

Kuralai Iskakova^{1*}, Baktygul Kurmanova²^{1*}Corresponding author, Doctoral student, K. Zhubanov Aktobe Regional University, Kazakhstan, Aktobe, ORCID: 0000-0001-8362-6997, E-mail: kuralay2008@mail.ru²Doctor of Pedagogical Sciences, K. Zhubanov Aktobe Regional University, Kazakhstan, Aktobe, ORCID: 0000-0002-5305-215X, E-mail: baktigul_2001@mail.ru**FACTORS OF FORMATION OF VIRTUAL LINGUISTIC PERSONALITY
IN THE KAZAKHSTANI BLOGOSPHERE**

Abstract. The global Internet network creates new conditions of communication, in which, under the influence of certain factors, the formation and realisation of interaction between the participants of Internet communication takes place. The purpose of the article is to determine the factors of formation and realization of virtual language personality in the Kazakhstani blogosphere, namely cultural and social aspects of its formation. The paper presents a brief review of studies devoted to the study of virtual linguistic personality in different aspects. The peculiarities of formation and expression of linguistic identity in the virtual environment are considered, with a focus on the blogo sphere of Kazakhstan. The authors analyze thematic and genre orientation, preferences in the use of a particular language by bloggers for self-presentation and interaction with the audience; they give examples of blogs whose content is characterized by national specifics. They give examples of blogs, the content of which is distinguished by national specificity. The research is based on the analysis of blog texts, comments and reactions of the audience, as well as on interviews with active participants of the Kazakhstani blogosphere. The results of the work will allow to better understand the peculiarities of linguistic personality in the context of the Kazakhstani virtual environment and identify the main factors that influence the formation of linguistic culture and identity of virtual linguistic personality in the Kazakhstani blogosphere.

Keywords: linguistic personality; discourse; extralinguistic factors; virtual linguistic personality; Kazakhstani blogosphere

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ҚАЛЫПТАСТЫРУ ФАКТОРЛАРЫ**

Андатпа. Ғаламдық интернет желісі коммуникацияны жүргізудің жаңа жағдайларын жасайды, онда белгілі бір факторлардың әсерінен интернет-коммуникацияға қатысушылардың өзара әрекеттесуі қалыптасады және жүзеге асырылады. Мақаланың мақсаты – қазақстандық блогосферада виртуалды тілдік тұлғаны қалыптастыру және іске асыру факторларын, атап айтқанда оның қалыптасуының мәдени және әлеуметтік аспектілерін анықтау. Мақалада виртуалды тілдік тұлғаны әртүрлі аспектілерде зерттеуге арналған зерттеулерге қысқаша шолу берілген. Виртуалды ортада тілдік бірегейлікті қалыптастыру және білдіру ерекшеліктері қарастырылып, Қазақстан блогосферасына назар аударылады. Авторлар тақырыптық және жанрлық фокусты, блогерлердің өзін-өзі таныстыру және аудиториямен қарым-қатынас жасау үшін белгілі бір тілді қолданудағы артықшылықтарды талдайды; мазмұны ұлттық ерекшеліктерімен ерекшеленетін блогтардан мысал келтіреді. Зерттеу блог мәтіндерін, аудиторияның пікірлері мен реакцияларын талдауға, сондай-ақ қазақстандық блогосфераның белсенді қатысушыларымен сұхбатқа негізделеді. Жұмыс нәтижелері қазақстандық виртуалды орта контекстінде тілдік тұлғаның ерекшеліктерін жақсы түсінуге және қазақстандық блогосферада тіл мәдениеті мен виртуалды тілдік тұлғаның бірегейлігін қалыптастыруға әсер ететін негізгі факторларды айқындауға мүмкіндік береді.

Тірек сөздер: тілдік тұлға; дискурс; экстралингвистикалық факторлар; виртуалды тілдік тұлға; қазақстандық блогосфера

Сілтеме жасау үшін: Искакова Қ.А., Құрманова Б.Ж. Қазақстандық блогосферада виртуалды тілдік тұлғаны қалыптастыру факторлары. *Tiltanyum*, 2024. №3 (95). 209-223-бб. (ағыл. тілінде)

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ФАКТОРЫ ФОРМИРОВАНИЯ ВИРТУАЛЬНОЙ ЯЗЫКОВОЙ ЛИЧНОСТИ В КАЗАХСТАНСКОЙ БЛОГОСФЕРЕ

Аннотация. Глобальная сеть интернет создаст новые условия ведения коммуникации, в которых, под воздействием определенных факторов, происходит формирование и реализация взаимодействия участников интернет-коммуникации. Цель статьи – определить факторы формирования и реализации виртуальной языковой личности в казахстанской блогосфере, а именно культурных и социальных аспектов ее формирования. В работе представлен краткий обзор исследований, посвященных изучению виртуальной языковой личности в разных аспектах. Рассмотрены особенности формирования и выражения языковой идентичности в виртуальной среде, акцентируется внимание на блогосфере Казахстана. Авторы проводят анализ тематической и жанровой направленности, предпочтений в использовании конкретного языка блогерами для самопредставления и взаимодействия с аудиторией; приводят примеры блогов, контент которых отличается национальной спецификой. Исследование основывается на анализе текстов блогов, комментариев и реакций аудитории, а также на интервью с активными участниками казахстанской блогосферы. Результаты работы позволят лучше понять особенности языковой личности в контексте казахстанской виртуальной среды и определить основные факторы, оказывающие влияние на формирование языковой культуры и идентичности виртуальной языковой личности в казахстанской блогосфере.

