ABSTRACT
of the Doctoral Dissertation on the topic
"Conceptual space of media discourse in the USA and Kazakhstan: linguocognitive aspect"
submitted for the Degree of Doctor of Philosophy (PhD)
in the specialty "6D021000 – Foreign Philology"
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The topicality of the work is determined by the realities of the modern information society, where traditional and new media are given a special place in the processes of perception and assessment of everything around us and what is happening in the world, including in the USA and Kazakhstan.

The conceptual space of media discourse enables us to identify those structures that influence both the creators of the text and its readers. This approach allows us to predict the degree of influence of media discourse. In this thesis, the topicality of the issue is determined by its appeal to publications with an already implemented approach to informing and/or developing journalistic content of specific publications. The sequence of *author and addressee* (publication and readers) can be explained only in such consideration, and linguocognitive structures are revealed as a complex interaction of elements of mass communication.

The topicality of the research theme is also determined by the interdisciplinary approach taken in the work to analyze media discourse in the American and Kazakh media space.

The object of research in the thesis is the basic concepts of media discourse in the USA and Kazakhstan.

The subject of the research is the linguocognitive specificity of the manifestation of the basic concepts of media discourse in the information space of the USA and Kazakhstan.

The aim of the work is to develop the structure of the conceptual space of media discourse in the USA and Kazakhstan through linguocognitive analysis of modern American and Kazakhstani media practices through three leading information and analytical publications of the USA and Kazakhstan.

In accordance with the aim, the following **tasks** are being solved in the thesis:

- to analyze the main paradigms for the study of media discourse in modern Humanities research;

- to carry out an analysis of the conceptual space of American and Kazakhstani media discourse in the linguocognitive aspect;

- to determine the linguistic specificity of the manifestation of key concepts in the media discourse of the USA and Kazakhstan;

- to present the concepts of American and Kazakh media discourse in a stratification analysis based on the material of "New York Times", "Zhas Alash", "Kursiv";

- to conduct a comparative analysis of the concepts of media discourse in the USA and Kazakhstan from the associative-verbal perspective.

The theoretical and methodological basis for the thesis research are the following modern theories and topical concepts.

Interdisciplinary approach in the study of media discourse in the USA and Kazakhstan is carried out on:

- the theories of modern cognitive concepts (R. Langacker, G. Fauconnier),
- theories of mediality (M. McLuhan, R. Debray);
- theory of cognitive space (G. Fauconnier, R. Langacker, A.N. Schlesinger, G.B. Newby), we use them when studying media discourse in the USA and Kazakhstan;
- concept of the semantics of lingual networks as forms of representing conceptual space by S.A. Zhabotinskaya;
- the theory of mediality, according to which the medium is a message – a way of expressing cognitive attitudes developed in the sociological sciences (M. McLuhan, N. Luhmann, Yu. Murashov, etc.);
- theory and practice of critical discourse analysis (CDA) (Teun A. van Dijk, N. Fairclough, R. Wodak, Konstanz School of Medial Analysis);
- methodology and methods of domestic scientists in the field of media discourse (B.A. Akhatova, Z.K. Akhmetzhanova, A. Baigozhina, G.G. Gizdatov, etc.).

Research methods. In order to solve the set tasks and effectively test the hypothesis, the choice of research methodology is determined by its interdisciplinary nature and the linguo-philosophical systematic approach to the discursive understanding of the media picture of the world. The work combines linguistic and integrative methods of analyzing discourse, text in general and media discourse in particular. In this regard, the research used a universal method of linguistic conceptual analysis – the semantics of lingual networks (SLN) in order to determine the basic concepts of the analyzed publications. The basic research method is the CDA method and the method of medialogical analysis. To analyze the manifestation of linguistic consciousness in relation to the main concepts, the technique of free associative experiment is used.

Provisions submitted for defense:

1. The paradigm for studying media discourse involves the integration of an interdisciplinary approach where media is expressed in medialogical existence and is a symbolic implementation of the medium-source of the message. The work proves that nowadays the scientific tools that explain the conceptual space of media discourse have been developed in the methodology and practice of critical discourse studies. An interdisciplinary approach turns out to be possible at the intersection and mutual influence of mentality theory, mediaological theory and sociolinguistic concepts used in the analysis of media texts in the USA and Kazakhstan.

2. Analysis of the conceptual space of media discourse is possible only by identifying the basic social and ideological project, which, as a "pretext", determines the political, social and cultural, linguistic and cognitive structures and features of the information space itself. For American media discourse, including the NYT, this is the liberal project. In relation to the Kazakh press ("Zhas Alash", "Kursiv"),

Eurasian, national, liberal projects have been identified, which have specific and differently proportional manifestations in Kazakh and Russian-language press.

