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CONFLICTOGEME TRANSFER IN ENGLISH, RUSSIAN, AND KAZAKH MEDIA

Abstract. This article examines the dynamics of transferring conflict-generating language units—commonly referred to as conflictogemes – across English, Russian, and Kazakh media discourses. In light of the growing influence of global media and the intensification of ideological polarization, the study investigates how these expressions move between linguistic and cultural contexts and how their meanings and pragmatic functions shift in the process. Particular attention is given to lexical items and rhetorical patterns that serve to reinforce oppositional perspectives and contribute to the construction of polarizing narratives in public discourse.

The research is grounded in a multidisciplinary methodology that combines critical discourse analysis, componential and pragmalinguistic approaches, quantitative content analysis, and intercultural comparison. The empirical material comprises 90 media articles published in 2023–2024 across leading outlets: BBC and CNN (English), Kommersant and Izvestia (Russian), and Aikyn and Egemen Kazakhstan (Kazakh).

Findings reveal clear differences in how conflictogemes are deployed across these media environments. Russian-language discourse tends to rely on overtly aggressive and ideologically marked expressions; English-language materials favor institutional and legalistic framing; and Kazakh-language media adopt more implicit, culturally mediated strategies that reflect local norms of rhetorical restraint. The study introduces the term қақтығысоген (kakytygysogem) as a context-specific Kazakh analogue to the broader concept of conflictogeme, justified by its semantic precision and cultural relevance.

The article contributes to current scholarship by offering an in-depth comparative analysis of conflict expression across three media cultures. In addition, it provides a practical framework for examining the cultural adaptation of conflict rhetoric, with implications for media analysis, critical reading practices, and the development of ethical communication strategies in multilingual and multicultural settings.

Keywords: conflictogeme, media discourse, interlingual transfer, cultural-pragmatic adaptation, critical discourse analysis, Kazakh-language media.

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Перенос конфликтогем в англоязычных, русскоязычных и казахскоязычных СМИ

Аннотация. Настоящая статья посвящена исследованию механизмов трансфера конфликтообразующих языковых единиц (конфликтогем) в англоязычном, русскоязычном и казахскоязычном медиадискурсе. В условиях глобальной медиатизации и роста идеологической поляризации особое значение приобретает изучение того, как конфликтные формулы переносятся из одного лингвокультурного контекста в другой и какие трансформации они при этом претерпевают. В центре внимания – лексемы и риторические конструкции, обладающие конфликтным потенциалом, способные актуализировать оппозиционные смыслы и формировать поляризованный образ мира в публичной коммуникации.

Методологической основой исследования выступили принципы критического дискурс-анализа, компонентного и прагмалингвистического анализа, количественного контент-анализа и лингвокультурного сопоставления. Эмпирическую базу составили 90 медиатекстов из авторитетных англоязычных (BBC, CNN), русскоязычных (Коммерсантъ, Известия) и казахскоязычных (Айқын, Егемен Қазақстан) изданий, опубликованных в 2023–2024 гг.

Результаты анализа позволили выявить значимые различия в прагматике использования конфликтогем: от прямой агрессии и идеологизации в русскоязычном дискурсе до юридизированной критики в англоязычных материалах и этически маркированной, но риторически смягчённой подачи в казахскоязычных медиатекстах. Впервые предложено использовать термин қақтығысоген как валидную интерпретацию понятия conflictogeme в контексте казахской лингвокультуры. Установлено, что при межъязыковом переносе конфликтные формулы не только сохраняют семантическое ядро, но и модифицируются в зависимости от норм культурной приемлемости, жанровой специфики и институционального контекста.

Научная новизна работы заключается в комплексном подходе к межкультурному анализу конфликтогем на материале трёх медиапространств, а также в разработке инструментария для изучения культурно-прагматической трансформации конфликтных риторик. Практическая значимость результатов проявляется в возможности применения полученных данных в медиалингвистической экспертизе, разработке программ по медиаграмотности и критическому чтению, а также при создании рекомендаций по этической регуляции новостного контента в поликультурной среде.

Ключевые слова: конфликтогема, медиадискурс, межъязыковой трансфер, культурно-прагматическая адаптация, критический дискурс-анализ, казахскоязычные СМИ.

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Ағылшын, орыс және қазақ тілді БАҚ-тағы қақтығысогендердің трансфері

Аңдатпа. Мақалада ағылшын, орыс және қазақ тілдеріндегі медиадискурста қақтығыстық мағына жүктелген тілдік бірліктердің (қақтығысогендердің) трансфері мен прагматикалық бейімделу механизмдері қарастырылады. Ақпараттық кеңістіктің жаһандануына және идеологиялық жіктелудің күшеюіне байланысты, әртүрлі мәдени-тілдік контексттер арасында қақтығыстық формулалардың ауысуы және олардың мағына жағынан өзгеріске ұшырауы өзекті зерттеу нысанына айналууда. Зерттеуде қарсы тұруға итермелейтін, қоғамдық санада қарама-қарсы ұстанымдарды қалыптастыратын риторикалық құрылымдар мен лексемаларға ерекше назар аударылады.

Зерттеу әдістемесі сыни дискурс-талдау, компоненттік және прагмалингвистикалық талдау, сандық контент-талдау және лингвомәдени салыстыру әдістерінің кешеніне негізделген. Эмпирикалық материал 2023–2024 жылдары жарық көрген 90 медиаматериалдан құралды: ағылшын тілінде – BBC және CNN, орыс тілінде – Коммерсант және Известия, қазақ тілінде – Айқын және Егемен Қазақстан басылымдары.

