especially important and highly justified from a theoretical and practical point of view. The basis of the media text concept by T.G. Dobrosklonskaya is an organic combination of verbal and media units. “In contrast to the linear interpretation of the text,” the researcher points out, “as a sequence of verbal signs united by the general meaning, the text in mass communication acquires the features of three-dimensionality and multilayeredness. This is due to the combination of the verbal part of the text with the media properties of one or another mass media» (Dobrosklonskaya, 2008, p.30). In the print media, the verbal part of the text is combined with the graphic and illustrative, which in their essence are paralinguistic components of the journalistic texts. On the radio, the verbal component of the text is accompanied by audio means - voice, music, various noise effects. Text on television connects the verbal part with video and sound, which significantly expands the boundaries of the text as such, acquiring additional expressiveness. We emphasize that the verbal and media components in the texts of the media and communication are closely interconnected and constitute a single whole, they form an «indissoluble unity, which is the essence of the concept of «media text» (Dobrosklonskaya, 2008, p.31).

Thus, it can be argued that each mass media is characterized by a special set of interrelated and interdependent media features that are involved in the creation and functioning of the media text.

V.G. Kostomarov points out that at present «the mass media are trying to establish a live direct

feedback in the environment of communicators, or, as they often say now, to achieve interactivity, but by their nature this is unattainable» (Kostomarov, 2005). However, the scientist, recognizing the special status of the Internet as one of the means of mass communication, agrees that the Internet forces to remove such categoricity, at the same time, he expresses doubts about the possibility of successful and equal interaction between the audience and the media.

In our opinion, this position raises some objections and requires clarification. The fact is that today the Internet has become an integral part not only of the global information space and modern mass media, but also an important, if not decisive, component of the personal space for the millions of people. On the Internet, people exchange information, do business, meet, communicate, have fun, etc. That is, in fact, the Internet simultaneously performs informational, influencing, cognitive, educational, aesthetic and many other functions, which is not typical for traditional media, which in their different genre forms, as a rule, realize only one or another function, sometimes several, and almost never - all together.

The category of media text has the particular importance in the Internet space and telephony. With the advent of the Internet, mobile communications and other labile means of mass communication, the interconnection of the participants in the communication process becomes not two-sided and unidirectional, but multilateral and multi-directional. The Internet has provided an opportunity to speak and be heard by everyone. This is evidenced by the endless number of personal websites, electronic versions of print and audio-visual media, our own publications, spontaneous discussions, forums and conferences that largely define the modern media environment.

Media text on the Internet admits and often presupposes development, transformation and even «rebirth», since, in many cases, it is created in real time and the audience can directly participate in its creation. At the same time, the “authorship” of the text in the traditional sense is often blurred, and the addressee of the media text becomes its creator, acts as a co-author. This also applies to interactive journalism, which has become widespread in recent years. We are talking about various television and radio programs (talk shows, reality shows, television and radio games, infotainment and music entertainment television and radio broadcasts), when the viewer or listener is an active participant in the action and, accordingly, a generator of media text.

So, for example, the rubrics «Mobile Reporter», «Letter to the Editor», «Through the eyes of an eyewitness», «You became a participant in the event ...» and similar heading have become very popular on modern television in news programs. They present stories created by TV-viewers. In this case, the audience becomes the initiator, co-author or author of the television media text. Moreover, such media text is practically no different from the material created by a professional television journalist. As in any other television media text, we find in it both verbal and media structural elements. The verbal element is the off-screen text (voiceover), and the media element is the video.

In the mobile phone, as well as in the Internet space, the media text acquires full convergence, as you read, hear, see and can provide feedback. Note that this feedback, in contrast to traditional media, in the new information environment is carried out almost instantly, online. At the same time, do not forget that the possibilities of cellular communication are far from being exhausted today and are growing literally in geometric progression. The device, which at first was conceived only as a «portable telephone», gradually went beyond its predetermined framework and began to perform much more functions. So, a modern cell phone allows you to freely access the worldwide computer network, participate in all kinds of video and audio conferences, discussions, seminars, and also receive daily operational information, ranging from weather forecasts to the latest stock market reports. And, the simplicity and ease of use attracts a wide variety of population groups to use mobile telephony, regardless of age and social status. But, perhaps, the most important advantage of this method is its practical instantaneousness. Indeed, from the moment of transmission to the moment the subscriber receives the necessary information, literally a few seconds pass.

