

F. Orazbayeva¹ , A. Sarbassova^{2*} , M. Shegebayev² 

¹Abai Kazakh National Pedagogical University, Almaty, Kazakhstan;

²KIMEP University, Almaty, Kazakhstan

*e-mail: a.sarbassova@kimep.kz

THE USE OF MEDIA TEXTS IN THE BUSINESS KAZAKH LANGUAGE

Abstract. The rationale of this study proceeds from the need to teach business language on the example of analyzing a business media text from the point of view of pragmatic-professional and linguistic orientation, considering a high level of student interest in improving business communication skills. The aim of this research is to study the scope and resources of business media texts in terms of vocabulary replenishment and formation of text analytics skills, including the author's narrative strategies through explicit and implicit meanings, hypertext links, and tone of expression. The methodological framework of this work is based on the theoretical understanding of interdisciplinary research in the field of media linguistics, comparative study of business and economic languages, structural and linguistic analysis of business media text, analysis of topics, micro topics, and key structural elements. This article proposes a methodology for analyzing text from the business field in order to form the pragma-communicative competence of students in Kazakhstani universities. It also suggests strategies for effective text analytics by structuring the stages and considering the implementation of a certain stage by the teacher on professional practice, focuses on explicit and implicit components, narratological features, the study of terminological characteristics, the lexical base for the implementation of professional activities and further implementation in the field of business communication. The materials used in this work can be applied to form new templates for media text analytics, study business language, develop technologies based on machine learning, compile terminographic sources and data corpora for teaching business language to students, introduce automatic mechanisms for the implementation of text analytics into practice, form the stages of media text analysis and develop new promising methods for the implementation of linguistic learning.

Keywords: pragma-communicative competence, business communication, business area, media texts, business language.

Ф. Оразбаева¹, А. Сарбасова^{2*}, М. Шегебаев²

ІСКЕРЛІК ТІЛДЕ МЕДИАМӘТІНДІ ҚОЛДАНУ

¹Абай атындағы Қазақ ұлттық педагогикалық университет, Алматы, Қазақстан;

²КИМЭП университеті, Алматы, Қазақстан

*e-mail: a.sarbassova@kimep.kz

ІСКЕРЛІК ТІЛДЕ МЕДИАМӘТІНДІ ҚОЛДАНУ

Аннотация. Зерттеу жұмысының өзектілігі – студенттердің іскери коммуникациялық дағдыларын дамыту мақсатында іскери саладағы прагма-кәсіби және лингвистикалық тұрғыдағы медиамәтіндерді талдау. Зерттеудің мақсаты – іскери медиамәтіндерді студенттің лексикалық қорын толықтыру және мәтін талдау дағдыларын қалыптастыру мақсатында автордың айқын, жасырын, гипермәтіндік сілтемелер, өрнек реңктері арқылы баяндау стратегиясын зерттеу. Жұмыстың әдістемесі медиалингвистика саласындағы пәнаралық зерттеулерді теориялық түсінуге, іскерлік және экономикалық тілдерді салыстырмалы түрде зерттеуге, іскери медиамәтінің құрылымдық-лингвистикалық талдауға, тақырыптарды, микро тақырыптарды, негізгі құрылымдық элементтерді талдауға негізделген. Мақалада қазақстандық жоғары оқу орындары студенттерінің прагма-коммуникативтік құзыреттілігін қалыптастыру мақсатында іскери мәтінді талдау әдістемесі, тиімді мәтіндік талдаудың стратегиялары әзірленді. Медиамәтінің айқын және жасырын мағыналық бөліктері, автордың баяндау ерекшелігі, терминологиялық сипаттамаларды зерттеу, іскерлік коммуникация саласында кәсіби қызметті жүзеге асырудың лексикалық базасы талданды. Бұл жұмыста пайдаланылған материалдарды медиамәтінді талдау үшін жаңа үлгілерді қалыптастыру, іскерлік тілді үйрену, машиналық оқыту негізіндегі технологияларды әзірлеу, студенттерге іскерлік тілді оқыту үшін терминографиялық дереккөздер мен деректер корпусын құрастыру, медиамәтінді талдау әдісін тәжірибеге енгізу мақсаттарында пайдалануға болады.

Тірек сөздер: прагма-коммуникативтік құзыреттілік, іскери қарым-қатынас, іскери сала, медиамәтіндер, іскери тіл.

