

Информация об авторе

Бейсембаева Айнаш Муфтигазиновна* – старший преподаватель кафедры иностранных и русского языков НАО «Шәкәрім университет», Семей, Республика Казахстан, e-mail: ainashmufty78@gmail.com, ORCID: <https://orcid.org/0009-007-7748-9923>.

Тогузбаева Гульдрайхан Мендыбаевна – старший преподаватель кафедры иностранных языков Международный университет Астана, Астана, Казахстан, e-mail: tguldraihan@mail.ru, ORCID: <https://orcid.org/0009-0004-6867-0622>.

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A.K. Ospanova^{1*}, R.M. Geybullayeva², T.V. Shevyakova³

¹Shakarim University,

071412, Republic of Kazakhstan, Semey, 20 A Glinka Str.

²Baku Slavic University,

Azerbaijan, Baku, 8th November 23 Avenue

³Kazakh Ablai Khan University of International Relations and World Languages,
050000, Republic of Kazakhstan, Almaty, 200 Muratbayev Str.

*ORCID: 0000-0003-3209-127x

*e-mail: a.ospanova@shakarim.kz

THE LINGUISTIC POTENTIAL OF COMMENTS IN THE IDENTIFICATION OF COGNITIVE DISSONANCE WITHIN ENGLISH MEDIA DISCOURSE

Abstract: The given article is devoted to identifying the cognitive dissonance through linguistics potential of comments on the basis of the English media discourse. The review of the authors who researched the problem is given, as well as their works. Currently, the topical issue is the study of media discourse together with the discourse of comments, which gives a complete picture of how a particular media discourse is perceived by people. Notions of «comments», «cognitive dissonance», «discourse», «media discourse» are considered. Recipients of information may experience a state of cognitive dissonance, in a situation where new information does not correspond to the ideas previously embedded in their minds. Users express this dissonance in social networks with the help of comments. Also, the article provides an example of media discourse and comments to it. Methods applied in the process of research are include the following: discourse analysis, content analysis, and functional-stylistic analysis.

Keywords: mass media, cognitive dissonance, media discourse, discourse of comments, recipient.

Introduction

Obtaining information about current events is vital for any modern person. Accordingly, the role of the media as one of the sources of such information is enormous. Mass media provide information, educate, entertain, and contribute to the formation of consciousness and culture. Therefore, the study of the language used in mass media remains an important and relevant issue in modern linguistics.

With the introduction of the concepts of discourse and media discourse, scholars have been able to broaden their understanding of the media's performance and encompass not only purely linguistic aspects of the text but also extralinguistic ones. Extralinguistic factors include the formation of media discourse, the recipients of information, encoding and decoding methods, as well as historical, social, and cultural aspects [1].

Consequently, media discourse can now be considered in conjunction with commentary discourse, which is closely intertwined with core media discourse because it clearly demonstrates

the recipient's reactions to the original message. In some cases, commentary expands the dialogue between the creator of media discourse and the end consumer. As researcher Okeefe writes: «...the core of this context is not only the producers of discourse, but also the consumers the audience. The reader no longer reads an article in isolation; he/she can comment on a website, email the material to a friend, or post it on a social network for others to discuss. Journalists and commentators often respond to reviews posted in response to their articles, thus prolonging and expanding the product-process-(product-process) process...» [2].

The researcher points out that information recipient can now effectively participate in the creation of new media discourse by commenting, sharing their opinions, and responding to comments from other users. The researcher also argues that the short-term nature of information («ephemerality») can now be overcome thanks to technological means: information is stored electronically, and recipients can comment on the material, even if the news was published long ago. They can also re-disseminate the information so that other commentators can share their opinions [2]. This means that information (which once seemed irrelevant) can be reprocessed and reinterpreted, and a new media discourse can be formed.

Prior to proceeding, we need to identify the definition of the comment. According to Oxford Dictionary a comment is «something that you say or write that gives an opinion on or explains somebody/something» [3].