Ключевые слова: языковая личность; дискурс; экстралингвистические факторы; виртуальная языковая личность; казахстанская блогосфера

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Introduction

The anthropocentric paradigm of modern language science assumes a comprehensive study of linguistic phenomena taking into account the «human factor» and, therefore, the study of communication as one of the human activities that reflects individual characteristics and a specific picture of the world. It is such peculiarities that the theory of linguistic personality, which constitutes the scientific basis of this study, considers. The theory is based on the statements developed by the linguist Yu.N. Karaulov. The scientist defines linguistic personality as «a complex of a person's abilities and characteristics that determine the creation and perception of speech works (texts), which differ a) in the degree of structural and linguistic complexity, b) in the depth and accuracy of reflection of reality, c) in a certain aim focus» (Karaulov, 1989).

In Kazakhstani linguistics the theory of studying individual features of using language means to express author's views, ideas, i.e. «linguistic personality» has already a solid base. We consider that it is necessary to highlight the works of academician R. Syzdyq, Y. Zhanpeissoy, as well as F.Terekova, F. Kozhakhmetova, G. Muratova, Zh. Mankeyeva and other researchers.

It should be noted that Kazakhstani linguists emphasized the national bases of language possession and use by a particular person. Taking into account the high importance of the national-cultural component, kazakhologists offer their understanding of the phenomenon of «linguistic personality».

For example, A. Islam states: «A linguistic personality is a person with linguistic and cultural competence who has acquired full information about the language and culture of a nation...» (hereinafter translated by the author of the article) (Islam, 2004). The author further specifies that linguistic personality consists of levels related to the acquisition of national, regional and world cultural information.

In her turn, G.A. Muratova, who studied Abai's linguistic personality, states: «In order to familiarize others with the language and culture of the nation the person has studied, as a consumer of language and as a creator of language, in general, what contribution was made by him/her to the history of language (in its synchronic and diachronic state), to the development of language – this is another

aspect that can further confirm the status of linguistic personality. It should be an expression that reveals a full-fledged linguistic personality» (Muratova, 2009: 63). According to the researcher, it is this approach, which takes into account the individual's contribution to the development of language and culture, that reveals a full-fledged linguistic personality.

In Russian linguistics, such scientists as V.I. Karasik, G.I. Bogin, V.V. Krasnykh, Yu.N. Karaulov, V.A. Maslova, etc. have conducted research in this field of knowledge.

In general, linguistic personality is seen as a complex phenomenon that manifests itself in cognitive, behavioural and axiological aspects, as well as including a cultural component.

This paper is based on the definition of Yu.N. Karaulov, who defines linguistic personality as «...a personality expressed in language (texts) and through language, is a personality reconstructed in its main features on the basis of linguistic means» (Karaulov, 1987: 38). The scientist developed a model of linguistic personality, which is a three-level structure, including 1) verbal-semantic level (lexicon), which presupposes for the speaker a normal command of language, 2) linguistic-cognitive level (thesaurus), «the units of which are concepts, ideas, concepts, formed by each linguistic individuality in an ordered 'picture of the world'» and 3) motivational (pragmatic), i.e. «identification and characterization of the linguistic personality». i.e. «identification and characterization of motives and goals driving the development of a linguistic personality», which the author defines as the highest level of pragmatics of linguistic personality development (Karaulov, 1989: 8).

The study of linguistic personality is closely connected with the analysis of discourse, in which the linguistic personality is realized. It should be noted, that the approach of discursive dimension of personality originates from the works of M. Foucault, who considered discourse as «a set of positions possible for the subject». The linguist understands discourse as a system, historically and socially conditioned, capable of producing knowledge and meanings. This idea is revealed in his work «Archaeology of Knowledge», which presents the main concepts of discourse developed by the author (Foucault, 2020: 211).

This approach was developed in the studies of Z. Harris, M. Foucault, L. Phillips, N.D. Arutyunova, E.I. Sheigal, E.S. Kubryakova, V.A. Maslova, B. Qaliuly, S.E. Isabekov, A.V. Karlinskiy, E.D. Suleimeinova, M.R. Sabitova, N. Uali, A. Amirbekova, K.K. Sadirova, K.K. Duisekova, K.A. Zhamanbayeva and others.

In the scientific works of Western linguists, discourse is defined as a system of communication (communicative system). Thus, L. Phillips and M.V. Jorgensen define discourse as a special way of communicating and understanding the world around us (or some aspect of the world) (Phillips, 2008: 18). This definition, in our opinion, emphasizes the communicative nature of discourse.

P. Seriot gives the following interpretations of discourse: 1) an analogue of speech, utterance, including through the opposition between language and speech; 2) a set of utterances and their impact; 3) a conversation; 4) speech understood in implicit categories that allow to interpret the speaking subject; 5) a system of constraints (Seriot, 2002).

E.I. Sheigal understands discourse as a system of communication in real and virtual dimensions. In the first case, discourse is considered as «current speech activity in a certain social space, connected with real life...», in the second case, i.e. in the virtual dimension, the author considers discourse as «a semiotic space, including verbal and non-verbal signs, as well as a thesaurus of precedent tests» (Sheigal, 2004: 12-13). As can be noted, the scientist's understanding includes the semiotic basis of discourse and, which is very important for our study, the social component in the structure of discourse.