Ф. Оразбаева¹, А. Сарбасова^{2*}, М. Шегебаев²

¹Қазахский национальный педагогический университет имени Абая, Алматы, Казахстан;

²Университет КИМЭП, Алматы, Казахстан

*e-mail: a.sarbassova@kimep.kz

ИСПОЛЬЗОВАНИЕ МЕДИАТЕКСТА В ДЕЛОВОМ ЯЗЫКЕ

Аннотация. Актуальность данной работы обусловлена необходимостью обучения деловому языку на примере анализа медиатекста из бизнес-сферы с точки зрения прагматико-профессиональной и лингвистической направленности, а также высоким уровнем заинтересованности студентов в повышении навыков деловой коммуникации. Цель данного исследования – изучение возможности и ресурсов деловых медиатекстов в плане пополнения лексического запаса и формирования навыков текстовой аналитики, нарратологических стратегий автора через эксплицитные и имплицитные смыслы, гипертекстовые ссылки, тон высказывания. Методика данной работы основана на теоретическом осмыслении междисциплинарных исследований в области медиалингвистики, сравнительно-сопоставительном изучении делового и экономического языков, структурном и лингвистическом анализе медиатекста из сферы бизнеса, разборе тем, микротем, ключевых структурных элементов. В данной статье представлена методика анализа текста из бизнес-отрасли с целью формирования прагма-коммуникативной компетентности студентов казахстанских вузов, вырабатывались стратегии эффективной текстовой аналитики со структурированием этапов и рассмотрением реализации определенного этапа преподавателем на практике, акцентировалось внимание на эксплицитных и имплицитных компонентах, нарратологических особенностях, изучении терминологических характеристик, лексической базы для осуществления профессиональной деятельности и дальнейшей реализации в сфере делового общения. Материалы, используемые в данной работе, могут применяться для формирования новых шаблонов медиатекстовой аналитики, изучения делового языка, разработки технологий, основанных на машинном обучении, составления терминографических источников и корпусов данных для обучения студентов деловому языку, внедрения в практику автоматических механизмов для реализации текстовой аналитики, формирования этапов анализа медиатекста и разработки новых перспективных методик для реализации лингвистического обучения.

Ключевые слова: прагма-коммуникативная компетентность, деловое общение, сфера бизнеса, медиатексты, деловой язык.

Introduction

The importance of this study is based on the high need and pragmatic focus of learning the business language on the example of analyzing and conducting textual analytics of media texts from the business area. The specificity of a polymodal text has been manifested, first of all, in the interaction of all structural elements, and not in the functioning of each of them independently. The characteristics of the media text are formed directly in the process of interaction and adaptation of verbal polycodes in one graphic space. Thus, verbal signs are encoded through a graphic form – an image that acquires the properties of a text. M. N. Karpievich and I. L. Ilyicheva (Karpievich, 2019:19). note that media texts directly depend on the mass media distribution channel, for example, when submitting information on the Internet, auditory, visual, and kinesthetic methods of conveying the semantic component are used. Taking into account different formats and genres, as well as the structure of media platforms, it is proposed to single out a new type of text called "network hybrid", among the key characteristics of which are interactivity, non-linearity, the construction of new narrative strategies, the use of digital formats, modularity, temporal variability, space compression, convergence, genre diffuseness.

C. D. Gkikas et al. (Gkikas, 2022:7). examine how text characteristics in Facebook image posts correlate with consumer engagement and brand awareness. Overall, the results showed that post text that is easy to read and contains a lot of hashtags tends to rank higher than an image. This study contributes to the prior literature by shedding light on the role of media texts in social networks. L. Kozlovska et al. (Kozlovska, 2020:127). believe that in the context of the growing pace of economic globalization, the issue of national language security with the support of a multicultural world society is relevant. The enrichment of the vocabulary with internationalized lexemes is often associated with integration into the European community, orientation towards the international terminological fund, and the need to harmonize national terminology in the context of the coexistence of several terminological units to denote the same concept. N. Zrazhevskaya (Zrazhevskaya, 2022:53). uses a narrative analysis of media texts, refuting the fact of a neutral presentation of events and facts. According to the researcher, texts are also intended to change the perception of reality and identity in a certain cultural and historical discourse. The analysis of media messages allows us to reveal the narrative strategies of media texts and explain how the narrative levels of media affect the coverage of a particular problem.

The complex nature of today's business environment proves that the business world cannot be separated from the cultural and linguistic context (Karpievich, 2019:20). The authors show different aspects of the business language, perceived as a means of communication, as well as a subject of study.

The study is also built around business culture and business ethics in doing business, covering issues such as education for business purposes, learning the language used in a business context, considering aspects of intercultural communication, as well as ethical behavior based on values in a multicultural business environment.