At Dictionary.com we can find a definition more appropriate to our context: «a user response to published content on the internet, written in a designated «Comments» section, often below the published content» [4].

Therefore, a comment is the reaction of a reader or viewer to information which explains his or her position on the subject, for example, their neutral viewpoint, acceptance or rejection of the material.

Accordingly, the analysis of media discourse in conjunction with user commentary discourse is regarded in the present study as one of the most productive approaches for detecting manifestations of cognitive dissonance. The examination of comments makes it possible to determine the factors that generated the dissonance, the linguistic means through which it is conveyed, and, where relevant, the ways in which other users react to or engage with it.

Materials and methods

According to Professor Norman Fairclough, discourse can be understood as «a social practice that creates social identities, social relationships, and systems of knowledge and meaning in the social world... [which] simultaneously reflects and constitutes ideas and assumptions about the ways in which personal identity, social relationships, and knowledge systems are shaped by social practices» [5]. Given that this study focuses on the functional and stylistic manifestations of cognitive dissonance in language, it is necessary to examine the discursive environment in which such dissonance occurs. Within this framework, discourse analysis facilitated the identification of linguistic features in television news media discourse that either provoke cognitive dissonance or function as its means of expression.

The second methodological approach applied in this study was content analysis. As Professor Klaus Krippendorff states, «content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use» [6]. Since the selected news materials were predominantly presented in video or audio formats, as well as through subtitles, complete transcripts were manually compiled and subsequently compared with both the visual and textual components of the reports. A corpus of media discourses was then selected, concentrating on those that appeared to contain conflicting ideas capable of generating cognitive dissonance among viewers. Manifestations of dissonance were subsequently identified through the analysis of audience comments published under videos on the official YouTube channels of the news programs included in the study.

The research methodology incorporated discourse analysis, content analysis, and functional-stylistic analysis.

Functional-stylistic analysis was employed to determine the salient features of television news media discourse, with particular attention to stylistically marked linguistic devices that may trigger contradictory responses or directly communicate cognitive dissonance.

Building upon the distinction between language and speech proposed by his mentor F. de Saussure, Bally introduced the notion of colloquial language and emphasized the necessity of integrating extralinguistic factors into linguistic inquiry. As E.O. Oparina notes, «the investigation and interpretation of language require not only the description of relationships among the elements of the linguistic system, but also the exploration of connections between speech and the communicative context, as well as between speech and cognitive activity. Within this framework, Bally regards the speaker's consciousness and cognitive processes as a unified complex comprising both rational and emotional components. He highlights the significance of the affective aspect of language and speech, rejecting both excessive logical positivism in linguistics and an overly formal approach that focuses on dissecting words and expressions into roots, prefixes, suffixes, and other minimal units solely for etymological or structural purposes» [7].

Moreover, Bally underlines the role of social determinants such as occupation, social environment, and everyday practices in shaping the stylistic features of speech. Consequently, even a well-educated person may not possess knowledge of every lexical item recorded in a dictionary [8]. For instance, a layperson will often encounter difficulties when interpreting specialized terminology, which may give rise to cognitive dissonance, since a familiar word or concept can acquire a distinct meaning within a professional or disciplinary context.

Author Sycheva, also believes that including recipients in the study of media discourse is essential for a full understanding of the impact of media discourse. «With the gradual inclusion of media consumers in dialogue with the media, the level of communication shifts to the level of perception and transmission of information in a two-way model of social interaction. The structure of communication changes, and so does the content of media discourse. Now the consumer is a full-fledged participant in the creation of discursive practice». Ultimately, any media discourse is created precisely for the consumer. Journalists no longer need to wait to find out what kind of response their material has received. Simply browse the comments section; if desired and able, a journalist can respond to any comment, initiating a dialogue with the audience: «There is no longer any need for linguistic and psychological guesses about the recipient's possible reactions, since the object acquires the rights of a subject» [9].

