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MEDIA DISCOURSE OF «HATE SPEECH» IN DIGITAL COMMUNICATION: CASES OF SOCIAL MEDIA

The article is devoted to the phenomenon of implementation of traditional forms of "hate speech" on the social networks such as Facebook and Instagram. In particular, the content and stylistics of texts containing signs of "hate speech", the aspects of framework normative documents and the main concepts of verbal aggression in electronic communication are analyzed. Moreover, the concept and media discourse of "hate speech" are extrapolated to form a basic tool for building a personal brand, increasing loyalty on social networks through negativity, condemnation, slanderous or aggressive statements against opponents.

The purpose of the study is to map the negative factors of the impact of modern socially oriented content on the stylistic and linguistic presentation in the social media texts. The author also attempted to consider the incentive motives of these phenomena and counteraction measures for the escalation of "hate speech" on the Internet. The author puts forward the idea of the need for a scientific understanding of the legal nature of "hate speech", which includes several controversial aspects of the contraposition: the right to freedom of opinion is not/is the basis for choosing any (even aggressive or hateful) forms of expression of these opinions.

The practical significance and value of the work lies in the focus on improving communication technologies for monitoring and analyzing social media and systematizing available information. The author notes the need for technological strengthening of tools and methods for tracking hate speech on social networks, and proposes a discussion on defining criteria for assessing the aggression level of hate speech and its prevalence on the global network.

The research methodology is based on the use of comparative, textual and linguistic analyzes of precedent electronic media texts containing signs of "hate speech". The results of the study substantiate the need for a prompt response to the dynamic increase of hateful rhetoric by society and the state, strengthening methods of legal counteraction and ethical regulation, as well as increasing media and information literacy of the population. From the point of view of professionalizing the blogosphere, it is reasonable to use mediation technologies for conflict resolution, promote the concept of a respectful interactive environment and strengthen counteraction measures for "hate speech" in social networks.

Key words: "hate speech", electronic texts, digital platforms, media discourse, personal brand, information vacuum.

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Цифрлық коммуникацияның «өшпенділік тіл» медиадискурсы: әлеуметтік медиа кейстері

Мақала «Фейсбук» және «Инстаграм» әлеуметтік желілерінде орын алған өшпенділік тілдің дәстүрлі формаларының имплементация феноменін зерттеуге арналған. Атап айтқанда, өшпенділік белгілерін қамтитын мәтіндердің мазмұны мен стилі, шеңберлік нормативтік құжаттардың аспектілері және электронды коммуникациядағы тілдік агрессияның негізгі ұғымдары талданады. Сондай-ақ, әлеуметтік желілерде жеке бренд құру, негативті пікір тарату, айыптау, жала жабу, оппоненттермен агрессивті түрде сөйлесу арқылы аудиторияның назарын аударатын құралдар жинағын қалыптастыру мақсатында «өшпенділік тіл» тұжырымдамасы мен медиа дискурсының экстраполяциясы жүргізілді.

Зерттеу мақсаты – әлеуметтік маңыздылығы бар заманауи контенттің әсерін әлеуметтік желі мәтіндеріндегі стилистикалық және лингвистикалық құбылыстар арқылы бақылау; сонымен қатар, автор бұл құбылыстың себептерін және интернетте кездесетін өшпенділік тілдің күшеюіне қарсы тұру шараларын қарастыруға тырысты. Автор контрпозияның дискуссиялық тұстарын қамтитын «өшпенділік тілдің» құқықтық табиғатын ғылыми тұрғыдан түсіну қажеттілігі туралы идеяны алға тартады: пікір білдіру бостандығы кез келген пікірді

формаларды таңдауда (тіпті агрессивті немесе жеккөрінішті) негіздеме бола алмайды / бола алады.

Жұмыстың практикалық маңыздылығы мен құндылығы әлеуметтік медианы бақылау мен талдау және бар ақпаратты жүйелеу үшін коммуникациялық технологияларды жетілдіруге бағытталған. Автор әлеуметтік желілердегі өшпенділік тілді қадағалау құралдары мен әдістерін технологиялық тұрғыдан күшейту қажеттілігін атап өтеді, сондай-ақ, өшпенділік тілдің агрессиялық деңгейін және оның ғаламдық желіде таралуын бағалайтын критерийлерді анықтау бойынша дискуссияны ұсынады.