The aim of the research is to study the structure and characteristics of the business language used in the business field, to analyze the media text in the context of the formation of professional and communicative competence of students, to discover the author's narratological strategy, to determine the implicit and explicit components in the business text. The focus of the study is the peculiarities of the Kazakh business language being learned by students on the example of media text analysis.

Materials and methods

The methodological framework of this study relies on the theoretical analytical and synthetic understanding of the problems associated with the use of media texts in business language and new developments in the field of modernization of resources for text analytics. The study was based on modern research, which is of value in terms of the further development of media-linguistic and related branches of knowledge. The method of structural, linguistic, and comparative analysis was also used to identify the main structural elements of the text and to establish links between different fragments, terms, and micro-themes. The elements of these methods were used in the second stage of the scientific work.

In the first stage of this study, various literature on the topic was analyzed, and issues related to modern media linguistics, such as narratological strategies in the media space, were considered. In addition, the study looks into visual and textual ways of conveying reality, critical analysis of the discourse of media texts, text classification techniques in social networks, deep learning architecture, corpus linguistics, and the creation of a media corpus of the Kazakh language, stages of media text analysis (goal setting, communicative analysis, and reflection). Key sources demonstrating modern approaches to media text (public, social, business, economic, and financial) were collected, resources based on artificial intelligence tools used to perform an in-depth analysis of media texts were analyzed, and the main approaches to considering media hybrids were considered. The results of the study were compared with other similar studies in terms of expediency and availability of various methods.

In the second stage of this study, the basics of studying the business Kazakh language with the help of business texts were considered; an exemplary methodology for media text analytics was developed. For this, the methods of linguistic, structural, and comparative analysis were used. A phased analysis of the text by R. Oshakbayev (Oshakbayev, 2020:103). "Support and development of small and medium-sized businesses in the Republic of Kazakhstan" were carried out, taking into account its structural elements; key thematic blocks (micro-themes) were identified, an analysis of implicit and explicit meanings was made, and an inference was formed and summarized the conclusions. Business and economic language were compared, attention was focused on their differences and similarities, and the results of the comparison were presented in the form of a table. Structural analysis was used to determine micro-themes, and analyze the terminological and lexical base; there was proposed a methodology for studying media text in parallel with the assimilation of new knowledge. Linguistic analysis was used in the analysis of linguistic means that affect the thematic content and aesthetic perception of a business media text, taking into account its parameters and characteristics. The main methods used by the teacher for teaching students in the process of obtaining professional training in conjunction with linguistic training were given: discussion, summarizing, searching for information in the text to confirm conclusions, and interactive methods.

At the final stage of this study, the main conclusions based on the results of the work were formulated, new directions and prospects for further analysis of the media text were outlined, and the results of the text analytics were summed up. Attention was focused on priority methodological tasks in order to improve knowledge of the business language in Kazakhstan, key strategies for the further development of vocational education were formulated, with special attention to the parameters of media text analytics.

Results and discussion

Media text is a media product in the form of a message containing information that can be presented in different media genres, a multi-level sign that contributes to the unification of verbal, non-verbal, and media signs, which are semiotic codes, into a single communicative whole. The openness of the text is

demonstrated at different levels: content-semantic, compositional-structural, and symbolic. The fundamental characteristic of a media text is its hyper-textuality, which involves building links between different documents through hyperlinks embedded in the text, which allows you to expand the thematic field on a specific topic (social, economic, public). The peculiarity of hypertext construction is that its structural parts can complement the general meaning, but at the same time, they play an independent role. The compilation of a media hybrid takes place in conditions of hyper-textual heterogeneity (integration of textual and graphic information, montage of several types of text). It is divided into the original information item and index objects, which are used to link to other sources and expand the thematic boundaries of the text.

Hypertext organization contributes to the formation of a communicative environment of a certain direction (business environment, business environment). In this context, one should point out such a feature as spatial distance: participants in the communication process have the opportunity to choose between online and offline communication. Synchronous communication allows one to communicate by commenting on media texts, being in different parts of the world, this can happen as part of webinars on a given topic (Karpievich, 2019:23). When analyzing a media text, it is important to analyze the basic information about the author: competence, authority, education, professional biography, the relationship between the author and the publisher. Next, it is necessary to evaluate the parameters of the text: objectivity (arguments, references to materials, alternative sources, implicit and explicit meanings, the communicative purpose of the author), the legal basis (citation order, provision of links, text direction), relevance (writing the article, time frame for conducting research and updates of materials), quality of material presentation (accessibility of the text, clarification of terms, main idea, use of tables, maps, and other graphic elements), bibliography (informing readers, correct formatting, criteria for selecting references).