K.A. Zhamanbayeva considers discourse as texts that reflect ready-made models of internal personal intentions formed on the basis of language (Zhamanbayeva, 1998). In our opinion, this definition emphasizes the intentionality, i.e. the pragmatic nature of discourse.

B. Qaliuly defines discourse as «an extensive and complex structure... It is characterized by pragmatic, cognitive, extralinguistic, cultural, social, mental, psychological, and semantic characteristics» (Qaliuly, 2011). The scientist considers discourse more broadly as a complex linguistic unit, including many characteristics, which resonates with the author of this study.

In general, in their research, scientists come to the conclusion that discourse is a communicative process and allows to study personality using language.

Within the framework of these theories, theory of linguistic personality and discourse theory, personality, its behavior, character, development, expresses itself in a variety of discursive practices, which, in turn, organize and interpret the socio-cultural reality, which is in constant change and development. This is facilitated by the increasing human influence on social and natural changes due to the expansion of their field of activity, the introduction of new technologies, including information. A new communication environment is created – virtual space. Communication in this case acquires its peculiarities through a special type of discourse – Internet discourse. Internet discourse has its own characteristic features, forms and other characteristics. These include a special channel of communication through the global Internet, a certain distance between the author and the addressee, the use of technical capabilities (computer, smartphone, etc.), discourse takes the form of a creolised text (combines various forms of expression: photo, video, advertising, etc.), the peculiarities of the semiotic nature of Internet discourse, etc. In this case, we consider Internet discourse in the form of a blog, which has all the above-mentioned features of Internet communication.

Why do we see the issue of studying the formation and realisation of linguistic personality in virtual space as relevant? Let us turn to the data of the Global Digital Reports information for 2023 and early 2024 (Digital 2024: Kazakhstan). This service Datareportal, creative agency We Are Social and media analytics platform Meltwater annually present the report, which informs about the main news and trends in the digital space. According to the report, at the beginning of 2023, the world's population reached 8.01 billion and 64.4 per cent of the world's population has access to the Internet. As for social media, the global number of users is 4.76 billion at the beginning of 2023, which is about 60% of the total world population. The number of social media users is growing steadily.

Social networks such as Facebook, YouTube, WhatsApp, Instagram, TikTok are leading in the social media ranking.

As for the situation in Kazakhstan, the report presents the following data: at the beginning of 2024, there were 18.19 million internet users in Kazakhstan, which is 92.3 per cent of the total population of the country; at the beginning of 2024, the number of active social media users was 14.10 million, which is 71.5 per cent of the total population. Moreover, Kepios analysis shows that the number of social media users in Kazakhstan increased by 3.7 million (+34.9 per cent) between the beginning of 2023 and the beginning of 2024.

Thus, based on this report, it can be stated that the use of the Internet is growing every year. There is a trend towards the growth of Internet communication in society, and in Kazakhstan in particular. This shows that with the development of digital technologies virtual space has become an integral part of everyday life. In this regard, in modern Kazakhstani society, the blog sphere is becoming increasingly important as a platform for information exchange, expression of opinions and formation of public dialogue. Therefore, in today's cybercultural reality, the study of linguistic personality in virtual space is of growing interest.

Materials and methods

The presented research is based on the main provisions of the theory of linguistic personality and discourse theory. In order to achieve the aim of the article, namely, to determine what factors influence the formation of linguistic personality realizing itself in virtual space, what aspects influence the discursive realization of linguistic personality, the analysis was carried out in several directions and using different research methods.

First of all, blog as one of the forms of Internet communication was identified as the research material. As the analysis of scientific sources has shown, researchers actively studying the phenomenon of virtual language personality have not sufficiently analyzed the blog as a certain form and environment of virtual communication. Using the method of solid sampling, as well as using the method of quantitative and qualitative analysis of Internet communication in the form of blogs, we identified the most active representatives of the Internet community, whose blogs were very popular and had a large number of subscribers (from several hundred thousand to several million followers). The methods of content analysis, semantic and pragmatic analysis were used to determine the thematic and genre aspect, the aims of this type of communication.

In order to determine the factors of formation and realization of the blogger's linguistic personality

and to determine the cultural and linguistic identity of the Kazakhstani blogger, using the methodology of discourse analysis, the content of selected blogs was analyzed with the identification of certain patterns of thematic and linguistic preferences of linguistic personalities of the Kazakhstani blog sphere.

Literature review

In connection with the study of the phenomenon of «linguistic personality», with the development of online Internet discourse, science includes new concepts related to the study of the peculiarities of the manifestation of the individual in various types of communication, such as «network language personality», «information-media linguistic personality», «virtual linguistic personality».

Kazakhstani linguistic scientists show great interest in the study of the Internet space as a space for the realisation of linguistic personality.

Uaikhanova M.A., Olenev S.V., Yergaliyev K.S. in their work emphasise the prevalence of value potential in Internet communication, in particular, in Internet comments to political articles posted on the news portal Nur.kz. The researchers conclude that «virtual linguistic personality is a carrier of national heritage and culture, as it belongs to a certain linguocultural group with its own worldview and stereotypes, which are manifested in the textual formation of Internet comments» (Uaikhanova, Olenev, Yergaliyev, 2022).

