Linguistic Representation of Value Dominants in Virtual Space: The Example of Kazakh and English Materials

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Abstract

The article focuses on the axiological dominants of Kazakh and English-speaking cultures in the virtual world. The authors analyze the valuable national picture of the world in ordinary virtual discourse by considering the parameters of tradition and innovation in text formation. They collected and analyzed Internet comments using linguocultural and linguoaxiological methods to identify the linguocultural units that reflect the value markers of Internet commentary. These units include verbalized mythologemes, phraseological and paremiological units, poetic features, and nationally specific units that reveal the value basis of both cultures and are indicators of their axiological dominants. The study found two additional parameters of the value marker, "Bata - national peculiarity" unique to the Kazakh culture, and "IQ peculiarity" unique to the English culture. Overall, the study highlights the importance of understanding the axiological dominants of linguocultures in the virtual space.

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1. Introduction

The rapid development of the Internet in recent decades has dramatically impacted all spheres of life in modern society, changing its consciousness and way of life. It allows receiving the necessary information and helps to conduct fast and effective communication. Communication in the virtual Internet space is a challenge for 21st-century society. It requires an in-depth scientific analysis of the spontaneous phenomenon of modernity. Virtual communication on the Internet quickly stimulates the young generation and opens up vast opportunities for information and communication activity, so it becomes the central communication platform for modern society. In the virtual world, man is a new type of man, a new ethics, culture, new psychology, and biology, in which modern consciousness, ideological and cultural values, and a different communicative behavior are formed (Kurmanbekova et al., 2023).

Therefore, the socioeconomic transformation of Kazakh society, associated with integrating the country into the global information and technology and information and communication space, contributes to the modernization of consciousness of modern Kazakhstan. In the new conditions of the current state, in which there is an individual, form different structures of consciousness of the individual, including axiological structures. The scientific novelty of the research consists in the linguoaxiological comprehension of the potential of texts of everyday virtual communicative space. It reveals the linguoaxiological factors, allows to define the dominants of linguocultural features on the level of textual formation, and develops a technique of linguocultural and axiological analysis of texts, which promotes the reconstruction of parameters of axiological dominance in traditions and innovations, whose basis is value markers and creating a whole picture (Luo & Chen, 2020).

The significance of the work lies in the fact that the obtained results, more precisely, the definition of axiological dominants of Kazakh and English language linguoculture, taking into account the parameters of tradition and innovation in the textual formation of vituperative communicators, allows generalizing and making a contribution to modern international science. With that in mind, this study delves into the underlying nature of internet comments to identify their hidden values.

2. Theoretical Framework

With the advent of the Internet came social structures (web platforms and similar platforms such as social networking sites, news websites, online shopping websites, blogs, etc.). They are not only described, but by manipulating data, social structures can also be constituted and modified (Jacob, 2021; Krämer & Conrad, 2017; Sweetser & Kaid, 2008). These areas of language functioning undoubtedly play a significant role in the everyday life of modern man and deserve linguistic research. The interest in contemporary linguistics in various spheres, notably the daily linguistic existence of human beings, makes the present study relevant.

This direction is actively growing abroad, as evidenced by the works of foreign researchers in the field of linguistics and linguodidactics, such as Huang (2018), Abu Sa'aleek (2015), Ivkovic (2013), Marfil-Carmona and Ortiz-Cobo (2019), Otero Gomez and Giraldo Perez (2019), Choi et al. (2020), Phillips (2019), and Xu et al. (2020). As Lilleker and Michalska (2013) hold, blogs, social networking sites, and Facebook (Engesser et al., 2017; Enli & Skogerbø, 2013) provide a communication space for politicians and their recipients to discuss political issues. In addition, blogs and social networking sites present an opportunity for necessary technological know-how (innovations) for effective interaction. Online platforms and technologies allow individuals in politics to promote themselves directly online. Interactive features, especially those that allow for conversations, help improve learning (Cho et al., 2003) and community building (McLeod et al.,1999). For example, the communication strategies of MEPs can engage citizens with a website that functions as a communication medium and create communities. Interactions can be allowed on the website or alternative platforms such as blogs and Twitter (Häussler, 2019; Jungherr, 2016; Stier et al., 2018).