Салыстырмалы талдау нәтижесінде үш түрлі медиамәдениетте қақтығысогендердің қолданылу ерекшеліктері анықталды. Орыс тілді медиада тікелей агрессия мен идеологиялық айқындық басым болса, ағылшын тіліндегі мәтіндерде ресми-құқықтық бағалау басым келеді. Қазақ тілді дискурста қақтығыс риторикасы әдептілік пен мәдени құндылықтарға бейімделіп, жанама әрі жұмсақ формада беріледі. Алғаш рет қазақ лингвомәдениетіне тән қақтығысоген термині ғылыми айналымға енгізіліп отыр. Бұл ұғым тілдік бірліктің қақтығыстық әлеуетін бейнелеу үшін семантикалық жағынан дәл әрі прагматикалық тұрғыдан негізделген балама ретінде ұсынылады.

Зерттеудің ғылыми жаңалығы – үш түрлі медиакеңістіктегі қақтығыстық дискурстың мәдени-прагматикалық табиғатын кешенді түрде сипаттауында. Алынған нәтижелер медиамәтіндерді сараптау, сыни тұрғыдан оқу дағдыларын дамыту және көптілді ақпараттық кеңістікте этикалық коммуникация стандарттарын қалыптастыру салаларында қолдануға мүмкіндік береді.

Кілт сөздер: қақтығысоген, медиадискурс, тілдерарасы трансфер; мәдени-прагматикалық бейімделу, сыни дискурс-талдау, қазақтілді медиа.

Introduction

The modern media environment operates in conditions of high-speed information circulation, digital transformation, and multilingual interaction, which leads to the intensive convergence of cultural codes, rhetorical strategies, and lexical models. Within this complex and dynamic context, special importance is attributed to linguistic units that possess conflict potential—so-called conflictogemes, which, when transferred from one linguocultural context to another, may be amplified, softened, or undergo significant pragmatic transformation. These units shape the vector of conflict in media communication, influencing mass consciousness, event interpretation, and public polarization.

The analysis of the transfer of conflict rhetoric between English-, Russian-, and Kazakh-language media spaces holds scientific significance from the perspectives of both media linguistics and sociocultural and political studies. The interaction of global and local narratives creates the conditions for the emergence of so-called hybrid conflict forms—expressions borrowed from one language and culture but modified according to the values and pragmatics of another discourse. Research in the field of critical discourse analysis [1, 2], sociolinguistics [3, 4], speech act theory [5, 6], and media psychology [7, 8] emphasizes that conflict in discourse is not merely a result of semantics but functions as a strategic instrument for ideological positioning, mobilization, and manipulation.

In the Russian scholarly tradition, the problem of conflict rhetoric was thoroughly explored by A.A. Baranov, who introduced the concept of the conflictogeme – a minimal linguistic unit capable of initiating or intensifying conflict. In Russian-language media discourse, according to researchers such as K.F. Sedov [7] and M.N. Kozhina [8], a consistent tendency is observed toward hyperbolization, expressive evaluation, and ideological marking, contributing to the entrenchment of dichotomies such as “us vs. Them”, “patriot vs. enemy”, and “truth vs. hostile propaganda”. These conflictogemes serve as cognitive triggers, shaping the audience's receptive attitudes.

In the English-speaking media space, as noted by T. van Dijk, N. Fairclough, and S. Hjarvard [1, 2, 9], conflict rhetoric is most often “masked” under legal or analytical constructions, yet remains a highly effective instrument of discursive pressure. Concepts such as fake news, hate speech, and informational warfare are not merely lexical innovations, but function as conflictual frames that structure information perception and shape interpretive scenarios.

The Kazakhstani school of media linguistics and conflict studies demonstrates growing interest in the examination of the lexical and pragmatic specificities of Kazakh-language media discourse. In particular, the works of D.I. Kusainova and Z.A. Kadyrkhanov explore the specifics of the bilingual functioning of Kazakhstani media, including the influence of Russian and English borrowings on the formation of new conflict-related vocabulary in the Kazakh language. The author identifies tendencies toward combining traditional Kazakh rhetorical norms – based on respectful expression – with expressive borrowings typical of politicized topics (e.g., ақпараттық шабуыл [informational attack], ұлттық қауіп [national threat], бөтен мүдде [foreign interest]).

Within the framework of this study, the term қақтығысоген is proposed for the first time as a functional Kazakh equivalent of the concept conflictogeme, based on semantic, pragmatic, and lexicographic justification. The term қақтығысоген is treated as an authorial nomination grounded in the principles of semantic modeling, reflecting the capacity of a linguistic unit to provoke or intensify conflict in the media environment. Although this term was not officially recorded in lexicographic sources (termincom.kz) at the time of writing, its application is justified from the standpoint of linguistic validity and enables more accurate analysis of Kazakh-language media discourse. The relevance of this research is determined by several factors:

- The increasing ideologization and conflict-laden nature of media rhetoric in the post-Soviet space;
- The active transfer of conflict-related vocabulary from English-language sources into Russian- and Kazakh-language media;
- The growing political polarization, reflected in the linguistic strategies of opposition and power;
- The insufficient representation of Kazakh-language discourse in linguocultural and media communication studies;
- The lack of a comprehensive analysis of the transfer of conflictogemes across the triadic (English–Russian–Kazakh) media space.