Consequently, we agree with the author that contemporary media discourse must be studied based on media texts and the comments of information recipients. Like any other form of communication, media discourse is a two-way process, a dialogue between the creator of the media discourse and the recipients of the information [9].

However, despite the many positive aspects that open up new perspectives for the study of media discourse, new problems also arise. Clearly, each person has a unique perspective on the world around them, with their own ideas conditioned by various factors (social, economic, cultural, etc.). Based on such differences, when receiving the same information, some people may experience cognitive dissonance when new information contradicts what is already known and familiar. Thus, in their comments, some users will express their opinions, which are dissonant both with the original media discourse and with the comments of other users.

American social psychologist Leon Festinger was the first to introduce the term «cognitive dissonance» into academic discourse. According to Festinger, cognitive dissonance implies «...the existence of non-fitting relations among cognitions within a cognitive system... Cognitive dissonance can be understood as a state that motivates actions aimed at reducing it» [10]. Thus, cognitive dissonance may occur when newly received information contradicts what was previously known. In an effort to resolve this dissonance, individuals either attempt to adapt their knowledge or beliefs to align with the new situation or choose to disregard the new information in order to maintain their original perspective [10].

When interacting with other users, an individual may experience discomfort from a variety of opinions, in some cases contradicting his own views. Researcher Jeong Myeongki and his

colleagues believe that they «found that the more users use social networks, the more often they encounter opposing opinions and the more uncomfortable they feel» [11].

Comments for the example discourse were collected from YouTube after the publication of the video report. Spam messages, duplicated comments, emoji comments, and comments unrelated to the interview were excluded.

The comments were analyzed by the means of qualitative thematic analysis accompanied by discourse analysis. The analysis began with the identification of comments displaying conflicting beliefs, emotional inconsistency, or contradiction between attitudes and behavior. The second step involved grouping the comments according to recurring linguistic patterns related to cognitive dissonance.

Result and Discussion

This article follows an exploratory case study design. Therefore, the findings are not intended to be statistically generalized but rather to deliver an in-depth qualitative understanding of how cognitive dissonance is linguistically manifested in online discourse.

Consider, for example, the media discourse created by Sky News correspondent Ashna Hurynag about an event celebrating the reunion of the star-studded cast of the Harry Potter films 20 years after the release of the first film: «Harry Potter cast reunite 20 years later - without J.K. Rowling» [12].

The special broadcast creates a festive atmosphere, as the event is broadcast on New Year's Eve. Viewers are immersed in fond memories, nostalgic for their childhood and adolescence. However, the reporter notes that the series' creator, J.K. Rowling, was not invited to participate in the filming, presumably due to a scandal she had previously found herself in for her statements (unrelated to the wizarding world series), which sparked a wave of negative criticism. The special broadcast used only excerpts from an interview with Rowling conducted two years prior to filming (with the date directly indicated onscreen).

The following section analyzes the title, which, in our opinion, itself contains contradictory ideas: «Harry Potter cast reunite 20 years later - without J.K. Rowling».

The concept of «reunion» suggests a meeting, a social event, a unification (sometimes «reconciliation») of people who previously worked together or participated in a common project. The primary meaning of this word is «to unite, to unite, to gather everyone together», evoking positive associations. Furthermore, the author then uses the preposition «without», implying «the absence of someone/something», This creates a dissonant relationship between the linguistic units «reunite» and «without», creating an antithesis, which can lead to a cognitive inconsistency in recipients of this information.

We find confirmation of this in the comments. Viewers expressed opinions that contradicted the content of media discourse.

T W: “I am so glad J.K. Rowling created the entire Harry Potter universe. Personally, I think the books give more complexity to the characters than the films, but I guess that is the power of writing good fiction, and of course, they did lead to some very entertaining movies, perhaps because she created some excellent characters for the actors who portrayed them. Imagine a world without her creation now seems almost impossible, really. Where. Would. We. All. Be” [12].