Зерттеу әдістемесі «өшпенділік тіл» белгілері бар прецедентті электронды БАҚ мәтіндерінің салыстырмалы, мәтіндік және лингвистикалық талдауларын пайдалануға негізделген. Зерттеу жұмысының нәтижелері қоғам мен мемлекеттің өшпенділік риторика деңгейінің өсуіне дер кезінде назар аударуының, құқықтық қарсылық пен этикалық реттеу әдістерін күшейту, сондай-ақ, халықтың және бұқаралық ақпарат құралдарының ақпараттық сауаттылығын арттыру қажеттілігін негіздейді. Блогосфераны кәсібилендіру тұрғысынан қақтығыстарды шешу үшін медиация технологияларын қолдану, сыйластық интерактивті орта тұжырымдамасын насихаттау, әлеуметтік желілерде өшпенділік сөздеріне қарсы шараларды күшейту орынды.

Түйін сөздер: «өшпенділік тіл», электрондық мәтіндер, сандық платформалар, медиадискурс, жеке бренд, ақпараттық вакуум.

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**Медиадискурс «языка вражды» в цифровой коммуникации:
кейсы социальных медиа**

Статья посвящена изучению феномена имплементации традиционных форм ненавистнической риторики в социальные сети «Фейсбук» и «Инстаграм». В частности, анализируется контент и стилистика текстов, содержащих признаки языка ненависти, аспекты рамочных нормативных документов и основные концепты речевой агрессии в электронной коммуникации. Также проведена экстраполяция данных медийного дискурса «языка вражды» на совокупность алгоритмов формирования базового инструментария для выстраивания личного бренда, увеличение лояльности в соцсетях за счет негатива, осуждения, клеветнических или агрессивных высказываний в отношении оппонентов.

Цель исследования – провести картирование негативных факторов воздействия современного социально-ориентированного контента на стилистическую и лингвистическую реализацию в текстах социальных сетей; автор также предпринял попытку рассмотреть побудительные мотивы данного явления и меры противодействия эскалации ненавистнических высказываний в интернете. Автор выдвигает идею о необходимости научного осмысления правового характера «языка вражды», включающего несколько дискуссионных аспектов контрапозиции: право на свободу мнений не является/является основанием для выбора любых (даже агрессивных или ненавистнических) форм выражения этих мнений.

Практическая значимость и ценность работы реализуются в ориентированности на усовершенствование коммуникационных технологий мониторинга и анализа социальных медиа и систематизации имеющейся информации. Автор отмечает необходимость технологического усиления инструментов и методов отслеживания языка ненависти в соцсетях, а также предлагает дискуссию по определению критериев оценки уровня агрессии ненавистнической риторики и ее распространенности в глобальной сети.

Методология исследования строится на использовании компаративного, текстового и лингвистического анализа прецедентных электронных медиатекстов с признаками «языка ненависти». Результаты исследовательской работы обосновывают необходимость оперативного реагирования на динамизацию наращивания ненавистнической риторики со стороны общества и государства, усиления методов правового противодействия и этического регулирования, а также повышение медийной и информационной грамотности населения. С точки зрения профессионализации блогосферы имеет смысл использовать медиативные технологии урегулирования конфликтов, продвигать концепт уважительной интерактивной среды и усиливать меры противодействия языку ненависти в соцсетях.

Ключевые слова: «язык вражды», электронные тексты, цифровые платформы, медиадискурс, личный бренд, информационный вакуум.

Introduction

The interactive model of informational interaction between communication participants takes a leading position in the discourse of modern digital media. According to the research conducted by the consulting company Kepios, almost five billion people, or just over 60% of the world's population, actively use social networks (data as of July 2023). The average social media user has access to seven platforms, the most popular among which are WhatsApp, Instagram and Facebook (owned by Meta).

Modern online publications are characterized by hypertextuality, interactivity, and openness (Deuze, 2003). In terms of communicative effect, all participants of the digital discourse take part in the development of media reality. Each user of social networks has an opportunity to express their opinion and position regarding any issue. In addition, users of digital media independently prepare the material and are responsible for its distribution (Yesenbekova et al., 2023). It should also be noted that the number of ways of content production and distribution will increase every year, since digital platforms adhere to a different logic in their work compared to traditional media (Hughes, 2018).

In the context of the active dynamization of digital communications, there is a growing concern about the spread of negative or harmful content and flaming as the most common form of cyberbullying. This phenomenon is based on the use of verbal aggression, in which a virtual offense causes real discomfort or a psychological reaction. Pluralism and diversity of opinion or evaluation on the Internet can not only spread information, but also carry dangerous destructiveness, especially for children and adolescents. In particular, the information published on social media in text, video and audio formats can lead to an escalation of social tension and even real conflict. The position of "opinion leaders", therefore, can have an impact on the worldview, beliefs and attitudes of an individual or audience to the events.