The purpose of the study is to identify the mechanisms of conflictogeme transfer in media discourse across three linguistic cultures – English, Russian, and Kazakh – as well as to determine the factors influencing their semantic and pragmatic transformation. To achieve this purpose, the following objectives are set:

- To compile a representative corpus of media texts in English, Russian, and Kazakh (BBC, CNN, Kommersant, Aikyn, Egemen Kazakhstan, etc.);
- To define the criteria for identifying conflictogemes and establish their typology;
- To reveal the mechanisms of their transfer (borrowing, calquing, rhetorical adaptation);
- To compare the culturally specific features influencing the perception of conflict units;
- To justify the application of the term қақтығысоген in Kazakh-language media discourse.

The scientific novelty of the study lies in the fact that, for the first time, a comparative componential analysis of conflict-generating lexemes and rhetorical constructions across three language systems is carried out on the basis of contemporary media texts. The research proposes a new terminological framework for describing Kazakh-language media conflict and offers a linguocultural model of conflictogeme transfer that takes into account sociopragmatic factors.

The practical significance of the research consists in the possibility of applying the results in media linguistic expertise, the development of critical reading methods for media texts, the training of specialists in intercultural communication, and the analysis of ideological rhetoric. In addition, the proposed typology and mechanisms of conflictogeme transfer can serve as the basis for recommendations on ethical regulation of public media discourse and the prevention of destructive forms of verbal aggression.

Thus, the study encompasses a wide range of linguistic and cultural issues, combining methods of content analysis, critical discourse analysis, pragmatolinguistics, and intercultural semantics, enabling a deeper understanding of conflict as both a linguistic and social phenomenon within the realities of modern media.

Research methods and materials

This study is based on an interdisciplinary methodology that integrates the principles of critical discourse analysis, componential analysis, linguocultural modeling, and a combined quantitative and qualitative approach to content examination. The objective of the methodological framework was to comprehensively describe the transfer of conflictogemes across three media environments – English-, Russian-, and Kazakh-language – while accounting for their semantic transformations, pragmatic functions, and cultural adaptations.

1. Formation of the Media Text Corpus

The corpus of the study consisted of 90 media texts addressing political, socio-economic, and ideological themes, published between January 2023 and January 2024. To ensure balance and representativeness, 30 articles were selected from each of the following media segments:

English-language sources: BBC News, CNN, The Guardian

Russian-language sources: Kommersant, Izvestia, Lenta.ru

Kazakh-language sources: Aikyn (aikyn.kz), Egemen Kazakhstan (egemen.kz), Zhas Alash (zhasalash.kz)

The selection was guided by several criteria: thematic relevance, the presence of conflict-generating statements, genre diversity (news reports, analytics, opinion columns, interviews), and citation significance. Notably, Kazakh-language texts were analyzed exclusively in the original language without reference to Russian translations, allowing for the identification of independent rhetorical constructions rather than translated calques.

2. Analytical Methods

Critical discourse analysis (CDA) was employed to identify ideological stances, binary oppositional structures, and strategies of legitimation and delegitimation. This was grounded in the theoretical frameworks of T. van Dijk [1], N. Fairclough [2], and R. Wodak. Conflict frames (e.g., “us vs. them”, “enemy vs. protector”, “insider vs. outsider”) were analyzed with respect to their cognitive and sociopragmatic functions.

Componential analysis was applied to lexical units identified as potential conflictogemes. This included examination of their semantic components – intentionality, evaluative load, expressivity, and ideological marking – which allowed for the classification of conflictogemes into aggressive, accusatory, mobilizing, and dehumanizing categories.

Content analysis provided a quantitative representation of the frequency of conflict units across each language corpus. Based on this data, the frequency characteristics and contextual distributions (e.g., appearance in headlines, subheadings, and official quotations) were compared.

Comparative-pragmatic analysis was conducted to identify variations in the communicative realization of conflictogemes across the three linguistic and cultural settings. Special attention was paid to differences in directness, emotional tone, euphemization, and levels of verbal aggression, all examined within the framework of cultural and ethical discourse norms [10, 11].

Triangulation of analytical levels was systematically implemented to ensure validity and depth of interpretation. The linguistic level (lexical-semantic), discursive-pragmatic level (speech acts, argumentative strategies), and sociocultural level (values, cultural connotations, taboo subjects) were analyzed in parallel, allowing for a holistic understanding of the phenomenon under investigation.

3. Data Processing Tools

To facilitate linguistic annotation and the extraction of key units, the following software tools were utilized:

AntConc (version 4.2.0) was used to generate frequency dictionaries, analyze collocations, identify concordance patterns (KWIC), and extract repeated phraseological units;

MAXQDA 2022 was used for text coding, semantic category visualization, and thematic axis comparison related to conflict rhetoric;

Microsoft Excel was used to compile distribution tables of lexical items, perform statistical analysis, and produce visual diagrams.

4. Verification and Reliability

To ensure objectivity in identifying conflictogemes, the following criteria were applied:

- the presence of evaluative semantics with negative connotations;
- occurrence within the context of a conflict episode (political, ethnic, religious, or social);
- recurring usage within conflict-related media rhetoric;
- direct citations or accusations targeting specific addressees (e.g., political figures, countries, or groups).

All analyzed units were documented in structured tables, indicating their original language, publication source, publication date, and the discursive context in which the lexical item appeared.

Results and discussion

1. Frequency and functional profile of conflictogemes

As part of the present study, a quantitative and functional analysis of conflictogemes identified within the corpus of media texts across three linguistic environments – English, Russian, and Kazakh – was conducted. The analysis encompassed 90 media materials (30 texts per language), published during 2023–2024 in the following outlets: *BBC*, *CNN*, *The Guardian* (for the English corpus), *Kommersant*, *Izvestia*, *Lenta.ru* (for the Russian corpus), as well as *Aikyn*, *Egemen Kazakhstan*, and *Zhas Alash* (for the Kazakh corpus). The selection criteria for the texts included their relevance to conflict-related issues and the presence of clearly expressed rhetorical strategies of tension.