A study by Metz et al. (2020) shows that using a more emotional and personal style is a valuable tool for managing the impression of politicians. Publishing emotional and private content positively affects audience engagement, suggesting audience demand for more personal and emotional impressions of public figures

online. Consequently, in the wake of social structures and communication sites, new texts are emerging as comments, one of which is microblogging, as studied by Xu et al. (2020). According to them, microblogs are short texts often characterized by a lot of noise, new words, and abbreviations. Their research aims to determine the level of textual emotion, for which they propose a model for classifying microblogging emotions (Xu et al., 2020). Luo and Chen (2020) work in this direction and consider the qualitative analysis of English text using recurrent neural networks and semantic segmentation. They propose an attention-based model of English text quality analysis, that is, the generation of English text based on the attention mechanism and the influence of semantics. In the paper, they introduce an "an rnn-attention-c model", which presents information about the object in text generation (Luo & Chen, 2020).

Each communicative picture of the world of an ethnic community (advertising, political, pedagogical, medical, virtual, etc.) has unique properties but also has points of intersection with other discursive pictures, which is determined by the commonality of communicants (Bocar & Ancheta, 2023; Pishghadam et al. 2021). In modernizing the fragments of the world picture, one of the main aspects is the value aspect. The study of the value orientations of the participants of this or that communicative subspace allows selecting the value fragment of the discursive picture of the world (Kurmanbekova et al., 2023). In this paper, the authors study the model of a value-based picture of the world of virtual communication, actualized in the chat as a genre of virtual discourse, implemented in an informal interaction of interlocutors, and carried out with the help of the Internet in real-time. The discursive picture of the chat world reflects the value orientations of this community, based on both general cultural values and those specific to the virtual community. In this way, one can talk about the existence of values inherent in any linguocultural group; at the same time, each community is characterized by its own hierarchy of values. The system of values of one culture determines its variability, which is determined by differences in terms of value priorities, depending on the trait of the linguocultural community, the spiritual experience of the people, the personal

temperament of the person, etc. (Kurmanova et al., 2023).

The historical preconditions for the emergence of this term, its specific features, and differences in the process of textualization are presented. Theoretical analysis has contributed to the solution of the problems of this study in identifying strategies and tactics for commenting on texts in virtual space. Internet comments, as secondary texts, realize the derivational potential of the source text. This is proved by the fact that Internet comments contain mutational innovations, indicating a change in the internal form of the text and its functional orientation. In this approach, the term 'secondary text' is used in its broadest sense as a text created based on another text, beginning with the title and ending with all kinds of translations and transpositions of the text (Yergaliyeva et al., 2018, 2021, 2022). When analyzing the derivational-motivational development of a text, the focus is on the underlying source text, which is reproduced in its entirety or component by component.

Internet commentaries can incorporate a wide variety of culturally significant components, reflecting the properties of the community's value orientations. This finds its embodiment in the actualization of a number of mythological, folklore, and ritual meanings of lexical units, which model the manifestations of national consciousness. The object of the study is Kazakh and English-language Internet comments, one of the most common genres of online communication. The study aims to identify value markers in the virtual communication space and identify axiological dominants of the Kazakh and English language linguoculture, taking into account the parameters of tradition and innovation in the text formation of virtual communicators.

3. Methodology

3.1. Materials

The present study utilized texts from Kazakhstani and English-language Internet comments that were left on news articles located on the information portals Ak Zhaiyk (https://azh.kz/ru) and Independent (https://www.independent.co.uk/asia). The study focused on the most commented political articles for 2022-2023, and a total of 100 Kazakh and 100 English-

language texts of Internet comments were collected and analyzed using the method of continuous sampling.