In this regard, the scientific understanding of the legal field of the use of verbal aggression and "hate speech" in the modern Internet space is being updated, in which the right to freedom of opinion and the choice of form of expression of these opinions come into conflict. Moreover, in the concept of the theoretical framework of the study, the author tries to answer several questions: How is verbal aggression in digital media related to destructive forms of communication (blackmail, ridicule, threat, dissemination of fake information, exposure, electronic texts discrediting a person)? Can verbal aggression on social media be considered as a sign of deviant communicative behaviour? Are the patterns of aggressive behaviour of popular Kazakhstanis able to influence the building (formation) of a personal brand on social networks?

Materials and methods

The empirical basis of the study is electronic media texts of social networks such as «Facebook» and «Instagram». Posts and comments of users that received a large number of likes and dislikes were selected for analysis. Since the functions of the social networks such as Facebook and Instagram imply duplication of publications on both platforms, the results of quantitative and qualitative analysis of media texts have different indicators. To stratify quality indicators, publications were selected, the content of which caused an ambiguous reaction from users of social networks, which eventually influenced the social mood of the majority of Kazakhstanis. During the research, the author also drew attention to the influence of the content characteristics and content of publications on representatives of government agencies and the public sector. In quantitative terms, the selection of material was carried out based on the following indicators: the number of likes/dislikes; number of subscribers; number of reposts; number of stories published. Using the continuous sampling method, examples of the use of hate speech in the electronic texts were investigated.

The method of contextual and comparative interpretation of the main connotations of the media text is used to identify the manipulative component that affects the public perception of information, as well as the growth of popularity, loyalty and recognition of a personal brand through the use of hate speech, in particular, the text taken in the event aspect is considered. The comparative and linguistic segment of the analysis of precedent electronic media texts allows to develop a basic understanding of the most commonly used models of verbal aggression in social media texts. Features of media discourse were revealed due to the methodological potential of content analysis, since this methodology involves the representation of social reality in the media space.

Literature review

The linguistic aggression has been studied widely from a variety of positions. The founders of the Dangerous Speech Project note that for «real ag-

gression, people must first be taught to see enemies in other people through malicious texts» (Benesch S., 2018). The authors came to an understanding of linguistic aggression as violence that must be prevented by making it less common or less convincing. Scholars are searching for universally accepted definitions of «dangerous speech», discussing how digital and social media «allow dangerous speech to spread and threaten the world».

The reserch of Harvard scientists devoted to innovative dehumanization (Austin J.L., 1962) can be considered fundamental in the historical context; the legal studies of John Bachman and Jack Holland are also interesting (Bachman, Holland, 2019).

The incitement through media texts was studied by the Virginia scholar S. Benes in his work «Vile Crime or Inalienable Right, Defining Incitement to Genocide» (Benesch, S. (2003).

R. Brown's study (2016) "Defusing Hate: A Strategic Communication Guide to Counteract", which is a strategic communication guide to counteracting aggressive hate speech, can be considered valuable methodological material.

Media discourse as management of public consciousness was examined by M.R. Zheltukhina (2003). One of the fundamental works is the study conducted Yu. N. Karaulov. The researcher studies media texts in the communicative space (Karaulov, 2004). Khorosheva, Shustova, Kosteva devoted their works to the linguistic confrontation, as well as the influence of information flows on mass consciousness (Khorosheva et al., 2019). In the article devoted to the process of mediatization in Kazakhstan, D. O. Baigozhina (2018) describes the features of the media culture of Kazakh society. Klushina's reserch is devoted to the mediatization as the most important stylistic process. The communicative-axiological category of straightforwardness in Kazakh media discourse was examined by Zhakupova A.D. and Omarova N.G. According to them, the communicative-axiological category of straightforwardness is relevant in Kazakh media discourse, since truthful, sincere or even harsh statements play an important role in forming ideas about the development of freedom of speech in the media (Zhakupova et al., 2023).

Despite the large number of research devoted to media discourse, according to the author of this study, hate speech in national digital discourse is not studied widely and thoroughly. Media discourse is considered as a complex system of virtual communicative space, the main function of which is performed by mechanisms that have a manipulative effect on the linguistic consciousness of society.