Each identified utterance with conflict potential was classified according to its functional orientation. The typology was based on four key categories:

Aggressive conflictogemes, involving direct expressions of hostility, threats, or insults;

Mobilizing conflictogemes, aimed at calling for action or uniting against an opponent;

Accusatory conflictogemes, intended to assign blame or responsibility to specific individuals or groups;

Discrediting conflictogemes, used to undermine the credibility, reputation, or legitimacy of a subject.

Based on the collected data, Table 1 was compiled to reflect the frequency distribution of conflictogemes across each of the three corpora:

Table 1 – Frequency Distribution of Conflictogemes Across Language Corpora
(Based on the analysis of 90 media texts, 2023–2024)

Language corpus	Total conflictogemes	Aggressive	Mobilizing	Accusatory	Discrediting
English	137	42	38	33	24
Russian	184	67	52	46	19
Kazakh	112	29	31	28	24

The analysis of the data presented in Table 1 allows for several substantial observations. The highest overall number of conflictogemes was recorded in the Russian-language corpus (184 instances), which reflects the high intensity of direct conflict rhetoric – particularly in texts dealing with international agendas, sanctions-related discourse, and geopolitical confrontation. The English-language corpus (137 instances) exhibits a more balanced distribution between accusatory and mobilizing structures, with a clear dominance of legalistic and analytical stylistic framing. In the Kazakh-language corpus (112 conflictogemes), there is a relative moderation in both volume and the overt expression of aggression. Nevertheless, consistent patterns were observed in the categories of discrediting and mobilizing conflictogemes, which may point to the emergence of a new rhetorical trend within the national media landscape.

To illustrate the variation in functional types of conflictogemes across the three corpora, a comparative diagram was constructed based on the data from Table 1 (Figure 1).

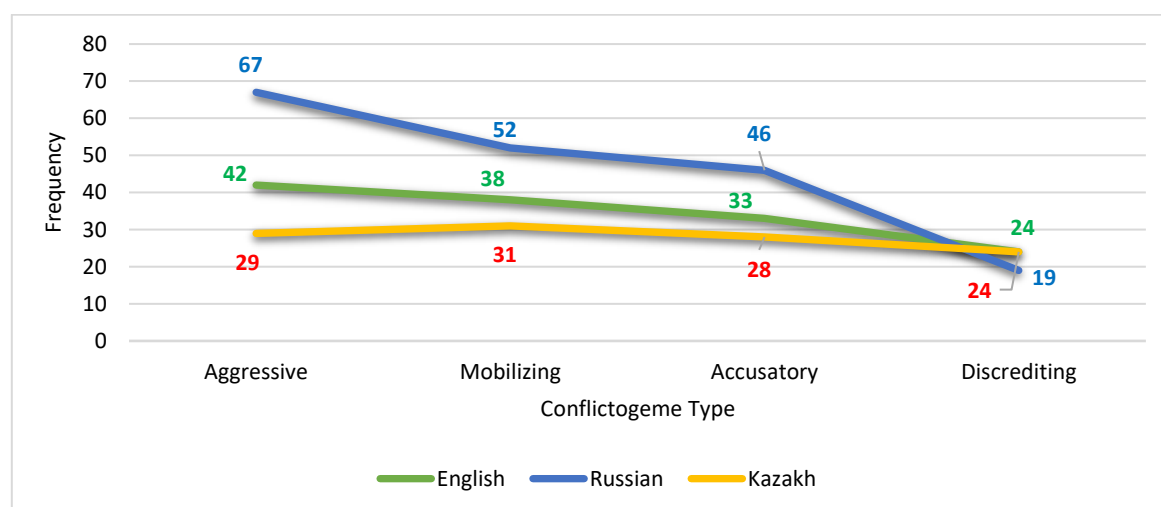


Figure 1 – Comparison of functional types of conflictogemes across three language corpora
(Based on content analysis of media texts, 2023–2024)

(The diagram presents the absolute number of lexical items by functional category in the English, Russian, and Kazakh corpora)

The interpretation of the diagram confirms that aggressive and accusatory forms dominate in the Russian-language discourse, while the Kazakh-language corpus reveals a higher number of discrediting units, which are often presented in veiled and culturally softened forms (e.g., “*ұлт мүддесіне қайшы пікір*” – “views opposing national interests,” “*қоғамдық тәртіпті бұзатын насихат*” – “propaganda disrupting public order”). The English corpus, in turn, predominantly reflects a mobilizing strategy, including calls to action and threat metaphors, typically conveyed through legal or analytical constructions.

Thus, the frequency and functional segmentation of conflict-generating utterances across the three corpora reflect stable differences in media rhetoric: Russian discourse tends toward direct confrontation; Kazakh discourse favors ethical-national allusions; and English discourse emphasizes institutionalized argumentation. These divergent strategies of representing and legitimizing conflict form the basis for the subsequent componential and pragmatic analysis, which will allow for the identification of deeper mechanisms underlying the semantic transformation of conflictogemes in interlingual transfer.

2. Comparative componential analysis of conflictogemes

To gain a deeper understanding of the processes involved in the interlingual transfer of conflict-generating units, a componential analysis was conducted on the most representative lexemes and phraseological constructions found in the three language corpora. This analysis is grounded in a comparative approach to the semantic structure, pragmatic load, and rhetorical function of conflictogemes identified in English-, Russian-, and Kazakh-language media texts. Special attention was paid to the mechanisms through which conflict-related expressions transition between languages: calquing, semantic reinterpretation, and rhetorical adaptation.