3.2. Procedure

During the analysis of the texts, particular attention was paid to the linguocultural units that reflect the value markers of virtual communicative space. The aim was to determine the axiological dominants of Kazakh and English linguocultures, considering the parameters of tradition and innovation in the text formation of virtual communicators. The study explored the valuable national picture of the world in linguocultural and linguoaxiological aspects using everyday virtual discourse. The interaction of virtual linguistic personality and text with axiological level (component) was also considered by singling out keywords in the texts that are elements of the valuable national picture of the world, verbalized using language.

The linguocultural units extracted from the texts that reflect the value markers of Internet comments of virtual communicators were divided into several parameters, including verbalized mythologemes of Internet comments, phraseological and paremiological units of Internet comments, the poetic feature of Internet comments, and nationally specific units of Internet comments. These parameters implicate the value basis of the two linguocultures, which are basic indicators of axiological dominants of both Kazakh and English-speaking cultures. However, during the analysis of the texts of the Internet comments and their comparison with the indicators of the above-listed parameters, two more parameters

of the value marker were discovered: "Bata - national feature", which is unique to the Kazakh linguistic culture, and "IQ feature", which is specific to the English linguistic culture.

The method of quantitative and qualitative counting of the data of the texts of Internet comments was utilized to determine the percentage ratios of the parameters of linguocultural units and to reveal the value features of each linguoculture. The results of the study of quantitative and qualitative data counting are presented in tables and charts in the Results section. These findings contributed to determining the level of axiological dominants of the two peoples.

4. Results

Texts in virtual space and the comments left to them are an important source of material for linguistic analysis in this case. An Internet commentary is a replica of public dialogue, expressing the internal attitude of both the author of the original text and the author of the commentary in virtual space. When selecting the material for analysis, we found that linguocultural units that reflect value markers are more pronounced in Kazakh Internet communicators' texts than in English-speaking communicators. To substantiate this hypothesis, according to which the level of axiological dominants of Kazakh linguoculture prevails than in the texts of English-speaking communicators, 100 comments from each source, both Kazakh and English, were selected and using the method of quantitative and qualitative data processing the results are presented in the following Figure.
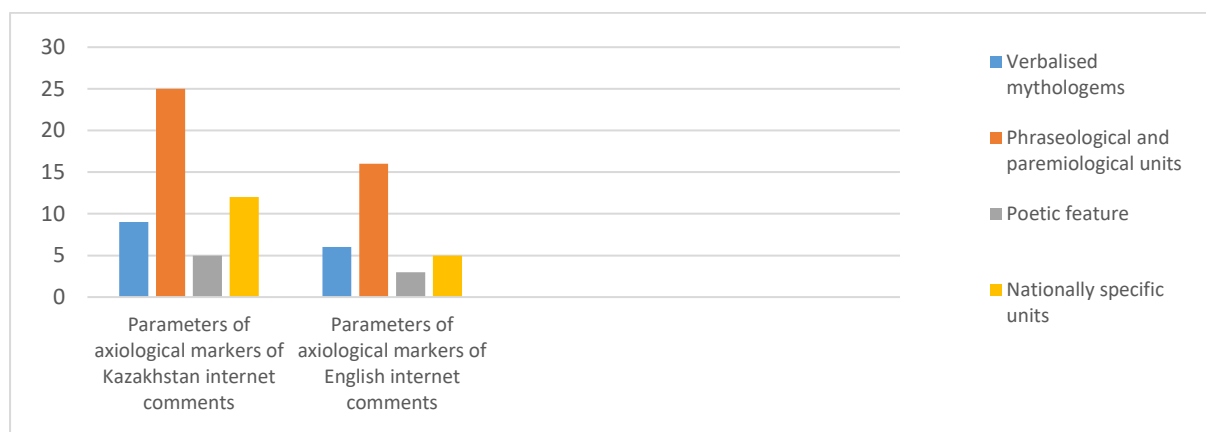

Figure 1

Axiological Dominants (Basic Values) of Internet Comments by Kazakh and English-Speaking Virtual Communicators

Figure 1 presents a general picture of the axiological dominants of the Internet comments of Kazakh and English-speaking virtual communicators using the parameters of the basic value markers common to the two linguocultures.