Yergaliyeva S.Zh., Anesova A.J., Nurkina N.A. and others in their works investigate virtual linguistic personality in terms of its implementation in political discourse, highlighting linguopersonological strategies and tactics of commenting on political texts in virtual space, as well as axiological dominants of Kazakh linguoculture in the textual formation of virtual communicators (Yergaliyeva, Asanbayeva, Yergaliyev, 2023; Yergaliyeva, 2018; Yergaliyeva, Anesova, Nurkina, 2021).

In general, researchers come to the conclusion that the Internet environment manifests its peculiarities of communication and allows us to identify a separate type of linguistic personality as a virtual linguistic personality.

In our opinion, the studies of Russian scientists are of interest. Linguist E.V. Marinova studies the evolution of the concept of «virtual personality», which is relevant for the digital era (from diffuse to terminological), and analyses the means of its expression. The author proposes a definition of the concept of «virtual personality» and considers it as «an established, distinguishable image of a user in the Web, purposefully created by someone for the purposes of communication, creativity, self-expression, business, game» (Marinova, 2023).

O.V. Lutovinova reviews the main concepts of virtual linguistic personality research in the context of modern theories of communication and cyberculture, highlighting different approaches to the definition of virtual linguistic personality, and offers an integrative approach to the study of this phenomenon. The researcher defines virtual linguistic personality as «a new type of linguistic personality characterised by a set of specific features: special values, changed attitude to time and space, high degree of absorption in virtual activities, specific goals and strategies of communication, etc.» (Lutovinova, 2015).

The process of self-identification of virtual linguistic personality, the peculiarities of linguistic personality formation in social networks are considered in the works of E.S. Shilova (Shilova, 2023).

In her turn, K.V. Markisova, considering lexical features of blogger's speech, linguistic identity in the virtual environment from an intercultural perspective, analyses the influence of cultural differences on the formation of virtual linguistic personality and investigates the strategies of linguistic self-presentation in the online environment (Markisova, 2023).

The virtual linguistic personality, in our case a blogger, is realised in the content it creates: texts, videos, comments to its photos or various combinations of them. In this case, the linguistic personality manifests itself in the virtual environment as a «quasi-personality», whose behaviour «involves the establishment of relations with the virtual addressee with the help of network identification, avatar presentation, linguistic and non-linguistic means of virtual communication» (Germasheva, 2014). That is, in the blog, in the virtual space, the personality acquires as if its «second incarnation», where the first is the personality itself with its character traits, views, and the second is what is manifested or objectified in the virtual world. Moreover, these two embodiments of personality may not coincide,

which led to the formation of the concept of «virtual personality» (Germasheva, 2014).

A virtual linguistic personality is formed under the influence of certain factors. There are already scientific approaches in this field of knowledge in science. However, the direction is actively developing, expanding the focus of research. The works present a wide range of extralinguistic factors, ranging from the analysis of the historical epoch, the socio-economic level of development of society, the country, to the description of the family, education, professional activity of a linguistic personality, etc. Researchers such as O.B. Sirotinina, T.V. Kochetkova, E.R. Korniyenko, A.B. Tumanova and others worked in this direction. Thus, the literature review on the topic allows us to consider this phenomenon from different perspectives, to identify key aspects of the formation and expression of virtual linguistic personality. In our research, we aim to analyze the influence of cultural and social factors influencing on the formation of a virtual linguistic personality in the Kazakhstani blog sphere.

Results and discussions

Based on the objectives of the study, it seems appropriate to clarify what a blog is.

The Online Internet Marketing Glossary defines a blog this way: «A blog (from web log – literally «diary on the web, online diary, virtual journal») is a special site or part of a site with constantly updated entries. Modern blogs can be very diverse not only in form, but also in content. In addition to text, authors – bloggers – can post graphics and videos. All blogs on the Internet are commonly referred to as the blog sphere» (Blog // Glossary of Internet Marketing).

Researchers Bazhenova E.A. and Ivanova I.A. give the following definition: «A blog in a broad sense is a site (or a section of a site) containing dated entries of textual and multimedia nature, arranged in reverse chronological order and open for reading and commenting» (Bazhenova, Ivanova, 2012).

In general, a blog is an interactive online space in which the self-presentation of a virtual personality takes place through the formation of certain content that meets the pragmatic goals of the blog author. The analysis of blogs in the Kazakhstani blog sphere has allowed us to identify the factors of formation and realization of the blogger's virtual linguistic personality.

Kazakhstan, as a multinational and multicultural state, provides a unique opportunity to explore how different cultural factors, as extralinguistic factors, influence the choice of language strategies and styles of bloggers. Understanding these mechanisms and factors will not only help to expand knowledge of the Kazakhstani blogging sphere, but will also provide valuable insights to better understand the dynamics of linguistic diversity and cultural identity in contemporary society.

As noted above, the formation of a speaking and writing subject is influenced by many factors. Based on the analysis of the translanguistic factors influencing the formation of a linguistic personality in the virtual space, we divide them into *general* for all bloggers of the Kazakhstani blog sphere, and *individual* ones, which reflect the individual preferences of each linguistic personality based on their author's intention.

In accordance with this approach to dividing the factors of formation of linguistic personalities of bloggers into general and individual, let us consider the features of the blog sphere in Kazakhstan.

One of the most important factors distinguishing the blog sphere of Kazakhstani social networks, as a general factor, is the *multilingual environment* – multilingualism, as a feature of the cultural space, characteristic of Kazakhstani culture.