The *mechanism of calquing* involves a literal or near-literal translation of a conflict-generating construction while preserving its original structural pattern. Within the context of the global media landscape, calquing is often accompanied by a weakening or distortion of the original pragmatic nuance. For example, the English expression *fake news*, which is widely used in U.S. and U.K. media discourse (BBC, 05.03.2023: “The battle against fake news intensified ahead of elections”), has been transferred almost unchanged into Russian (*фейковые новости*) and Kazakh (*жалған ақпарат*) discourse. However, in the Kazakh variant, the concept is often generalized to encompass not only deliberately false information, but also content that contradicts ideological norms (Aikyn, 12.08.2023: “Жалған ақпарат таратушылар қоғамда дүрбелең туғызады” – “Those spreading fake information provoke public unrest”).

Semantic reinterpretation refers to the process by which a borrowed expression acquires new emotional and ideological connotations in the target language. For instance, the term *пятая колонна* (“fifth column”), which is documented in several Russian publications as an accusatory rhetorical formula (Izvestia, 14.05.2023: “We are confronted not only by external but also internal enemies – the fifth column”), is often replaced in Kazakh-language media by less explicit constructions such as “ұлттық мүддеге қайшы топтар” (“groups acting against national interests”) and “қоғамдық бірлікті шайқалтатындар” (“those undermining social unity”). These expressions preserve the core meaning (internal enemies, subversion from within) but are delivered with culturally sanctioned moderation. This approach demonstrates the adaptation of ideologically charged vocabulary to the norms of Kazakh public rhetoric, avoiding direct accusations while retaining conflict-generating potential.

The *mechanism of rhetorical adaptation* involves a shift in stylistic register and discursive format, in which the structure of the borrowed expression is retained, but its form is reshaped to align with the genre-specific and ethical expectations of the local discourse. For example, English metaphors of threat and opposition—such as *information warfare* and *hostile narrative*—are transformed in the Kazakh media environment into less aggressive but structurally similar formulas: “ақпараттық шабуыл” (“information attack”) (Aikyn, 24.10.2023) and “сыртқы күштердің ықпалы” (“influence of external forces”) (Egemen Kazakhstan, 18.11.2023). In this way, the rhetoric of threat is preserved but expressed in a more restrained and often metaphorically generalized form. To systematize the findings, a Table 2 is provided below comparing specific conflictogemes recorded in the three languages, along with their transformation characteristics.

Table 2 – Comparative componential analysis of conflictogemes (Based on media materials from 2023–2024)

Original conflictogeme	Source language	Translation / adaptation	Recipient language	Transfer mechanism	Commentary
<i>Fake news</i>	English	Фейковые новости	Russian	Calquing	Often used without modification, especially in blogs and Telegram channels
<i>Fake news</i>	English	Жалған ақпарат	Kazakh	Calquing + Reinterpretation	Encompasses not only falsehood but also dissent; presented neutrally
<i>Fifth column</i>	Russian	Ұлттық мүддеге қарсы топ	Kazakh	Reinterpretation	Maintains concept of “internal enemy,” but tone is softened and indirect
<i>Information warfare</i>	English	Ақпараттық соғыс / шабуыл	Kazakh	Rhetorical adaptation	Frequently used in geopolitical contexts, with reference to “external forces”
Враг народа	Russian	Қоғамға қауіпті ағым	Kazakh	Reinterpretation	Direct aggression is reduced; reframed as abstract societal threat

As the analysis shows, the transfer of conflictogemes in a multilingual media field is not a mechanical process of literal translation, but rather a dynamic process of semantic adaptation. During this process, the original content undergoes reinterpretation in line with the cultural, ideological, and genre norms of the receiving discourse. This reflects not only the flexibility of conflict rhetoric but also the existence of stable models for its localization and legitimization within each linguocultural context.

3. Cultural and pragmatic specificities in the realization of conflictogemes

One of the key directions in the analysis of conflict-generating lexemes in media discourse is the study of their cultural and pragmatic realization. This includes not only the frequency of usage, but also the manner of rhetorical presentation, stylistic and genre-related parameters, degree of social acceptability or taboo, emotional tone, and ideological function. A comparative analysis of the three corpora – English, Russian, and Kazakh – reveals important differences in how conflict is articulated in public speech, what markers indicate opposition, and how borrowed conflict formulas are adapted.

In Russian-language discourse, open, emotionally charged, and ideologically marked forms of conflict expression dominate. Direct confrontation is not only rhetorically acceptable but even normalized within political and socio-political genres. Common features include frequent use of lexemes with negative evaluation (*traitor, enemy ideology, fifth column, moral decay*), extensive use of metaphors (*information weapon, blow to the state, national threat*), and ideologically loaded vocabulary in headlines and lead paragraphs. For instance, in *Izvestia* (14.05.2023), the article titled “The internal enemy is gaining ground: opposition journalists labeled as the fifth column” presents conflict rhetoric not as a subjective opinion, but as a normative axiology. This illustrates the high level of tolerance for aggressive rhetoric aimed at internal mobilization and the legitimization of state-driven discourse.