Today, it is possible to distinguish commercial (economic) and financial (efficient, business) language. Economic discourse can be divided into technical economics (professional journals), political economics (covered in think tanks and government agencies), and public intellectual economics (newspapers, magazines, radio, television, and blogs). The public intellectual economy is closely related to business since its main task is the involvement of a large audience, the delivery of information in the public space, and not inclusion in the academic community. Efficient discourse is all about how people communicate through speech or writing in a commercial organization. It is heterogeneous and consists of clusters of discursive resources into which certain ideas are embedded. Business language is considered in terms of purposefulness and bringing the process to a successful result. Efficient language is a linguistic variety of language that is used for the purpose of effective communication and is conditioned by the structure of economic situations. For example, the specialized Business English Corpus (BEC) is based on factual material from newspapers, television, mail, business reports, faxes, meeting minutes, conversations, and telephone calls. The vocabulary of the efficient language deserves special attention, since it is a distinctive feature of a specialized discourse, that is, it includes a certain set of nominations used to conduct successful transactions.

In the business world, accurate communication is especially important because there is a clear relationship between vocabulary scope and work productivity, i.e. skilled managers and workers have a large vocabulary and know the exact meanings of words (Table 1). Efficient vocabulary is dynamic, action-oriented and emotionless, far from social issues, with positive connotations (Pierini, 2014:109).

A dynamic approach to the development of language courses involves maintaining proportionality when considering general and special topics, and the gradual involvement of students in the thematic areas of knowledge that will be studied. The following questions will be relevant: what topics of business language are interesting for students? How do students use skills in economics and management in teaching business language? Most often business language concerns the following thematic subcategories: marketing, work life, the world of finance, customers, company structure, company finance, doing business in different cultures, e-commerce, negotiation styles, supply and demand, stock market, free trade, retail, innovation and competitiveness, team building, brands, business ethics, management styles, globalization, crisis management, corporate culture, mergers and acquisitions, quality management, market research (Dzięcioł-Pędich, 2014:83).

Table 1. – Features of Economic and Business Language

<i>Economic language</i>	<i>Efficient (business) language</i>
The language is used in a limited way and in certain contexts (e.g. in academia)	Language is used in a limited way and in certain contexts (e.g. in the workplace)
Economics provides a conceptual tool	Used in areas related to business activities (commerce and finance)
This is an academic and scientific code used at the specialist and inter-specialist levels	It is a professionally oriented or working language, mainly addressed to the general public, divided into genres and sub-genres due to the variety of activities
A high degree of specialization and a specific nomenclature of an informative nature, the absence of an aesthetic and emotional element	High degree of specialization and specific nomenclature depending on the considered genres and subgenres
Lexical feature – mono-referential dictionary (brevity and semantic transparency)	Can be used to emphasize aesthetic and emotional elements
Extensive use of abbreviations and acronyms	Lexical feature – a smaller specific vocabulary and less strict rules for word formation and text structure depending on the genre
Special rules of word formation: terms come from Latin and Greek	Brevity, accuracy and relevance, but some genres vary (e.g. pamphlets) and are based on rhetorical devices
Peculiar and rigid structure of the text	Registration is often formal but may vary by genre
Brevity, Accuracy and Relevance	Language is used in a limited way and in certain contexts (e.g. in the workplace)

Source: F. Pierini (2014).

Public texts concern the whole society and the totality of relations that connect people in the process of reproducing their material life, express relations, determine the position of people in society, and serve different aspects of the life of a social group. The social media text examines a wide range of social and cultural phenomena, covering issues of gender, sexuality, race, and environment, covering the following topics: feminism, neoliberalism, postcolonialism, postmodernism, queer theory, and popular culture. The main types of social media texts include:

- individual, family, and organizational (social isolation, physical health);
- socio-ecological (environmental protection, ecological disasters);
- socio-economic (standard of living, budget, family consumption);
- social and domestic (living conditions, material difficulties);
- problems of social stratification (economic exploitation, technocratic manipulation);
- problems of behavioral functioning of individuals, groups, and communities (deviant behavior, social deviations, drug addiction);
- problems of symbolization and modeling of the world (social prejudices, anti-human values);
- problems of communication, information support, normative assessments and cognitive abilities, and difficulties of power structures (tension and stability in society, activity of the population) (Medinska, 2019:25).