Multilingualism, or trilingualism in Kazakhstan, is a key aspect that influences the formation of a blogger's linguistic personality. Kazakhstan has established the status of three official languages: Kazakh, Russian and English. This multilingual context has a significant impact on the linguistic environment in which many bloggers grew up and were educated. Such multilingualism shapes bloggers' unique ability to communicate, allowing them to choose between different languages depending on the context and audience. This not only enriches their verbal repertoire and style, but also makes their discourse more encompassing and persuasive.

For example, a blogger from Kazakhstan can write his texts in Kazakh, while including quotes, proverbs, sayings, and winged expressions from Russian or English to express his thoughts more precisely. That is, by organising their discourse using different languages for different types of audiences, bloggers can publish Kazakh-language texts for local audiences and English-language texts for a wider, international audience. As a result, bloggers in Kazakhstan, using the linguistic skills of

three languages and specific cultural knowledge, develop a unique, attractive identity in the online space.

The analysis of the Kazakhstani blog sphere allowed us to identify the most popular bloggers who actively use several languages. For example:

Mukhtar Taizhan (@mukhtar.taizhan) is a blogger, author and publicist who actively uses Kazakh and Russian in his publications. The blog provides bilingual information on political and social issues in Kazakhstan;

Anzor Gasayev (@vkadre_kz) is a blogger and presenter who uses Kazakh and Russian in her videos and publications. In his blog, the author demonstrates the nature of Kazakhstan, popularises the national cuisine and customs.

Anuar Abdraimov (qazaqi.propaganda@ anuar_abdraimov) is a Kazakh-language blogger who writes about national values, traditions, and history, thus promoting the Kazakh language and culture;

Ivan Cherninskiy (@alga.peterburg) – is a blogger who uses Russian in written discourse, while using certain Kazakh word combinations and stable expressions in oral discourse;

Ilya Ilyin (@ilyailyinforever) is an Olympic champion who creates content in Kazakh and Russian. The blogger writes about sports, healthy lifestyle, using both languages for his publications;

The large audience reach of Yeldos Kadir Khanov (@eldos_kalabok) is ensured by humour, self-irony. The blogger shares his thoughts, experiences and impressions about life in Kazakhstan in two languages;

Adilet Rakhmetolla (@adilet_rakhmetolla) is a blogger and traveller who creates content in Kazakh, Russian and English. He shares her travels, photos and videos about Kazakhstan, attracting a multilingual audience;

Gennadiy Golovkin (@gggboxing) is a blog of a famous Kazakhstani athlete, boxer. In his content he uses three languages: Kazakh, Russian, English. The athlete talks about his sporting achievements, plans, his social activities.

As an example, we can give some publications in which different languages are used (with preservation of style and orthography of the blog author):

*The wait is almost over! Are you ready for the #triloGGGy?
Официальный старт Недели боя состоялся сегодня. Мы готовы! #teamGGG
Жекпе-жек апталығы бүгін ресми түрде басталды. Дайынбыз!*

Всегда рад встрече с будущими чемпионами. Спасибо Кенесу Хамитовичу и Асель Имангалиевне за приглашение в школу им. Шокана Уалиханова и добрые инициативы для детей. Пусть будет больше таких проектов!

Мен жастарға сенемін! Болашақ чемпиондармен кездесуге әрқашан қуаныштымын. Алматыдағы су жаңа мектепке шақырып, @sabyfoundation бастамаларымен Әсел Имангалиқызына алғысым мол. Балаларға арналған жобалар көбейе берсін.

Always glad to meet future chmps. Lots of thsnks @sabyfoundation for inviting me and such god initiatives for children. (@gggboxing)

*Бұл видеода мен сіздермен дұрыс тамақтанудың қарапайым құпияларымен бөліскім келеді. Ал сіздер, достар, дұрыс тамақтанып жатырсыздар ма? Түсініктемелерде жазыңыздар ;-)
Привет друзья!*

В этом видео хочу поделиться с вами простыми секретами правильного питания. (@ilyailyinforever) (with preservation of style and orthography of the blog author)

It should be noted that the content of texts in different languages is not always a literal translation. They may carry additional or explanatory information.

The multilingualism of the blog sphere leads to the manifestation of such phenomenon as «*linguistic mixed style*». In the content of blogs from Kazakhstan, this is a generally recognised phenomenon characterised by the use of several languages within a single text, which gives a special

connotation to the discourse. As a consequence, a unique context is created, reflecting the multicultural nature of Kazakhstan and the multicultural linguistic personality of the blogger. The presence of «linguistic mixed style», firstly, demonstrates the blogger's speech flexibility, his ability to switch from one language to another, allows him to adapt the content to different types of audience, and secondly, expresses cultural preferences, shows linguistic self-identification in an effort to convey his thoughts and ideas.

As an example of «linguistic mixed style» could be phrases from some blogs (with preservation of style and orthography of the blog author):

Вечно бұрқылдап жүретін.

В общем, ертең бай боп оянамыз!

Удаленка бала үшін мереке!

Город засыпает, Просыпается көршінің баласы!(@ lodochnikov_official_page)

Когда этот малыш успел вырасти? Өзі кіп-кішкентай болып алып, інісін бағып жатыр)

Ал, кеттік! Let's do it! I know сен үлгересің!

Рақмет за доверие! Рақмет за дуэт! Рақмет за звук!

Thank you my hubby! Жұғысты болсын, қыздар!(@ abilovna_m)

Астаналықтар, удалёнка болатын болды ма? Срочно НА УДАЛЁНКУ!