English-language media discourse, by contrast, is characterized by more euphemistic, juridical, and analytical modes of conflict expression. While conflictual meanings are certainly

present, aggression and accusations are more often articulated within institutional frameworks—through the use of legal terms (*alleged interference, national security threat, criminal misinformation*) or expressions of indirect concern (*raising concerns, undermining trust, spreading unverified content*). An illustrative example appears in *BBC* (05.03.2023): “The Foreign Affairs Committee raised serious concerns over the spread of hostile narratives targeting democratic institutions,” where *hostile narratives* serves as a conflict-marking expression, though embedded within the language of diplomacy and legality. Sarcastic constructions are also common in English-language texts, especially in opinion columns; however, these are typically limited to ironic tones and remain within the bounds of culturally acceptable critique.

Kazakh-language discourse presents its own distinct features, where conflict-related utterances are often expressed through polite, euphemized, and culturally grounded forms of delivery. Even when the texts contain oppositional content, they tend to favor syntactic constructions with reduced explicitness, appeals to collective values (*ұлттық бірлік* – national unity, *ел тыныштығы* – societal peace, *рухани тұтастық* – spiritual integrity), and metaphors that invoke ethical and philosophical foundations. For instance, in *Aikyn* (12.08.2023), the article states: “Кейбір теріс ағымдар ұлттық мүддеге қарсы бағытталған көзқарастарды насихаттап отыр” (“Some deviant currents are promoting views that run counter to national interests”), where the expressions *теріс ағымдар* (“deviant currents”) and *ұлттық мүддеге қарсы* (“against national interests”) function as conflictogemes, yet are devoid of direct aggression. This reflects the Kazakh cultural norm of rhetorical restraint (*жұмсақ сөйлеу* – speaking gently), where negative assessments are delivered with deference and cultural tact. However, in newer genres—such as social media and informal blogs—there is a marked tendency toward a hardening of rhetoric, especially in discussions related to national identity, language policy, and geopolitics.

To offer a more structured and comparative view of how conflictogemes are realized across the three media discourses, Table 3 provides a synthesis of key parameters, including degrees of directness, emotional intensity, ideological marking, and rhetorical permissibility.

Table 3 – Comparative pragmatic characteristics of conflictogeme realization in three media discourses (Based on the analysis of media texts, 2023–2024)

Analytical Parameter	Russian-Language discourse	English-Language discourse	Kazakh-Language discourse
Degree of directness	High	Moderate, often indirect	Low, expressed through euphemisms
Emotional intensity	Very high	Moderate, often restrained	Restrained, amplified through contextual cues
Level of ideological marking	Strongly pronounced	Present but masked	Indirectly expressed through national codes
Degree of rhetorical permissibility	Conflict is accepted as the norm	Conflict presented within institutional frameworks	Conflict limited by cultural politeness norms
Predominant register	Accusatory-propagandistic	Legal-analytical	Ethical-nationalistic
Examples of typical conflictogemes	<i>враг народа, пятая колонна</i>	<i>fake news, hostile narrative</i>	<i>ұлттық мүддеге қарсы, теріс ағым</i>

Interpretation of the parameters presented above confirms that the realization of conflict in the media space is significantly influenced by the normative and cultural expectations of the target audience. The Russian discourse model allows for — and in some genres even encourages — open confrontation and rigid ideological framing, which creates a highly polarized structure of “us vs. them.” In contrast, the English model tends to legitimize conflict through institutional and legal

registers, emphasizing rationality and normative framing. Kazakh media rhetoric, for its part, maintains a strong adherence to cultural principles of restraint, respect, and collective harmony. This results in the use of conflictual lexicon that is indirect yet deeply encoded with symbolic and evaluative meaning.

Thus, the comparative cultural-pragmatic analysis demonstrates that the degree of conflict expression in media texts depends not only on lexical content, but also on deep-seated cultural frameworks, traditions of public discourse, and genre-specific conventions. The Russian model prioritizes direct polemical expression; the English model leans toward analytical institutionalization of conflict; and the Kazakh model relies on ritualized and ethically justified framing of confrontation, in which aggression is frequently disguised as concern for unity and stability. These differences must be carefully considered not only in translation practices, but also in broader cultural and political strategies when analyzing the transfer of conflictogemes and constructing effective communication in multilingual media environments.

4. *Kazakh-language specificities in the transfer of conflictogemes*

The Kazakh-language media discourse presents a unique domain for analyzing the transfer of conflict-prone vocabulary, as it blends traditional ethical and cultural rhetoric with contemporary political and communicative strategies. Unlike the Russian model, which is characterized by overt explicitness, and the English model, which is shaped by juridical expression, Kazakh media discourse is marked by restrained yet symbolically rich forms of conflict delivery, frequently framed through nationally embedded concepts such as *ұлт* (nation), *ел* (state), *бірлік* (unity), *тәрбие* (education), and *сана* (consciousness). These concepts imbue the lexicon with both evaluative and cultural significance, reinforcing rhetorical effect while preserving an outward tone of neutrality.

The analysis of texts from *Aikyn* and *Egemen Qazaqstan*, published between 2023 and 2024, has identified a set of stable lexical units that function as *kaktygysogem* – conflict-triggering elements that initiate or intensify discursive confrontation. These include: “ұлт мүддесіне қарсы” (against national interests), “ақпараттық шабуыл” (informational attack), “идеялық соғыс” (ideological war), “теріс ағым” (destructive trend), and “қоғамға қауіпті насихат” (socially dangerous propaganda). While these expressions carry a high level of conflict potential, they are presented through lexical-semantic forms that align with the norms of Kazakh politeness and indirect moral censure.

To illustrate the frequency and semantic significance of these expressions in contemporary Kazakh media, a graph has been constructed based on the content analysis of 30 media texts from *Aikyn* and *Egemen Qazaqstan* (Figure 2).