Due to the acquisition of multifunctionality by the telephone, new ways of receiving and transmitting information have appeared. For example, mobile newspapers and mobile versions of printed publications are already widely spread in a number of countries. Currently, in Kazakhstan, more and more users read newspaper materials on websites through smartphones. Many newspapers are going digital and their electronic versions are easily accessible on mobile telephony. These are, for example, the newspapers “Kazakhstanskaya Pravda”, “Egemen Qazaqstan”, “Liter”, “Aikyn”, “Vecherniy Almaty”, “Amaty Akshamy”, “Vremya”, “Kapital.kz”, “Express K”, “Delovoy Kazakhstan»

and others. The Kazakhstan’s newspapers «Krysha» and «Kolyosa» have been completely online since 2015.

It seems that this is why we can talk about Internet texts and mobile media texts as phenomena of the same order.

The integration of mobile and print media can give newspapers a new lease of life. Mobile content enables print media to carry out interactive advertising and to open information services that attract young people, gives media owners the opportunity to profit from the re-use of content. Young people perceive mobile phones as the main channel for communication, entertainment and information.

The secret to the success of mobile newspapers is determined by a number of advantages that they have. Firstly, there is convergence, that is, the mobile newspaper is getting as close as possible to the readers. As a result, reader loyalty is strengthened and the understanding of readers’ needs and interests is broadened. Secondly, Mobile communication successfully promotes the traditional newspapers qualities in younger generation via the communication methods familiar by the generation “Z”. Thirdly, mobile communication increases the efficiency of advertising materials significantly, and uses new investment opportunities. And, fourth, mobile communication can reduce costs - both administrative and associated with different stages of the workflow.

Global media is already taking mobile channels as the main platform quite seriously. Thus, “The Times of India” newspaper offers mobile services that provide a total volume of 15 million SMS per day. The newspaper receives one thousand SMS per day, 100 e-mails and 10 regular ones as readers’ reviews. On February 26, 2008, Zhu Ling, editor-in-chief of “China Daily”, and Wang Jianzhou, chairman of “China Mobile”, officially published the first «mobile» newspaper. This mobile newspaper is published twice a day in multimedia message format. Each electronic issue contains from 10 to 20 headings that the user can download at will. The newspaper is published in two languages: Chinese and English. The start of the newspaper was timed to coincide with the Olympic Games in China. In addition, the traditional newspaper of the Olympic Village was also presented in electronic format. In Sweden, an oral newspaper appeared in a mobile phone. Dyslexic newspaper subscribers (people with the reading, writing and spelling problems, comprehension disorders) can now download publications from the Internet and

listen to articles via their mobile phone. Sweden's largest newspaper "Dagens Nyheter" and the regional newspaper "Bros Tiding" were the first to use this service. Such mobile newspaper also exists in Russia. Unfortunately, in Kazakhstan still there are no special newspapers distributed in the mobile telephony exclusively. Although "mobile" journalism opens up an entirely new untapped consumer market for newspapers.

The result

So, the concept of media text as a universal multi-level phenomenon, characterized by a special set of interrelated and interdependent verbal and media features, is complemented by a stable system of parameters that allows you to present a fairly complete typological description of a particular text.

T.G. Dobrosklonskaya identifies the following main parameters of the media text: method of text production (author's - collegial); form of creation (oral - written); form of reproduction (oral - written); distribution channel (mass media - media); functional genre type of text (news, commentary, journalism, advertising); thematic dominant or belonging to one or another stable media topic (Dobrosklonskaya, 2008, p. 31). She emphasizes that the media text "can be included in different media structures. It can be presented in a newspaper with the use of graphic elements, on the radio - with the use of a sounding word and noises that complement the spatial perception of a sounding text, and visually, when the text is accompanied by film frames, photos and pictures-frames in the course of the video plot development» (Dobrosklonskaya, 2008, p. 31). The same position is held by other scientists, for example, V.V. Slavkin (Slavkin, 2005), Ya. N. Zasurskiy (Zasurskiy, 2007), N.A. Kuzmina (Kuzmina, 2011) and others. That is, media texts of different types are characterized, first of all, by the presence or absence of verbal and media structural elements, as well as their correlation.