Thus, the phenomenon of «linguistic mixed style» in the content of blogs of Kazakhstan is a unique manifestation of cultural and linguistic diversity of the country, demonstration of linguistic flexibility and cultural self-identification of bloggers.

An important feature of the Kazakhstani blogosphere, considered by us as one of the factors of formation and realisation of virtual linguistic personality in the Kazakhstani blogosphere, is the promotion of *topics* related to cultural traditions, customs, national holidays and historical events. The influence of cultural and linguistic peculiarities on the formation of the linguistic personality of a blogger from Kazakhstan can be significant. Kazakhstan is a multinational state with a rich cultural and linguistic history. Bloggers share their knowledge about Kazakhstan's culture, its history, Kazakh customs and traditions and draw attention to the preservation and promotion of the country's cultural heritage. We attribute this factor to *the general cultural factors* influencing the formation of a blogger's linguistic personality in the Kazakhstan's virtual environment. Thus, Kazakhstan's culture, representing a fusion of many cultures of representatives of various ethnic groups, is transformed into a *multicultural environment*, which is reflected in the discourse of bloggers.

From the examples given, various bloggers are representatives of different ethnic groups, which is reflected in the choice of the main language of communication, however, bloggers use other communication languages based on various pragmatic intentions: increasing the audience, diversity of content, expansion of topics, etc.

So, the general extralinguistic factors influencing the formation of a blogger's linguistic personality include: a multicultural space, a multilingual environment, and as a result, the formation of a «linguistic mixed style» of communication.

As for the individual characteristics of the formation of a linguistic personality in the Kazakhstani blogosphere, we will refer to them the thematic orientation, which, in turn, determines *the genre* characteristic of the blogger's discourse. Based on the pragmatic goals of the author of the discourse, the thematic orientation, the structure and internal organization of the texts presented in these genres, as well as the user's communicative action, virtual discourse can be represented by several genres:

- an *informative genre* for presenting certain information. For example, informing about achievements in sports, participation in the Olympic Games, about events in cultural and political life in the country. For example, the blog of the famous athlete Gennadiy Golovkin (@gggboxing). The content of the athlete's content is distinguished by its informative nature. The author rarely expresses his opinion, his assessment of certain events. The main purpose of this blogger is to inform about the events in the sports life of the author. The discourse is represented by simple sentences, uncomplicated speech

constructions. This does not reduce the level of interest in the blog, which is confirmed by 5 million subscribers. For example (with preservation of style and orthography of the blog author):

Олимпиада ойындарына қатысатын Қазақстан құрама командасының мүшелеріне Мемлекеттік туды салтанатты түрде табыстау рәсімі. Біздің туымыз биікте желбірей берсін! Жақында көрісеміз, Париж!

Традиционная церемония передачи Государственного флага Республики Казахстан олимпийской команде. Скоро увидимся, Париж!

Traditional ceremony of presenting the State Flag of the Republic of Kazakhstan to the Olympic team. See you soon, Paris!

The main pragmatic intention of the author of the blog, G. Golovkin, is to provide information to his audience about the upcoming Olympics in Paris, provided in three languages: Kazakh, Russian, English. The presented discourse is a hypertext, where the meaning is formed by several sign systems, in this case the text is accompanied by a photograph.

A *genre of self-presentation* of a blogger to express and present data about him/herself or his/her views, points of view in the analysis of evaluation of significant social phenomena or problems (criticism of the authorities, criminalisation of society, youth problems or environmental issues, etc.). This genre is actively used by politicians, showbiz personalities, and public figures. For example, the personal blog of journalist Vadim Boreiko. In his Instagram blog V. Boreiko expresses his reflection on the events taking place in the country, both in the political and cultural spheres. The author brings to discussion acute social problems. The author of a blog, as a variant of a personal diary, describes events, meetings with interesting people, gives his understanding of the events, thus presenting his worldview, his views and principles. Another example is the blog of singer Yerke Yesmakhan (@erke_esmahan). This blog is a self-presentation of a personality through the presentation of information about his creative, personal life. The author of the blog does not touch on political topics, does not discuss social and economic issues. The main language is Kazakh. The blog is of great interest, which can be judged by the number of subscribers – 8.6 million subscribers.

In addition to biological factors (age, gender), social factors (spheres of activity (culture, politics, show-business, social activity), we also include the definition of the *content format*.

Bloggers can use different *content formats*, including text, photos, videos, podcasts or a combination of these. In this case, we believe we are talking about a special way of conveying information by combining several homogeneous texts (photo and text, video and text, voice audio and text). Moreover, when it comes to the textual design of a blog, «the digital environment is characterised by *hypertextuality*, that is, the multiple intersection of several sources in a single data set». Hypertextuality, in our opinion, is a common characteristic realisation of a blogger's linguistic personality. Furthermore, it should be emphasised that «adhering to a clear, ordered structure is most likely impossible. However, it is possible to organise the content of the electronic version in such a way that it is presented compactly, efficiently and easily perceived by users» (Yevtyugina, 2022:39). In this case, the content of the electronic dictionary is meant. But it seems to us that the provision on content organisation proposed by the author is universal and can be applied to the content of blogs. But the organisation of discourse, of one's content, depends on the individual preferences of a person. By organising their content in this way, i.e. by organising discourse, bloggers can share their ideas, views on this or that event, facts from everyday life, advice, news, entertainment content. One of the significant aspects of blogs is their *interactivity*. This means that the blogger, as a sender of information, enters into direct interaction with his subscribers, i.e. the addressee, in the form of comments, discussions, polls, mutual questions, etc. It is the interactive nature of blogs that allows their authors to shape the content in such a way as to attract the attention of a larger audience, taking into account its needs, demands, etc. It is the desire to increase the number of subscribers that dictates that bloggers, as virtual linguistic personalities, use certain linguistic and meta-linguistic means to attract attention to their content.