The linguistic analysis of the text material allowed us to identify the parameters of the value marker of the Kazakh Internet comments and the value marker of the English-language Internet comments to the news texts. The basic parameters include verbalized mythologemes, phraseological and paremiological units, poetic nature, and national-specific units of Internet comments. They are identical for both Kazakh and English-language Internet comments. In Figure 1, it is visible that the dynamics of the value factor are higher in Kazakhstani commentators. Especially the parameter phraseological and paremiological units exceed the other parameters. In the last place is the parameter of the poetic nature of Internet comments.

Also, during the study of Internet comments, national parameters were found - Bata - national peculiarity and IQ peculiarity. We referred them to the national-specific indicators of the value marker of Internet comments, as they are specific only to individual linguocultures. For example, the first parameter, "BA - national peculiarity", is peculiar to the Kazakh linguoculture, and the second, "IQ peculiarity", is peculiar to the English-speaking one. This peculiarity of the national value nature of the Internet comments of the two linguocultures can be seen in Tables 1 and 2.

Table 1
Parameters of the Value Marker of Kazakhstani Internet Comments

Verbalized mythologemes	Phraseological and paremiological units	Poetic nature	Nationally specific units (realities)	Bata - national peculiarity
9	25	8	12	5

Table 2
Parameters of the Value Marker of English-Language Internet Comments

Verbalized mythologemes	Phraseological and paremiological units	Poetic nature	Nationally specific units	IQ peculiarity
6	16	3	5	3

As we can see in Tables 1 and 2, the analyzed examples yielded the following results of the study. Comparing the two tables, once van notice differences in the numerical data. The parameter of verbalized mythologemes is present in the texts of the two ethno-cultures. It is manifested in the Kazakh virtual texts more than in the English-language texts. This feature indicates that Kazakh commentators interpret their opinions more through myths, precedent names, etc.

The ratio of the following parameter of phraseological and paremiological units of Internet commentaries of the two nations has a relative difference - 25 and 16; that is, this indicator exceeds in textual commentaries of Kazakhstani commentators. They prefer to use proverbs and sayings and word turns in their texts more. The poetic nature of the Internet comments also dominates in the texts of the Kazakhstani commentators more than that of English-speaking Internet users. This feature of the commentators is expressed by means of verse lines from the commentators' work or excerpts from well-known poetic compositions.

The next basic parameter of the value marker of the two linguocultures is determined by means of nationally specific units (realities), which also exceeds the texts of Kazakh Internet commentators. Concluding parameters have a national affiliation; in the Kazakh Internet comments, texts are often created in the form of Bata as a national feature of the statement as a wish, a companion. This phenomenon is widespread when commenting on virtual texts. The English-language texts of Internet comments touch upon the issue of the intellectual level of the subject under discussion, which is specific to the English-speaking audience rather than to the Kazakh audience.

The results presented in this section find its continuation and justification by examples in the "Discussion" section. The study's results

were substantiated based on the linguistic analysis of the texts of Internet comments. Here are several examples relating to these textual parameters.

Verbalized mythologemes of Internet comments: The mythological nature of the speech of Internet commentators lies primarily in the desire to influence the audience, to leave in the memory of the audience the significant essence of the suggestible content, which occupies a priority position in the minds of addressees.

Guest Alnur

Ия дұрыс айтасыз, Бергей жерлесімізге ҰЛТ БАТЫРЫ атағын беру керек, еліміздегі шіріген жүйені жалғыз өзі мировой маштиаб-та шайқалтты, енді ол азамат елге Махамбетше айтқанда «ақы-рып теңдік сұрайды» деп сенеміз (Yes, you are right, our countryman Bergey should be given the title of NATIONAL HERO, he single-handedly rocked the rotten system in our country on a global scale, and we believe that he will "finally ask for equal rights" for the country, as Makhambet says) (https://azh.kz/ru/news/view/75559). The commenter expresses his attitude to this situation with one line from the song of the poet (akin), a prominent representative of Kazakh poetry in the first half of the 19th century, Makhambet Utemisov, who was a friend and comrade in the arms of Isatai Taimanov, the leader of the Kazakh revolt in Western Kazakhstan in 1836-1838 and before the revolt was a court poet at the court of Zhangir-Kerey-khan (https://ru.wikipedia.org/wiki). Alnur's guest refers to the song's last line, "Baganaly terek". Alnur's guest statement is a slogan for the whole Kazakh people to increase their patriotic spirit and take decisive actions in the described situation. It is not in vain that the commentator refers to the song of the great commander, as he occupies a legendary position in the history of the people and in their minds. Thus, the emerging stereotype of the relationship between society and the personality of the incumbent politician is justified by the speaker's background knowledge level.