We can see how dissonance literally unfolds before our chapters – at first, the commentator admires Rowling's work and the characters she created. Then, he writes about the actors who brought these characters to life in a series of «very interesting films». However, we then see the author perplexed by the current situation, apparently implying that the films would not have existed without the books written by J.K. Rowling. We notice the use of linguistic markers of punctuation to emphasize the emotions – «Where. Would. We. All. Be». The periods after each word in the sentence emphasize the author's categorical conviction. We can assume that the commentator's dissonance lies in the contradiction of concepts: “book characters”, “successful films”, “pleasant memories” – the current situation, which consists of a display of ingratitude towards the author, without whose works neither the films nor this special issue would exist (Rowling is not invited, does not participate).

The next commentator agrees with the previous one – Franko Davalos: «Yeah, it doesn't make any sense to see a creation without its creator» [12].

Melanie Jay: «It's not a real reunion without JK» [12].

This commentator highlights the discrepancy we noticed earlier in the title of the media discourse, which lies in the fact that a reunion cannot be considered complete without the participation of the author of the whole idea: «...not a real reunion without JK». Another antithesis statement.

The humble one: «What a shameful time we live in... Those bunch of people became popular and rich thanks to her» [12].

The commentator directly states that the actors owe their popularity and financial well-being to Rowling. It can be assumed that the author of the commentary is conflicted between the concepts of «fame, wealth» («...became popular and rich thanks to her») and «ingratitude (or «shame»») («...shameful time...», «Those bunch of people...»).

Eliezer Bautista: «Harry Potter and The Chamber of The Ungrateful» [12].

In this case, the commentary contains a linguistic marker of a pun on the title of the original work, and consequently the film, «Harry Potter and the Chamber of Secrets». The word «secret» in the original is replaced with «ungrateful», which the commentator apparently uses to describe the film's actors.

Cai Frootz: «I don't even like J.K. Rowling, but banning her from something she created is so disrespectful». [12]

The next viewer adds a new concept to the chain of contradictions: «disrespect (toward the author)»: «...so disrespectful.» The adverb «so» is used to strengthen the meaning of the adjective «disrespectful». The dissonance is caused by the clash of ideas: the author creates a fairly successful work, which is used to make box-office hits. However, during the celebration of a significant anniversary, the author of the book series is ignored, which, according to the commentator, is «very disrespectful».

We can conclude that many commentators adhere to the idea of »Give credit where it's due«. Accordingly, the situation addressed in the media discourse evokes cognitive dissonance in these viewers, as it contradicts their beliefs.

Our research led us to conclude that, thanks to the development of modern technologies that enable the exchange of opinions almost instantly, and also when the recipient «discovers» a particular news story, media discourse must be considered in conjunction with commentary discourse. Recipients' comments reflect their attitude toward the content of media discourse. In most cases, this reaction may not correspond to the opinion expressed in the text or in other comments. Such situations indicate cognitive dissonance, a conflict between two ideas or perceptions, in the recipient.

Conclusion

Furthermore, the analysis of comments demonstrates that users actively engage in interpreting, evaluating, and challenging media content, thereby contributing to the construction of public meaning. Commentary discourse serves as a valuable source for identifying manifestations of cognitive dissonance, as linguistic choices often reveal contradictions between beliefs, expectations, and newly acquired information. Therefore, the study of comments not only enhances our understanding of audience reactions but also provides insights into the cognitive processes underlying opinion formation and attitude change within contemporary digital media environments.

Future research may further explore cross-cultural differences in the expression of cognitive dissonance and investigate how various media platforms influence the nature and intensity of users' responses. As well as, it could examine a larger and broader corpus across various media events and platforms to confirm the proposed observations. Based on the analyzed examples, the study proposes a preliminary typology of linguistic markers that signal cognitive dissonance in online media discourse.