These projects, indeed, act in the thesis as the basis for the interpretation and creation of media discourse in the United States and Kazakhstan. This provision is confirmed by an analysis of the manifestation of these concepts in the thematic headings of publications. Specifically, linguistic consideration in the linguocognitive manifestation, the conceptual space has intermedial and intertextual peculiarity: American media discourse is distinguished by more linear information orientation. In turn, Kazakhstani media discourse is characterized by intertextual connections and excessive rhetoricalization of the presentation of information within the studied material.

3. The basic concepts that define the American and Kazakhstani information space are the concepts, that we identified, based on the material of US media discourse: power, individual, society, tradition, religion, culture; based on the material of Kazakh media discourse: билік (power), жеке тұлға (individual), қоғам (society), салт-дәстүр (tradition), дін (religion), мәдениет (culture); as well as in the Russian-language press in Kazakhstan: власть (power), личность (individual), общество (society), традиция (tradition), религия (religion), культура (culture). It is these concepts, as proven in the work, that are domains in the lingual organization of the information space. This hierarchy is confirmed by the corresponding organization of the headings of each of the three publications. We identified these concepts in the information space of two countries; they are specific in their peculiar manifestation, but universal for the modern information society. Their conceptual ontology appears in different hierarchical sequences and differs in ideological content, which together affects the linguocognitive aspect of implementation in media discourse.

4. The structuring of key concepts of American media discourse is characterized by information intensity. This provision is confirmed by the fact that in American media discourse the objective approach in the cognitive representation of conceptual space predominates. In turn, in Kazakhstani media discourse, the subjective approach is the determining principle for creating a journalistic text. Kazakhstani media discourse, both in Kazakh and Russian-language manifestations, is characterized by a post-Soviet identity, which is represented by rhetorical techniques of presenting information. However, the processes of universal heterogeneous information presentation are becoming characteristic of the Kazakhstani information space.

5. When studying conceptual space, both the practice of creating phenomena of mass culture in its linguistic manifestation and the practice of its perception in psycholinguistic comprehension are important. The associative fields we have identified determine and confirm leading cognitive strategies, such as unified representation of the information space, as well as local rhetoricalization of the organization of media text and key concepts in the understanding of external reality. In the American linguistic consciousness, a specific perception of concepts is recorded, which fully corresponds to the social and political project we previously identified; in the Kazakh language consciousness there is a subjective form of

understanding of basic concepts; in the Russian-speaking linguistic consciousness an abstract assessment of ideological concepts is manifested. All this is found in the high-frequency zone of associative fields as the most frequent associations.

The scientific novelty of the thesis lies in the fact that it proposes a linguocognitive analysis of lingual networks of media discourse. The thesis provides a critical examination of the structure of the conceptual space of media discourse in the USA and Kazakhstan and presents a detailed methodology and methods for its description. The research provides a theoretical justification for the category of conceptual space of American and Kazakhstani media discourse within the framework of the linguocognitive approach.

The theoretical significance of the thesis lies in the development of the emerging theory of conceptual space in modern philology from the integrative perspective. This study also makes concrete contributions to discourse theory and the cognitive-discourse approach in linguistics. The work defines the basics of studying social and cultural concepts from a cognitive-discursive point of view, defines their roles in the processes of cognition and communication, which ultimately allows us to obtain the most complete description of concepts in the construction of conceptual space.

The practical significance of the work is connected with the possibility of using the results in the development of university training courses on cognitive linguistics, in bachelor's, master's and doctoral studies. The prospect of the research is related to the fact that the results of the thesis research can be used for the further development of the Theory of mediality, as well as in the development of a course on the linguocognitive aspect and the theory of language of media discourse.

The **research material** is the publications of "The New York Times", "Zhas Alash", "Kursiv", representing the mass media of two countries, the USA and Kazakhstan from 2021 to 2023. Based on the material of these publications, basic concepts were selected, since they represent modern information space of both countries in the most concentrated form. In total, 92 articles from the NYT, 96 texts from the "Zhas Alash" newspaper, and 95 articles from the "Kursiv" newspaper were analyzed. The following columns are considered separately: 100 (NYT), 125 ("Zhas Alash"), 125 ("Kursiv"). In addition, 100 headlines of NYT articles, 125 headlines of "Zhas Alash" articles, 125 headlines of "Kursiv" articles were reviewed.

The choice of publications is also due to the fact that all of them have a common readership and audience: The New York Times edition size – 1,12 million, "Zhas Alash" edition size – 43800, "Kursiv" edition size – 13500.

The material for additional and comparative analysis is associative fields to the concepts of media discourse. We obtained associative fields based on the material of English, Kazakh and Russian languages, ranging from 95 to 105 associative reactions to each concept. The total number of associative reactions is as follows: based on the English language material – 556; based on Kazakh language material – 641; based on Russian language material – 679.

Approbation of the work. 10 scientific articles were published on the topic of the thesis research, of which four publications were published in leading peer-

reviewed scientific publications of the Committee for Quality Assurance in Science and Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan and an article in an international peer-reviewed scientific journal included in the Scopus database.

Structure of the thesis. The thesis research consists of an introduction, three chapters and a conclusion, a list of references used and an appendix.