An overview of the transformation of the media industry in the digital age is presented in the scientific work of professor of the University of California Martin Hilbert (2016). The book called «The Content Trap: A Strategist's Guide for Digital Transformation» by Bharat Anand provides valuable advice on analyzing the impact of technological change on the media landscape, as well as the consumption of media content by the audience. The study helps to predict consumer demand for media products (Anand, 2016). American investigative journalist Nicholas Carra examined the influence of the World Wide Web on the information society. The book called «Take a Look: What the Internet is Doing to Our Brain»? describes the audience's way of thinking and consuming information (Carr, 2011).

Results and discussion

In the study of communication methods in digital media discourse, an integrated approach is important, since this topic is an interdisciplinary area. Unlike traditional media, social media are more capable of implementing the function of manipulative influence. Before the emergence and development of digital communications, traditional types of media had a static nature of transmitting information, since the communicative interaction between the recipient and the sender was fixed. Social media of our time is characterized by its dynamism, in which all users of digital platforms have the opportunity to participate in the creation of content. Due to the activity of the audience in the use of social networks, media reality has undergone great changes. The transformation of modern media discourse has created a new virtual reality, where each participant in communication forms his own attitude to what is happening as a result of consuming information. From the perspective of the concept of the dialogical nature of media texts, every person with any degree of involvement in media discourse is a recipient of media reality (Duskaeva, 2012).

The audience of social networks can be divided into the following categories: active, passive and inactive users of virtual pages. In quantitative terms, the active category includes users who publish posts and stories, write comments, or make reposts at least once a day. A qualitative analysis of posts by active users showed the thematic diversity of published information, as well as the expressed subjective attitude of the addressee. The users belonging to the active category often represent the intention of the call. The group of passive users includes those communication participants who rarely work on their

content and prefer to observe what is happening rather than exchange information. Inactive users can be those users of social networks who have their personal accounts, but have never taken part in media discourse after registering the page. Active users of social networks can be considered professional repeaters of media reality. This is usually a category of individuals engaged in journalistic, blogging, and social activities. Citizens who express active civic position through digital platforms and have a certain number of followers, authority, reposts, citations or a permanent loyal audience are considered to be «opinion leaders». D. Berry and E. Keller (2003) outlined the ideal image of a leader of public opinion who inspires the most trust based on an analysis of the behaviour of American citizens.

Based on the results of content analysis of social networks, it was possible to establish that the audience's attention is focused on socially significant topics in the posts (publications) of «public opinion leaders». It is worth noting that people who are considered to be «public opinion leaders» take an active part in shaping information flows, and are able to form the information agenda and exert manipulative influence through distributed content. The study found that the «public opinion leaders» try to influence the consciousness of their subscribers and form a personal brand by carrying out acts of manipulation. In this study the personal brand is considered not only from the position of the individual who disseminates information, but also from the position of the hero of the content. For example, having a large number of subscribers, the famous local TV host Dinara Satzhan devotes posts to other famous and less famous people on the «Facebook» and «Instagram» platforms, thereby influencing their personal brand. Influencers are increasingly focusing their attention on social media. The rich and famous people increase their wealth through recognition. Sales are growing, and the «personal brand» continues to influence the masses (Lin at al., 2022).

With the development of Internet technologies, the emergence of new types of social networks and the involvement of a large number of registered users has led to the formation of an «information vacuum», where everyone has the opportunity to manage his or her account by implementing individual and collective intentions. Being under the influence of an «information vacuum», digital society gives preference to communication in the virtual space. In addition, the «information vacuum» can serve as a manipulation function, where hate speech is often used. During the observation, several cases were examined that caused a resonance on social networks. As a result, it was found that any high-profile event can end up in an «information vacuum» under the manipulative influence of social network users. Since the «information vacuum» assumes the lack of opportunity to study and consider the problem comprehensively, the distributor of digital content and other participants in communication build communication taking into account their own interests.

Due to digital resources, the level of openness and trust between government and society increases. This trend boosts the development of citizen journalism. Over the past five years, almost all Kazakhstani TV channels have opened accounts on social networks, simultaneously duplicating news on digital platforms. Cross-media platforms such as «Facebook», «Instagram», «WhatsApp», «Telegram» or «Twitter» have become a bridge between professional journalists and online content creators (Hilbert, 2016). It can be seen how the content of news portals operating online is developing. The mass media discourse uses an interactive social method (Zhetpisbaeva et al., 2024).