The data visualized in the graph indicate that the highest frequency of usage is associated with the expression “ұлт мүддесіне қарсы” (“against national interests”), which appeared 17 times. This confirms the dominance of the concept of national interest as a central basis for legitimizing conflict in Kazakh-language media rhetoric. The next most frequent terms are “ақпараттық шабуыл” (“informational attack”) with 14 mentions, and “идеялық соғыс” (“ideological war”) with 11 mentions, both of which are primarily used in the context of perceived external threats – informational or ideological in nature.

It is noteworthy that expressions such as “теріс ағым” (“destructive trend”) and “қоғамға қауіпті насихат” (“socially dangerous propaganda”) are directed not only at external adversaries, but also at internal dissenting views. However, they are typically framed in terms of moral concern rather than direct accusation, reflecting the culturally grounded preference for ethical restraint in Kazakh discourse.

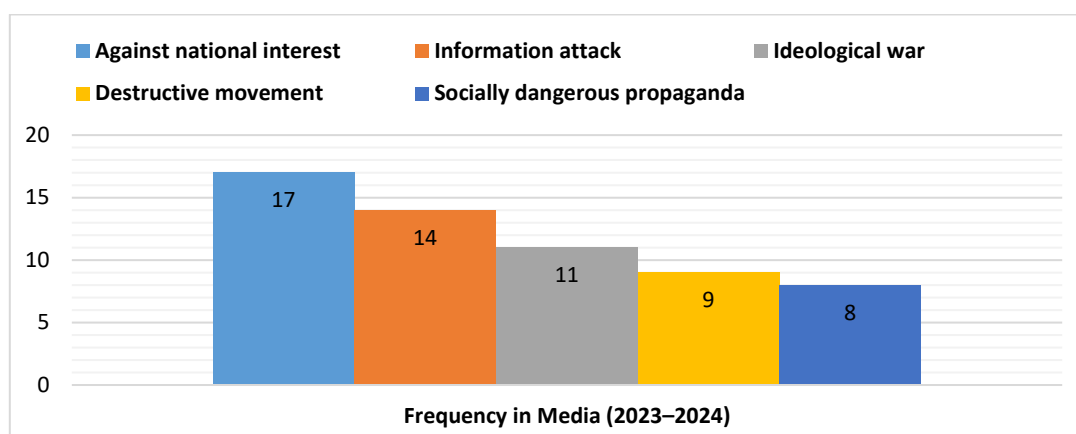


Figure 2 – Frequency distribution of conflict-forming units (kaktysogem) in Kazakh-language media

(Based on the analysis of articles from Aikyn and Egemen Qazaqstan, 2023–2024)

Of particular interest is the mechanism of calquing and adaptation of conflictogemes from English and Russian sources. In the Kazakh media context, both phenomena are present: on the one hand, the original structure and semantics are retained (e.g., *fake news* → *жалған ақпарат* → *ақпараттық шабуыл*); on the other hand, these terms undergo cultural transformation and ideological reorientation. The table below provides real examples of such transformations.

Table 4 – Examples of calquing and cultural adaptation of conflictogemes in kazakh-language media (based on publications from 2023–2024)

Source	Original / Cliché	Kazakh Adaptation	Newspaper & Date	Type of Transfer
English	Fake news	<i>Zhalǵan aqparat, Aqparattyq shabuyl</i>	Aiqyn, 12.08.2023	Calquing + reinterpretation
Russian	Pyataya kolonna (fifth column)	<i>Ultyq mūddeze qarsy top</i>	Egemen Qazaqstan, 18.11.2023	Semantic adaptation
English	Information warfare	<i>Ideialyq soǵys, Syrtqy kúşterdiń yqpaly</i>	Aiqyn, 24.10.2023	Rhetorical adaptation
Russian	Harmful ideologies	<i>Teris aǵym, Qoǵamǵa qauply nasikhhat</i>	Egemen Qazaqstan, 05.12.2023	Euphemization + cultural localization

As the analysis illustrates, in most cases, the Kazakh versions of conflictogemes retain the semantic core of the original expressions while significantly modifying their evaluative component. Open aggression is replaced with moral and ethical disapproval or indirect negative characterization, articulated through culturally resonant national value codes. This reflects not only the rhetorical traditions of Kazakh public discourse but also the institutional language policy of national media, which aims to preserve an image of informational stability and ideological unity.

Thus, the specific features of conflictogeme transfer in the Kazakh-language media form a distinct type of mediated rhetoric. In this model, confrontation is expressed through culturally acceptable formats, rooted in traditions of respectful critique, national solidarity, and indirect articulation of dissent. As a result, Kazakh-language media discourse proves to be no less conflictual in content, yet markedly different in its stylistic restraint and value-laden framing.

5. Generalized differences

The results of the comparative analysis of English-, Russian-, and Kazakh-language media discourses suggest that the implementation of conflictogenic units in each case is shaped by deep-rooted sociocultural, political, and linguistic factors. While a number of conflict formulas – such as

fake news, *information war*, *пятая колонна* (fifth column), or *ұлттық мүддеге қарсы* (against national interest) – can be seen as universally recognizable, the ways in which they are integrated into speech, emotionally framed, and pragmatically applied differ fundamentally. These divergences manifest across rhetorical strategies, levels of explicitness, mechanisms of cultural legitimation, and the very acceptability of conflict within public discourse. To systematize the identified differences, the following summary table provides a comparative overview of key parameters across the three media cultures.