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А.К. Оспанова^{1*}, Р.М. Гейбуллаева², Т.В. Шевякова³

¹Шәкәрім университеті,

071412, Қазақстан Республикасы, Семей қ., Глинка к-сі, 20А

²Баку Славян университеті,

Әзірбайжан Республикасы, Баку қ. 8 Қараша даңғылы, 23

³Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті,
050000, Қазақстан Республикасы, Алматы қ. Мұратбаев к-сі, 200

*ORCID: 0000-0003-3209-127x

*e-mail: a.ospanova@shakarim.kz

АҒЫЛШЫН ТІЛІНДЕГІ МЕДИАДИСКУРСТАҒЫ КОГНИТИВТІК ДИССОНАНСТЫ АНЫҚТАУДАҒЫ ПІКІРЛЕРДІҢ ЛИНГВИСТИКАЛЫҚ ӘЛЕУЕТІ

Аңдатпа. Қазіргі оқиғалар туралы ақпарат алу кез келген заманауи адам үшін өте маңызды. Тиісінше, мұндай ақпарат көздерінің бірі ретінде БАҚ-тың рөлі орасан зор. Бұқаралық ақпарат құралдары ақпарат, білім береді, көңіл көтереді және сана мен мәдениеттің қалыптасуына ықпал етеді. Сондықтан бұқаралық ақпарат құралдарында қолданылатын тілді зерттеу қазіргі заманғы тіл білімінде маңызды және өзекті мәселе болып қала береді.

Берілген мақала ағылшын тіліндегі медиадискурс негізінде пікірлердің лингвистикалық әлеуеті арқылы когнитивтік диссонансты анықтауға арналған. Мақалада зерттеліп отырған мәселеге қатысты ғылыми

енбектерге шолу жасалып, осы бағытта еңбек еткен ғалымдардың көзқарастары қарастырылады. Қазіргі таңда медиадискурсты пікірлер дискурсімен бірлікте зерттеу өзекті мәселелердің бірі болып табылады, өйткені бұл белгілі бір медиамәтіннің адамдар тарапынан қалай қабылданатыны туралы толық түсінік алуға мүмкіндік береді. Зерттеуде «пікір», «когнитивтік диссонанс», «дискурс», «медиадискурс» деген ұғымдары қарастырылады. Ақпаратты қабылдаушылар жаңа ақпарат олардың санасында бұрыннан қалыптасқан түсініктерге сәйкес келмеген жағдайда когнитивтік диссонанс күйін бастан кешіруі мүмкін. Пайдаланушылар мұндай диссонансты әлеуметтік желілерде пікірлер жазу арқылы білдіреді. Сондай-ақ мақалада медиадискурс пен оған берілген пікірлердің мысалы ұсынылған. Зерттеу барысында келесі әдістер қолданылды: дискурстық талдау, контент-талдау және функционалдык-стилистикалық талдау.

Тірек сөздер: бұқаралық ақпарат құралдары, когнитивтік диссонанс, медиадискурс, пікірлер дискурсі, реципиент.

А.К. Оспанова^{1*}, Р.М.Гейбуллаева², Т.В. Шевякова³

¹Шәкәрім университет,

071412, Республика Казахстан, г. Семей, ул. Глинки, 20А

²Бакинский славянский университет,

Азербайджан, г. Баку, проспект 8 Ноября, 23

³Казахский университет международных отношений и мировых языков им. Абылай Хана,
050000, Республика Казахстан, г. Алматы, ул. Муратбаева, 200

*ORCID: 0000-0003-3209-127x

*e-mail: a.ospanova@shakarim.kz

ЛИНГВИСТИЧЕСКИЙ ПОТЕНЦИАЛ КОММЕНТАРИЕВ В ВЫЯВЛЕНИИ КОГНИТИВНОГО ДИССОНАНСА В АНГЛИЙСКОМ МЕДИАДИСКУРСЕ

Аннотация. В современном мире получение информации о событиях жизненно важно для любого человека. Таким образом, роль средств массовой информации как одного из источников такой информации огромна. Средства массовой информации предоставляют информацию, обучают, развлекают и способствуют формированию сознания и культуры. Поэтому изучение языка, используемого в средствах массовой информации, остается важной и актуальной проблемой в современной лингвистике.