Also, individual factors include, in our opinion, the choice of *blog topic*, i.e. thematic orientation,

which mainly comes from the individual preferences of the author of the discourse.

An important feature of the Kazakhstani blogosphere, considered by us as one of the factors of formation and realisation of virtual linguistic personality in the Kazakhstani blogosphere, is the promotion of topics related to cultural traditions, customs, national holidays and historical events. The influence of cultural and linguistic peculiarities on the formation of the linguistic personality of a blogger from Kazakhstan can be significant. Kazakhstan is a multinational state with a rich cultural and linguistic history. Bloggers share their knowledge about Kazakhstan's culture, its history, Kazakh customs and traditions and draw attention to the preservation and promotion of the country's cultural heritage.

For example, topics that resonate strongly with the audience include questions such as:

- Kazakh cuisine. Kazakh cuisine offers many unique dishes that reflect the national culture and traditions. Bloggers can explore and share recipes for national dishes such as *бешбармақ* (beshbarmaq – meat with dough), *қуырдақ* (quyrdaq – fried meat), *шұбат* (shubat – sour milk made from camel's milk), *құрт* (qurt – sour milk product) and others.

- National holidays. Kazakhstan celebrates many national holidays that are related to history, culture and religion. For example, *Наурыз Мейрамы* (Nauryz Meiram) – the National Holiday of Spring and Renewal, *Kazakhstan's Independence Day*, *the Day of Unity of the People of Kazakhstan*, and others. Bloggers can talk about the meanings and traditions of these holidays, as well as share their impressions of the festive events.

- Traditional clothing. Kazakhstan has its own unique traditional clothing such as *тобыз* (tobyz – women's dress), *шاپан* (shapan – men's shirt), *кене* (kepe – headdress), *сәукеле* (saukele – girl's headdress) and others. Bloggers can talk about the meaning and history of traditional clothing and show its variety and beauty through photos or videos.

- Music and dance. Kazakhstan has a rich musical and dance heritage. Traditional instruments such as the *домбыра* (domyra) and *қобыз* (qobyz) have sacred significance for Kazakhs and play an important role in Kazakh culture. Bloggers can present and talk about traditional music and dance, as well as music and dance events that take place in the country.

- Rituals and wedding traditions. In Kazakhstan, there are various rituals and traditions related to marriage and family life. Bloggers can research and talk about wedding rituals such as *келін тойы* (kelin toi – bride's wedding ceremony), *бесік тойы* (besik toi – newborn baby dedication ceremony) and others, as well as share stories and experiences of family life in Kazakhstan.

The following blogs are of great interest in this direction: «*Kazakhstan Traveller*» (YouTube) – the blogger travels to different regions of Kazakhstan, describing cultural sights, national traditions and customs; shares his impressions, photos and video reports about iconic places. «*Kazakh Cuisine*» (Instagram) specialises in Kazakh cuisine and presents recipes of national dishes. The blogger shares photos of dishes, stories and tips on cooking traditional Kazakh recipes. «*Kazakh Culture & Traditions*» (Blog) publishes articles about cultural traditions and customs of Kazakhstan. The blog provides historical context, tells about the symbolism and meaning of various traditions, and gives tips on how to participate in them. «*Kazakhstan Explorer*» (YouTube) – the blogger, travelling to different regions of Kazakhstan, tells about cultural events, holidays and rituals. He records musicians, dance performances and other cultural events to show the authenticity and beauty of Kazakh traditions. «*Kazakhstan Insider*» (Instagram) actively uses Instagram to present cultural traditions of Kazakhstan by posting photos, interesting facts about national holidays, cultural events and traditions, etc. on its pages.

It is well known that Kazakhstan is a country with a unique landscape, natural parks, reserves, cultural and historical monuments, which attracts the attention of many visitors to the country. This fact is actively used by bloggers, presenting content devoted to the description of nature, sights, cultural events, information about tourist routes of the republic. Among the most famous: «*Travel Blog Kazakhstan*» (@travelblogkz) – this popular blogger actively travels around Kazakhstan and gives recommendations about places to visit, hotels, restaurants and other tourist sites; «*Kazakhstan Travel Guide*» (@kazakhstantravelguide) – the blog specialises in travelling around Kazakhstan, providing information about different regions, attractions, routes and cultural features of the country; «*Nomad Notions*» (@nomadnotions) – the blogger travels not only in Kazakhstan, but also in other Central Asian

countries. Talking about his impressions, he also shares his tips for travellers; «*Kazakhstan Adventures*» (@kz_adventures) – this blogger specialises in adventure tourism and outdoor activities in Kazakhstan. He shows extreme types of recreation such as mountain skiing, mountaineering and paragliding; «*Kazakh Nomad*» (@kazakhnomad) – the blog focuses on cultural tourism and exploring national parks, historical sites and folk traditions of Kazakhstan, etc.