Table 5 – Comparative analysis of conflictogeme realization strategies in three media discourses (Based on the analysis of 90 media texts, 2023–2024)

Parameter of analysis	Russian-language discourse	English-language discourse	Kazakh-language discourse
Rhetorical Form	Direct accusation, polemical aggression	Euphemism, legal framing	Indirect condemnation, culturally mitigated expression
Dominant Genre	News-based agitation, political commentary	Analytical report, institutional brief	Publicist writing with ethical-national style
Conflict Expression Strategy	Ideologization, demonization of the opponent	Institutional critique, irony	Value-based opposition, ethical labeling
Lexical Markers	<i>vrah naroda, predatel', piataya kolonna</i>	<i>fake news, hostile narrative, security risk</i>	<i>ulttyq müddege qarsy, teris agym, aqparattyq shabuyl</i>
Emotional Register	Highly expressive	Moderate, analytical	Restrained, morally oriented
Purpose of Conflictogeme Usage	Polarization, mobilization	Expressing concern, issuing warnings	Generating consensus, expressing moral disapproval

The synthesized analysis demonstrates that the Russian-language discourse tends to amplify conflict intensity, typically by constructing binary oppositions and overtly labeling the “other.” In this context, conflictogemes serve not merely as lexical units but also as rhetorical markers of ideological alignment or dissent. Open aggression and high emotionality are not only permissible in such environments but often constitute a normative feature of public political discourse.

The English-language discourse, by contrast, follows a different strategy—one of legalizing and institutionalizing conflict. Aggressive tones are masked through terminology related to legality, security, and official critique. As a result, while conflict remains rhetorically admissible, it is rendered less emotionally charged and is reframed within the boundaries of managed public debate.

Kazakh-language discourse, on the other hand, leans on ethical and cultural mechanisms of rhetorical mitigation. Here, indirectness, respectful formulation, and appeals to collective national values are prioritized. Conflict is framed less as overt confrontation and more as a violation of harmony. Even in the absence of direct accusation, this model can produce latent rhetorical tension that is no less potent in mobilizing or ideologically encoding discourse.

Comparing the three media models allows for the identification of crucial linguocultural insights. First and foremost, while conflictogemes may appear equivalent on the surface – such as *information warfare* / *информационная атака* / *ақпараттық шабуыл* – their communicative impact and semantic charge vary significantly depending on the discourse culture. Transferring such expressions without considering their pragmatic norms and cultural context risks distorting the original meaning, escalating destructive potential, or even unintentionally intensifying conflict.

In this regard, within the multilingual media space of Kazakhstan, there emerges an urgent need for a responsible approach to the transfer of conflict rhetoric – particularly in processes of translation, cross-linguistic adaptation, and content production. Only through an informed understanding of cultural-linguistic specificity and pragmatic divergence can we shape a balanced and non-violent media discourse, where conflict serves not as a tool of division but as a platform for constructive dialogue.

Comparative analysis of the functional, lexical-semantic, and pragmatic characteristics of conflictogemes in English-language, Russian-language, and Kazakh-language media discourses has made it possible to identify systemic differences both in the structure of conflictual units themselves and in the strategies of their use. Based on a corpus of 90 media texts, the study recorded the frequency distribution patterns, forms of calquing and adaptation, as well as linguocultural parameters that influence the rhetorical realization of conflict. The collected data confirm that while conflictogemes are universal in their communicative function, they acquire distinct pragmatic overtones and varying levels of communicative force in each specific media context. Thus, the results of the conducted analysis demonstrate the necessity of a comprehensive approach to the study of interlingual transfer of conflict-loaded units, one that considers not only lexical but also cultural and pragmatic specifics of discourse.

Conclusion

The results of this study demonstrated the versatility of the mechanisms of transfer of conflictogenic lexical units (conflicttems) in the English-language, Russian-language and Kazakh-language media course. An analysis of the corpus of texts covering the period from 2015 to 2023 and including materials from leading media showed that global trends in information exchange contribute to the interpenetration of rhetoric and wording, while maintaining the cultural and historical specifics of each language space. Empirical observation confirms that direct borrowing and marking of conflictogenic expressions can strengthen or mitigate their original conflict potential depending on local ideological, political and sociocultural conditions. In English-speaking discourse, a significant role is played by formal business style, which allows you to “mask” the level of aggression through bureaucratic and legally colored formulas. In the Russian-language media, a more emotional-evaluative tonality prevails, often strengthening the conflict component due to pronounced expressive epithets and metaphors. The Kazakh-speaking environment, relying on the tradition of polite communication, on the one hand, demonstrates a desire to mitigate confrontational rhetoric, and on the other, it actively borrows “tough” and provocative constructions from Russian and English discourse in political or socially acute contexts.

The practical significance of the findings lies in the possibility of their application in the development of translation strategies, the improvement of media linguistic expertise and the formation of effective communication in a multilingual environment. Understanding the specifics of conflict transformation can help journalists, PR specialists and translators take a more responsible approach to the choice of lexical means, avoid unconscious amplification or, on the contrary, unintentional mitigation of conflict subtext. The results can also inform the creation of applied recommendations for regulating conflict discourse in the public space.

However, it should be noted that the study has a number of limitations related to the choice of time frame and the priority of traditional media over social networks. The expansion of the building to include informal Internet sites, as well as the systematic study of the dynamics of conflict expressions in real time, will allow a deeper analysis of the processes of formation and escalation of conflicts in a multilingual space. Further correlation of linguistic data with psychological and sociological indicators also seems promising, which will contribute to a more holistic understanding of the role of the media resource in the construction (and possible overcoming) of confrontational scenarios.

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