During studying of the topic within the framework of this research, an analysis of the account of two local TV channels adapted to the social network «Instagram» was carried out. The methodological basis was the site «Popsters», which analyzes social media accounts. Two Kazakhstani TV channels were chosen for this study: «24 KZ», «Atameken Business» (Figure). The period of study was from April 14 to May 14, 2024. Quantitative data was collected according to the following criteria: the number of publications, the number of views, the average statistical data on the number of views, the number of likes and comments.

«24 KZ» statistics: 4376 videos of news content were uploaded, the total number of views is 14563129. The number of likes is 138771, the number of comments is 30706.

Statistics of the «Atameken Business» TV channel: 632 videos of news content were uploaded, the total number of views is 7538406, the number of likes is 96559, the number of comments is 28818.

Judging by the statistics of TV channels adapted to social networks, the account of the TV channel «24 KZ» is the leader in the number of videos and views, as well as in the number of likes. In terms of the number of comments, a similar situation is observed; both accounts are active on social networks and focus on feedback from the audience. A feature of feedback in the digital space is the immediate receipt of comments from subscribers and the ability to answer viewers' questions in the same mode. Due

to social networks, victims of domestic violence openly discuss the problem and are not afraid of publicity. Thus, digital platforms have influenced people's thinking. It is possible that this trend will lead to long-term changes in politics and culture (Zhang, 2023).
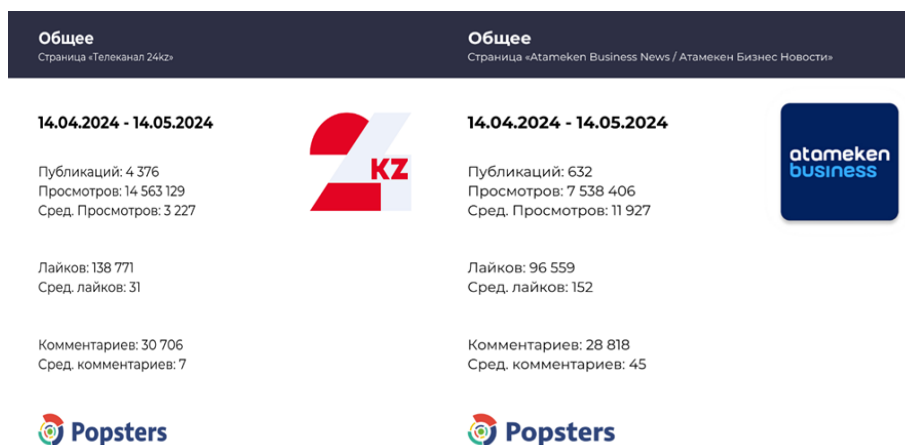
Figure: Analysis of the account of the TV channels «24 KZ» and «Atameken Business», adapted to the social network «Instagram».

The study used a method for monitoring indicators of the use and spread of hate speech in the Kazakhstani digital space. The study of the content of the social network «Facebook» was carried out from February to May 2024. The choice of this platform is due to several factors: firstly, the majority of registered accounts in Kazakhstan are on the social network Facebook; secondly, the content of the social network corresponds to the information agenda; thirdly, a large number of public figures, officials of various ranks, and «public opinion leaders» are concentrated on Facebook; and finally, there is a significant number of resonant publications, the content of which contains media texts that discredit the honour and dignity of other people, slanderous materials, and offensive statements on this platform.

In the process of studying this area, the following types of hate speech were identified:

- Creating a negative image of another person through evaluative expressions and opposition;

- Calls to boycott using cancel culture (exclusions, cancelling);

- Formation of a personal brand by devaluing or appropriating the others work;

Ridiculing the appearance of the interlocutor or his relatives, as a form of manipulation and shift of emphasis;

- Doubts and objections regarding a person's professionalism (as a form of sophistry and manipu-

lation);

- Inciting ethnic hatred.

Based on the above criteria, the author conducted a comparative analysis of text situations played out on the Internet and contained signs or connotations of verbal aggression. The cases of journalist Dana Ormanbaeva, investigative journalist Gulbana Abenova, journalist Vadim Kozachkov, human rights activist Dina Tansari (Smailova) and journalist Dinara Satzhan were selected.