In general, this topic, the promotion of the Kazakh language and culture, is one of the most popular among bloggers and attracts a wide audience due to the active use of not only linguistic means, but also visual ones, such as photos and videos. The discourse is saturated with vocabulary conveying the peculiarities of culture, everyday life of the country, i.e. exotisms. This is connected, in our opinion, with the expression of cultural identity, support of linguistic diversity, which finds understanding and active interaction with the addressee. At the same time, it is important to note that the use of national vocabulary can be situational and depend on the topic of the blog, the target audience and the blogger's intentions. Along with this, the use of internationalisms, universal vocabulary, is noted in order to ensure a wide reach of subscribers. And the use of several languages arouses considerable interest not only among the Kazakh-speaking audience, but also among representatives of other ethnic groups living in Kazakhstan and beyond. Therefore, it is bloggers who can play a significant role in the process of promoting national values.

As for the types of blogs, its can be personal blogs, in which the author talks about his/her life, shares his/her ideas, views, reflection on various events taking place in society, etc., and professional blogs, the content of which meets the professional interests of an individual or collective virtual personality. In both cases, the format and style of the blog depends on the blogger's preferences and pragmatic goals.

So, as the analysis showed, there is an active online community in Kazakhstan, in which bloggers, as virtual linguistic personalities, on the one hand, are themselves formed under the influence of certain extralinguistic factors, such as cultural and social factors, and on the other hand, play an important role in shaping public opinion. They can influence the perception of various issues such as politics, culture, social issues and others. The organization and structure of the Internet communication discourse depends on both general facts and the individual preferences of the blog author. Each of these structural units has its own characteristics.

Summarizing the analysis data, it is possible to present the factors influencing the formation of a virtual linguistic personality of a blogger in the form of a table. We consider it important to note that this classification is generalized and universal. It can be supplemented by the results of subsequent studies (Table 1).

Table 1 – Factors of formation of virtual linguistic personality in the Kazakhstani blogosphere
Кесте 1– Қазақстандық блогосферада виртуалды тілдік тұлғаны қалыптастыру факторлары
Таблица 1 – Факторы формирования виртуальной языковой личности в казахстанской блогосфере

FACTORS OF FORMATION OF VIRTUAL LINGUISTIC PERSONALITY IN THE KAZAKHSTANI BLOGOSPHERE		
Group	Factor	Content
General	Multicultural space	a reflection of culture, customs, traditions in general in the blog
	Multilingual environment	linguistic mixed style
	Hypertextuality	a combination of several sources (photos, videos, audio and text and various combinations thereof)
	Interactivity	comments, discussions, discussions with the audience

Continuation of Table 1 / 1-кестенің жалғасы / Продолжение Таблицы 1

Individual	Biological	age
		gender
	Social	sphere of activity
		social status
	Subject matter (topic)	sports commentary
		travel
		national cuisine, etc.
		the sphere of culture, etc.
	Genre	informative
		self-presentation
	Type of blog	personal (individual)
		professional (individual/collective)
	Content format	the content format is an individual choice of means, their combination, transmission of the author's intention
	Linguistic features	choice of communication language
		individual style
rhetorical features, etc.		

Conclusion

As a result, the undoubted relevance of this study can be noted. In general, the sphere of blogs is a dynamic online community where bloggers create content and their audience interacts with it. The Kazakhstani blogosphere has its own peculiarities that distinguish it from the blogosphere of other countries. The analysis of virtual communication in the form of blogs allowed us to identify the determinants of linguocultural identity formation of the blogger's linguistic personality in the Kazakhstani blogosphere.

The virtual linguistic personality in the Kazakhstani blogosphere is a complex and multifaceted phenomenon that has a significant impact on the linguistic and cultural identity of both bloggers themselves and their audience. Cultural, social and political contexts play a key role in the formation of a virtual linguistic personality, determining the choice of language strategies and styles of bloggers, thematic content.

The undeniable factors of formation and realisation of virtual linguistic personality of the Kazakhstani blogosphere include polylingualism and a special multicultural space. Interactivity of communication in the form of a blog, hypertextuality are the general characteristic features of the realisation of virtual linguistic personality in Kazakhstan. Along with the general ones, we have also identified the individual factors of language personality realisation: biological, social, thematic, genre, content type and format, as well as the linguistic peculiarities of language personality in the Kazakhstani blog sphere.

Based on this, we can conclude that the virtual linguistic personality in the Kazakhstani virtual environment has its own linguocultural identity, distinguished not only by thematic features, but also by the specificity of the use of languages: Kazakh, Russian and English. The virtual linguistic personality of the Kazakhstani blogosphere is a multicultural linguistic personality, which is realised in a polylingual discourse. The choice of language depends on the target audience and communicative intentions of the author. The phenomenon of 'linguistic mixed style' is a distinctive feature of discourse in Kazakhstani online communication. A special tone of discourse is characteristic: the prevalence of playful, ironic character. For a greater impact on the audience, a trusting tone is often used, often humorous. Self-presentation of a virtual linguistic person is the main form of communication. It is carried out by means of self-description and narration in the form of texts, additional visual means such as photos, video, audio materials.

In the future, we see it productive to study the linguistic peculiarities of an individual virtual

linguistic personality, with the analysis of individual linguistic means, rhetorical techniques, communicative strategies and tactics to achieve the pragmatic goals of the author of the discourse. We believe that such studies are important for understanding contemporary forms of communication and social interactions in the online environment, as well as expanding the scope of linguistic personality studies and generally contributing to the development of cybercultural studies.

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