Phraseological and paremiological units of Internet comments: Phraseological and paremiological units in the language are important linguocultural components. They are enriched with the national spirit, folk wisdom, and stereotypes, which are crucial in reflecting the linguoculture of the people by means of linguistic embodiment. Phraseology includes the following objects: idioms, collocations, paremics, and winged units. This allows, on the one hand, to speak of the phraseological level of language and, on the other hand, of phraseology as a generic name for its main sections: phraseology proper (idiomatics), paremiology (paremics), and wingatology (wingatika).

Bibigul

Аумин, айтқаныңыз келсін. Үлкен жұмыс бітсін. Кәсіпкерлеріміздің құлағына алтын сырға (Amin, the way will come true, as you said. Let the big business come to an end. Let the entrepreneurs wind up "put gold earrings on their ears"). As can be seen, the interpretation of the form of the text of the commentary is subject to change, as the author verbalizes in his native Language - Kazakh. During the discussion of the commentator's linguistic personality Bibigul supports her Internet interlocutor and, using the phraseological turnaround құлағына алтын syrga (wind it up), directs entrepreneurs to obtain significant results from the planned meeting. This phraseology is traditional in Kazakh speech; it is used to admonish the interlocutor.

Poetic feature of Internet comments: The Internet has also allowed the development of poetic discourse, the texts of which can be authored by any user of the network. In the global network, readers have the opportunity to find almost instantly a variety of topics in the poem they want, and many like it. Their poetic comments are presented both in a rhythmically correct format and in a non-rhythmic form. Most commentators publish poetic texts that are not their own works but partially or completely quoted from other sources, such as popular songs, poems by great folk poets, and akyns. The choice of such tactics depends on a particular linguistic personality's temperament, mentality, and values.

Elena

And then the big day came,
The ballot is in my hands,
I take it and I put a cross - uh-uh,

I'm voting against all! (https://azh.kz/ru/news/view/73544). The comment of the author by the

nickname Elena in the article "Parliamentary elections in Atyrau" is in rhythmic verse form. She describes the process of the elections and voices her negative decision. In her four-line text, the author succinctly interpreted her political attitude, which shows her as a creative, literarily gifted individual.

Nationally specific units of Internet commentary: In the vocabulary of any language, there are words with specific national-cultural features of the people. Meanings reflect referents peculiar only to one particular nation and absent in the native nation of another language.

Let us consider several examples in which commentators use nationally specific words that express the values of the Kazakh commentator.

Samuel_Langhorne_Clemens (*Teach your wife how to fry Baursaki, you fucking techie! You must have read some science fiction about nuclear rocket engines*) The commenter under the nickname Samuel_Langhorne_Clemens is addressing his interlocutor, reproaching him and asking him not to get clever about the claimed technology in the political article. This example is a response to a previous comment. You teach your wife to fry Baursaki. As we can see, the comment uses a linguoculturally marked lexeme Baursak, which denotes the national dish of the Kazakh people. It is impossible to imagine Kazakh Dastarkhan without baursak: any event begins with the preparation of this national floury delicacy. Obviously, baursak is a value marker in the textual content of Internet commentary.

Bata is a national feature of the Kazakh virtual linguistic personality: A distinctive feature of the speech activity of the Kazakh people is Bata (wish, admonition, and blessing). Since ancient times the people of Kazakhstan believed that thanks to a good and sincere wish of a righteous person or aksakal it is possible to achieve desires and goals, so it was considered an honor to receive a blessing from such people. Bata among the Kazakhs is sacred. Blessing is pronounced when a new business is started and when it is safely finished.