The substantive features of the first case of Dana Ormanbaeva, related to cases of litigation after publications, are as follows: this is the story of lawsuits for libel or slanderous statements on social networks. In November 2020, blogger Denis Krivosheev said that a criminal case had been opened against Dana Ormanbayeva for detaining a person in a video interview with the online newspaper "ZONAkz". In 2021, the Almaty City Court ruled to find the blogger guilty of libel against a journalist. According to Dana Ormanbaeva, she decided to go to court for the sake of a precedent, since media texts on social networks are not controlled and are a "hotbed" for the dissemination of false information.

This story demonstrates the syncretic nature of hate speech and defamation and its incorporation into the legal process and litigation. Publication or dissemination of false information on social media is automatically duplicated in official media. The

conflict was examined through a linguistic examination, using the keywords «restrained by force», «a criminal case has been opened». In the dictionary, «to detain» means not to let go (Efremova, 2000). Based on this, the court ruled in favor of the plaintiff and awarded a fine to blogger D. Krivosheev.

The second case that received wide coverage on social networks is the mutual claims and trial of blogger Zhanna Akhmetova and journalist Dana Ormanbaeva. In a comment under the post, the blogger used the word «mongrel» to refer to the journalist. In a counterclaim, blogger Akhmetova demanded to remove the post from the social network, in which, in her opinion, her personal data was disclosed (the post dated July 3, 2022 on her personal Facebook account). The story received wide publicity and sparked discussion about online culture and ethics.

The spread of fake information in modern life is becoming a common phenomenon, but it makes it difficult for an unprepared user to verify true information or identify false and manipulative maxims. In this regard, the use of scientific methods to improve the level of competencies and media literacy is being updated (Karimova at al., 2023).

The next case of digital hate speech also involves a lawsuit. In April 2024, the police opened a criminal case against Dana Ormanbaeva for inciting ethnic hatred. Earlier, she posted a story on the social network «Facebook», which was duplicated on «Instagram». The text of the story in an aggressive manner expresses the attitude towards the nationality of the opponent, contains profanity and insults (Tengrinews.kz, 2024). There are also signs of threat in the text of the story (in the sentence «We will «execute» you with special pleasure»). According to Ozhegov's dictionary: «to execute» means: 1. K. criminal is subject the death penalty 2. K. criminal is subject to moral suffering, punish (Ozhegov, 2016). This criminal case is still under investigation and no decision has been made.

The third case is related to the story of investigative journalist Gulban Abenova. The Social Health Insurance Foundation filed a lawsuit against the journalist for disclosing information about the financial activities of the foundation. The post about the luxurious life of the head of the foundation, Aibatyr Zhumagulov, caused widespread discussion on social networks. Besides, the following words were used in relation to the director of the department: "low level", "Press-in-law" in the text to Gulban Abenova. The plaintiffs regarded the media text as discrediting not only the director, but also the entire foundation and the healthcare system as a whole.

The next case is also related to a lawsuit against journalist Gulban Abenova. The Minister of Science and Higher Education sued a million tenge, winning the case against the journalist in court. In November 2020, Gulbanu Abenova published a post entitled «Mutually beneficial internship» on her personal Facebook page: «During the period of his work, Kazakhstani teachers were sent for internships to foreign universities, a huge number of interns went to Brunel University London, University of Leicester in the UK, University of Montreux in Switzerland. They sent large groups of teachers from one university at a time abroad. For example, in 2012–2013, 78 employees of the University Valikhanov in Kokshetau took part in the competition under the «Bolashak» program. Of these, 34 people from this university became winners of the presidential scholarship «Bolashak». According to some sources, the amount for an internship per year reached up to 20000 USD for each intern, which was more expensive than a year of study in a master's or doctoral program. But for a master's degree you at least receive a diploma, and for such an internship you only receive a certificate of completion of the internship».

In September 2022, the Astana court partially satisfied the claim against the journalist and blogger «for the protection of honour, dignity and business reputation, and the recovery of compensation for moral damage» (Azattyq.org, 2022)

The case of the director of the "Don't Be Silent" Foundation, Dina Tansari (Smailova), and producer Bayan Alaguzova is also of interest. Well-known TV host and producer Bayan Alaguzova published a post regarding the judicial investigation against the former Minister of National Economy Kuandyk Bishimbayev: «The most terrible and monstrous thing is that the former relationship has become much more important than the fact of murder. Part of society believes that it is her own fault, how is this possible? Nothing can ever justify violence, torture and death. I feel terrible for everything that is happening. Saltanat, forgive us all, rest in peace» (the post dated April 3, 2024 on «Instagram»). This short message was followed by an immediate reaction from human rights activist Dina Tansari (Smailova) on her Facebook page: «This statement by Bayan suggests that she sympathizes with Saltanat, but, on the other hand, she admits that Bishimbayev killed her for the past relationship! Horrible! Just the queen of double standards! This is what Dana Ormanbaeva constantly writes about; you cannot broadcast so irresponsibly to an audience with 4.5 million subscribers, «infecting» society with your double standards» (the post dated April 4, 2024 on her personal page