Данная статья посвящена выявлению когнитивного диссонанса посредством раскрытия лингвистического потенциала комментариев на основе англоязычного медиадискурса. Приводится обзор авторов, исследовавших данную проблему, а также их работ. Актуальной темой является изучение медиадискурса в совокупности с дискурсом комментариев, что позволяет получить полную картину того, как тот или иной медиадискурс воспринимается людьми. Рассматриваются следующие понятия: «комментарии», «когнитивный диссонанс», «дискурс», «медиадискурс». Получатели информации могут испытывать состояние когнитивного диссонанса в ситуации, когда новая информация не соответствует ранее укоренившимся в их сознании представлениям. Пользователи выражают этот диссонанс в социальных сетях с помощью комментариев. Также в статье приводится пример медиадискурса и комментариев к нему. В процессе исследования применяются следующие методы: дискурс-анализ, контент-анализ и функционально-стилистический анализ.

Ключевые слова: средства массовой информации, когнитивный диссонанс, медиадискурс, дискурс комментариев, получатель.

Information about authors

Aizhan Ospanova * – senior teacher of Shakarim University, Republic of Kazakhstan, Semey, ORCID: <https://orcid.org/0000-0003-3209-127X>, e-mail: a.ospanova@shakarim.kz.

Rahilya Geybullayeva – doctor of philological sciences, Professor of Baku Slavic University, Azerbaijan, Baku, ORCID: <https://orcid.org/0000-0001-5286-1740>, e-mail: rahilya_g@hotmail.com.

Tatiana Shevyakova – doctor of philological sciences, Professor of Kazakh Ablai Khan University of International Relations and World Languages, Republic of Kazakhstan, Almaty, ORCID: <https://orcid.org/0000-0002-0944-6784>, e-mail: david-sec@mail.ru.

Авторлар туралы мәлімет

Оспанова Айжан Кантореевна* – аға оқытушы, «Шәкәрім университеті», Қазақстан Республикасы, Семей, ORCID: <https://orcid.org/0000-0003-3209-127X>, e-mail: a.ospanova@shakarim.kz.

Гейбуллаева Рахия Мамедовна – филология ғылымдарының докторы, Баку Славян университетінің профессоры, Әзірбайжан Республикасы, Баку, ORCID: <https://orcid.org/0000-0001-5286-1740>, e-mail: rahilya_g@hotmail.com.

Шевякова Татьяна Васильевна – филология ғылымдарының докторы, Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университетінің профессоры, Қазақстан Республикасы, Алматы, ORCID: <https://orcid.org/0000-0002-0944-6784>, e-mail: david-sec@mail.ru.

Сведения об авторах

Оспанова Айжан Кантореевна* – старший преподаватель НАО «Шәкәрім университеті», Республика Казахстан, Семей, ORCID: <https://orcid.org/0000-0003-3209-127X>, e-mail: a.ospanova@shakarim.kz.

Гейбуллаева Рахия Мамедовна – доктор филологических наук, профессор Славянского университета Баку, Республика Азербайджан, ORCID: <https://orcid.org/0000-0001-5286-1740>, e-mail: rahilya_g@hotmail.com.

Шевякова Татьяна Васильевна – доктор филологических наук, профессор Казахского университета международных отношений и мировых языков имени Абылай Хана, Республика Казахстан, Алматы, ORCID: <https://orcid.org/0000-0002-0944-6784>, e-mail: david-sec@mail.ru.

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