A linguist named **Rahim** left another comment on this text: *Дұрыс айтасыз, әрбір ісіміз оңға басып, ел игілігіне жарасын. Елбасының сапары жемісті болсын* (That's right, let every start be right, for the good of the country.

May the trip of the head of state be beneficial). Again, the Internet commentator, nicknamed Rahim, provokes commentary in the form of positive wishes. He uses the keywords of the original text, supporting the head of state and his political-economic decisions. As we can see, the linguistic personality Rahim prefers to produce his text in the form of a wish; commentators in the Kazakhstani Internet space often create this form of text formation.

The *IQ parameter* is a feature of Internet comments. This parameter is often found in the texts of English-speaking communicators. It acts as a value for Internet commentators of the virtual space.

5. Discussion

The study results provide insight into the linguistic features of Internet comments and their significance in the communication process. The linguistic analysis of the texts reveals the use of verbalized mythologemes, phraseological and paremiological units, poetic features, nationally specific units, and the IQ parameter. These features reflect the linguistic personality of the commentator and their cultural background.

Verbalized mythologemes are common in Internet comments, as commentators use them to influence their audience and leave a lasting impression. This study observed the use of mythological references from Kazakh poetry and history. These references are used to provoke a patriotic spirit and to call for action in a particular situation. This may show the emotional aspect of the culture (Akbari & Pishghadam, 2022). Phraseological and paremiological units are an important component of the linguistic culture and reflect the national spirit and wisdom of the people. In this study, the use of traditional Kazakh phraseology was observed, which was used to admonish and direct the interlocutor. Poetic features of Internet comments are also observed, as commentators express their opinions and attitudes in verse form. This reveals the creative and literarily gifted side of the linguistic personality. Nationally specific units are used by commentators to express the values and cultural background of the Kazakh people. The use of the word "baursak" as a value marker in the commentary is one such example.

Additionally, the use of "Bata" as a sacred blessing is observed in the texts of some commentators. The IQ parameter is a feature commonly observed in English-speaking Internet comments, where commentators use it to assert their intellectual superiority (Sarwari & Kakar, 2023; Shirzadeh & Jajarmi, 2023). This parameter is not as prevalent in Kazakhstani Internet comments. Overall, the linguistic features of Internet comments reveal the cultural and personal background of the commentator. The use of mythologemes, phraseology, poetry, and nationally specific units reflects the commentator's linguistic personality and cultural background. These features provide insight into the communication process and highlight the importance of linguistic analysis in understanding online interactions.

The results of linguocultural and linguopersonological analysis of the texts of Internet comments contributed to the reconstruction of the national value picture of the world of Kazakh and English-speaking people through the text, created on the basis of mythologems, national specific words (realities), phraseology, proverbs, and sayings, reflecting historical, cultural values of the ethnic group, which gives the Internet comments national flavor. In addition, texts generated in the form of wishes were created, which resemble the national ritual "Bata", which again indicates the specificity of the author's worldview and allows the commentator to assess what is happening in the modern virtual space using folk wisdom. Also, one of the peculiarities of the text formation of English-speaking commentators is to pay attention to the level of IQ peculiarity of the interlocutor or the object under discussion.

Future studies could expand on the linguistic analysis of Internet comments by investigating other languages and cultures. The study could also benefit from a larger sample size to enhance the generalizability of the findings. Additionally, the study could further explore the relationship between linguistic features and the effectiveness of online communication, particularly in the context of social media and political discourse. Furthermore, while the study identified traditional Kazakh phraseology as an essential component of the linguistic culture, exploring how new digital platforms and technologies influence language use and new linguistic features in online communication would be valuable. Overall, the linguistic features of Internet comments reflect the cultural and personal background of the commentator, providing valuable insights into the communicative and emotional processes (Akbari & Pishghadam, 2022; Naji Meidani et al., 2022. Pishghadam et al., 2023). Further research in this area could deepen our understanding of online interactions and contribute to developing effective communication strategies in the digital age.

Acknowledgments

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