on «Facebook»). This story is an example of an information war between «opinion leaders». Although this case, which can be characterized as a virtual dispute, did not continue in the form of lawsuits, such rhetoric has an impact on the public mood. A large number of subscribers ensures a high level of views, which means it involves a struggle for public attention in order to impose a certain opinion.

The sixth case went beyond the country and reached the audience of a neighboring country in terms of popularity. We are talking about a statement by Russian journalist Tina Kandelaki in her Telegram channel about the displacement of the Russian language in Kazakhstan: «The Ministry of Transport of the Republic wanted to rename several railway stations and replace Russian names with Kazakh ones. For example, they propose replacing the station «Uralsk» with «Oral», «Uzen» with «Zhanaozen», etc». Kazakh TV host Dinara Satzhan called such rhetoric a «provocative statement», posting the following post on her «Facebook» page: «First, we are an independent sovereign state. There is a good Russian proverb: « don't interfere with someone else's monastery with their own rules»! And let us decide for ourselves what railway station to call. Secondly, Kazakhstan has been gradually returning its native language, lost during the years of Soviet regime, throughout the years of its independence. Thirdly, Russian is the official language of interethnic communication in our country, and Kazakh is the state language». In addition to famous people, some social media users reacted to the statements of the Russian TV host. It is noteworthy that Kazakhstanis left comments under Tina Kandelaki's post in two languages: Kazakh and Russian. Almost all types of hate speech were evident in the comments. The content of the media texts of the discussion participants corresponds to «inciting ethnic hatred». This is confirmed by the following appeals: «Live in your Russia and dictate your rules to them»; «Do you want to destroy the Kazakh language and conquer the land»? «Kazakhstan does not obey Russia like your Georgians» etc. (comments under Dinara Satzhan's post on her personal «Facebook» page dated January 16, 2024).

The seventh case concerns the murder of Saltanat Nukenova, which had a great impact on public discourse on issues of combating domestic violence, and caused active discussion not only in Kazakhstan, but throughout the world. Many expressed their own opinions regarding this tragedy, including public opinion leaders. Ambiguous reactions were caused by resonant posts on social networks by prominent political figure Ermukhamet Yertys-

bayev: «I am for an honest, objective, fair trial – a jury trial. Since the case is resonant, the trial should be open and transparent. But not the trial that Itkulov is trying to sell us (another well-known blogger in Kazakhstan – editor's note). He demands that the trial be a show trial so that the murderer is recognized as a murderer. Is it really difficult to go into a search engine and type in what a show trial is? A show trial is a judicial performance, a sham trial, an open trial in which the guilt of the suspect is predetermined. We don't need a show trial. We will hammer the last nail into the coffin of the rule of law». In addition, the chairman of the People's Party of Kazakhstan expressed his opinion regarding the division of Kazakhstan into New and Old, fearing that such a division would lead to a split in society (the post by Ertysbayev dated March 5, 2024 on his personal «Facebook» page).

Journalist Gulbanu Abenova received angry comments after she devoted several posts to the topic of the murder of Saltanat Nukenova: «If you don't think like everyone else, then that's it, you're screwed. You are corrupt, you are a slut and you are not human. You must be wiped off the face of the earth; you have no right to live. What picture did we paint? It's black and white. He (Kuandyk Bishimbayev – editor's note) in black is a monster, a maniac, a killer. And no other colors, not even semiones. Black and that's it. She is white, fluffy, innocent» (the post by Gulban Abenova dated February 18, 2024 on her personal «Facebook» page).

After several similar posts, the victim's lawyer, Zhanna Urazbakhova, also responded: «Saltanat's body has multiple injuries, including signs of suffocation, a broken nose, lacerations, abrasions, and bruises. There is not a single whole area on the body. Description of only EXTERNAL bodily injuries on 2 pages, not to mention internal ones. Getting injured when falling from your own height is EXCLUDED!!! The unprincipled «mistress» Gulbanu Abenova points to alcohol intoxication and that the injuries were sustained in a fall. This is completely a figment of her imagination. The injuries were CAUSED by a blunt, hard object».