Analysis of mobile and Internet content has shown that mobile and Internet texts differ from all other types of texts in their versatility, integrity and multifunctionality. The versatility of mobile and Internet texts manifests itself in an endless variety of media topics, forms and genres. Integrity is determined by the structure of such texts, the possibility of the simultaneous use of various kinds of verbal and non-verbal (media) components. The multifunctionality of mobile and Internet texts is associated with the performance of different functions at the same time. And, these functions of media texts today are constantly transforming and expanding due to the rapid growth of information

and communication technologies, as well as changes in the ways of creating and transmitting information.

The way of creating such texts can be either author's or collegial. As we have already noted, the media text on the Internet and mobile telephony allows and often presupposes development and transformation, and the audience can directly participate in its creation. As a result, the author's text is transformed into a collegial text. This also applies to interactive journalism, when the viewer or listener is an active participant in communicative interaction and, accordingly, a generator of media text.

As for the form of creation and form of reproduction of a media text, in the Internet and mobile telephony, as in traditional media, many texts, created or originally reproduced orally, reach the audience in writing and vice versa. For example, often on the website of television channels, texts accompanying a video are posted, which can not only be heard, but also read.

The media text distribution channel is usually understood as the mass media where this text is created and functions. It is significant that the Internet is not only a channel for the dissemination of one's own information («oneself»), but also is a channel for the dissemination of other media (for example, electronic versions of newspapers and magazines, websites of television channels and radio stations). Therefore, the texts that are available on the Internet were often created for other media as well, initially belonged to a different distribution channel.

Internet texts and mobile telephony texts are represented by absolutely all functional-genre varieties of mass media different types and can represent a wide variety of media topics: from politics and economics, to hit parades, games and discussion of the personal life of communication participants.

For example, the BBC news / Facebook website (<https://www.facebook.com/bbcnews/>) posted a news video «Prime Minister Boris Johnson told the Conservative Party conference he could push wages up and increase productivity by reducing immigration»; it originally was broadcast on BBC news TV channel. The video is preceded by a headline and is accompanied by over 240 comments from users (viewers). It should be noted that the comments are mostly negative: "Who is BoJo's economic advisor?...these are first class lies, unbelievable!"; "I don't believe a single word he says..." or, at best, restrained ("Let's hope pensions follow suit then because it's certain prices are going to rocket and the state pension is way behind minimum wage". In fact, the speech of the Prime

Minister of Great Britain became an occasion for a heated emotional discussion that was reflected in the comments. We emphasize that comments are created not only in verbal form (often with the use of emotionally evaluative vocabulary and even swear words), but also in visual form (users put likes and dislikes, post their own video). It is significant that the news lead also contains a hyperlink (BBC Newsnight <https://bbc.in/3uQULGM>), by clicking on it, the viewer has the opportunity to read and watch materials related to the topic of the story.

The news media text “Opublikovan videoobzor vizita Tokayevym Turkmenistana”» A video review of Tokayev’s visit to Turkmenistan has been published» posted on the Kazakhstan portal NUR.kz (<https://www.nur.kz/politics/universe/1938917-video-vizita-tokaeva-v-turkmenistan-opublikovala-press-sluzhba-prezidenta/>) has a similar structure. The verbal part is accompanied by video, photograph and contains hyperlinks to materials related to this topic (awarding the Order to Tokayev, the demonstration of Gurbanuly Berdymuhamedov’s collection of horses to him, the planting a tree by Tokayevs on the avenue of honored guests, the texts of Tokayev’s speeches, the signing treaties, etc.). Site visitors have the opportunity to write their comments on the publication.

Thus, without a doubt, a universal, integrative, multifunctional media text is presented in the Internet space.

Conclusion

Thus, the text on the Internet and on the mobile phone should be considered as an integrated structure, when the media text provides the opportunity to read different sides of the text at the same time, hypertext accelerates the perception of a holistic media text, and its media elements enhance the expressiveness and effectiveness of the impact on the audience.

Currently, there is a steady trend towards mass digitization of traditional media. Internet journalism, citizen journalism, mass communication in social networks, messengers, audio and video hosting, various podcasts and other platforms are developing dynamically. The amount of massively distributed content is increasing. In the context of innovations and technological changes, Digital media is becoming ever stronger. Now it is a flexible channel with versatile communication options for different segments of the target audience. As a result, the traditional media text is being modified, acquiring new categorical properties and features.

All this allows us to consider the media text as a new communication product and, at the same time, an important factor in the economic development of media culture, since the distribution of media text in the Internet environment and mobile telephony, along with print media, radio broadcasting, television, today is becoming an integral part of mass communication activities and contributes to the formation of a new information space.

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