The study of the above cases illustrates the tendency of social networks towards open, free and poorly controlled expression of emotions. Of course, traumatic topics that evoke strong emotions quite often become the basis for negative statements, sometimes containing signs of hateful terminology. The cases involving types of hate speech have been confirmation of how important communication is in the digital space. The representatives of the media play a key role in this issue. In our opinion, they

bear the main responsibility for disseminating verified information and establishing feedback from social media users.

The author tried to formulate methods of ethical communication (digital conversation) on social networks based on the conducted research:

- Method of discussing a conflict situation, a parity discussion that does not become personal, conflict triggers, traumatic assessments and insults;

- Method of studying the source of the conflict, a detailed analysis of the interests and positions of stakeholders, studying the history and precursors of the conflict situation;

- Method of conflict management, competence in conducting discussions, ability to argue statements taking into account the interests of all parties. Development of stress resistance;

- Method of prevention and avoidance of conflict, carrying out preparatory procedures, establishing confidential communication;

- Feedback method with conflicting parties. Conducting business communication and searching for a solution (compromise);

- Method of conflict resolution, studying ways of reconciliation, mediation techniques.

The essence of the above methods is to implement the social mission of digital conversation, in which communication is not carried out unilaterally (social networks users are recipients and the communicator is journalists, bloggers, «opinion leaders with a large number of subscribers»).

At the stage of discussing a conflict situation, the initiator of communication disseminates information, discusses socially significant topics, in other words, creates an informational occasion for further discussion, as well as establishment of connection with the audience.

Using the method of investigating the source of the conflict, the communicator makes an attempt to find out the true causes of the conflict through a comprehensive study of the situation, as well as recognition of hate speech in media texts.

The conflict management method is an important part of communication with recipients. It is important to behave correctly in an ambiguous situation. For example, the publication of personal data may cause a conflict between interested parties. In this case, the author of the post needs to conduct explanatory work in order to de-escalate the conflict.

The prevention method is one of the effective ways to prevent a conflict situation. While reading the news feed, you can highlight publications that contain elements of hate speech. Conflict can be prevented by clarifying legislation that penal-izes all types of hate speech, as well as controlling destructive language and hateful rhetoric on social networks.

The audience feedback method involves communication with subscribers, which is largely implemented by answering questions in the comments, as well as studying the problem of people who have asked for help or made suggestions.

The conflict resolution method involves effective measures that help to eradicate the conflict. For example, contacting mediators to further broadcast reconciliation on social networks. Recently, law enforcement agencies have been effectively using the method of conflict resolution after provocative statements by citizens. This is confirmed by the case involving a Kazakh woman who insulted the Kazakh language live on her personal «Instagram» page. Law enforcement agencies carried out search operations, after which the transmitter of hate speech posted a public apology for her statement.

Conclusion

Digital media discourse is a complex system of virtual communication, including a number of multidirectional forms of communication and information exchange, and the manifestation of positions. This is a global communication space that unites the media, social networks and messengers. Millions of voices and opinions. The methods developed during the study can be used as a tool for resolving conflict situations in the process of digital conversation. Considering the influence of manipulation on the linguistic consciousness of social network users, it is necessary to create regulatory parameters to control communication processes. The examples listed in the main part of the article show the importance of a comprehensive study of the topic of confrontation in social media. According to the results of the study, the following ways to solve the problem of regulating hate speech in social media are proposed: creating a center for countering and preventing social conflicts that monitors social networks; taking comprehensive measures at the legislative level to combat the propaganda of hate speech; revising media policies regarding the dissemination of news content, including strengthening fact-checking and countering fakes and deepfakes; creating textbooks and methodological developments for teachers and students on teaching media and information literacy, and conducting discussions in digital communication of social networks.

When broadcasting hateful rhetoric of public figures, journalists need to keep in mind ethical

principles, since the dissemination of destructive or extremely negative statements leads to the "acceptance" by society of national, racial or religious hatred propaganda, which constitutes incitement to discrimination, hostility or violence, as the norm. There is also a need for strict control by social network administrators when posting content. It means they need to divide texts with a predominance of negative evaluative vocabulary and texts containing illegal content that contradicts the laws of the country. In addition, increasing the level of media literacy of the population is of great importance for the state. It must be taken into account that through "opinion leaders" the audience of social networks receives certain information that is formed, like an agenda, with certain goals and attitudes. Given the flexible structure of hate speech, this topic requires prolonged attention and a further comprehensive approach to study.

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