The development of a scheme for approximate analysis of a media text (business article) with a defined economic component will allow one to learn the professional language effectively along with the assimilation of national terminology, search for hidden meanings, and form the author's narratological strategy in the practical classes of students in the business course. This technique is also suitable for articles of a social, public, commercial, and financial nature (Figure 1).

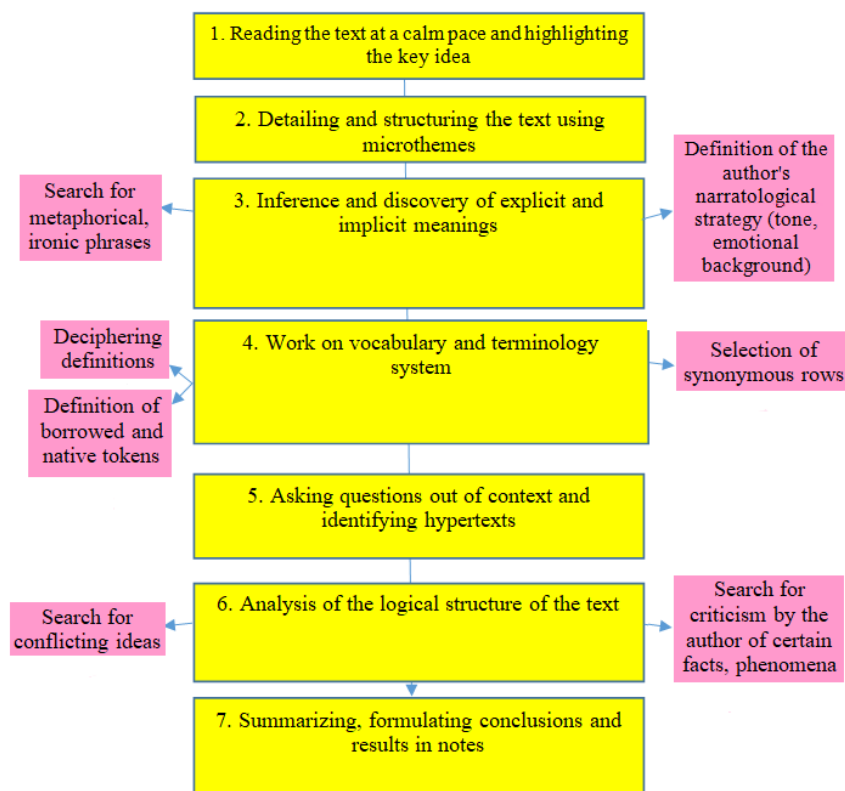


Figure 1. – Methodology for analyzing media text in a business language

At the first stage, it is necessary to read the text in a calm mode (2.5 minutes for a short passage, 3.5 for a long passage) and identify the key idea, which should become the essence of what was read. While reading the text, students are invited to take notes for further more detailed processing of subtopics, which will activate the communication skills of students and the skills of logical structuring of information. During analyzing the text by R. Oshakbayev (Oshakbayev, 2020:107). "Support and development of small and medium-sized businesses in the Republic of Kazakhstan", the following fundamental idea can be distinguished: the introduction of innovations and modern developments in the field of small and medium-sized businesses to optimize work.

The next stage of the analysis involves detailing, that is, a detailed study of the sub-themes (micro-themes) stated in the text. To do this, students need to go back and read the media text again, and revise some sentences to concretize the main idea. The discussion method allows you to activate the work in the classroom, interview the majority of students, and teach you to highlight the main and secondary thoughts. When analyzing the business text of R. Oshakbayev (Oshakbayev, 2020:110). the key theses of the article are explicitly indicated, formatted with the help of subheadings: "Шағын және орта бизнесті мемлекеттік қолдау саясатына шолу" ("An overview of the state support policy for small and medium-sized businesses"), "Халықаралық рейтингтердегі Қазақстан Республикасы" ("Republic of Kazakhstan in International Ratings"), "Шағын бизнесті көлеңкеден шығару тәсілі ретінде бірыңғай жинақталған төлемді енгізу" ("Introduction of a single lump-sum payment as a way to bring small businesses out of the shadows"), "Қазақстанның шағын және орта бизнесінің заңды құқықтары мен мүдделерін қорғауға арналған алаңшалар" ("Places for the protection of legal rights and interests of small and medium-sized businesses of Kazakhstan"), "Ақпаратқа қолжетімділік және бизнеске арналған" ("Access to information and for business"), "Ашық үкімет" ("Open government"). Thus, in this analysis, the author considers the following micro-topics: an overview of the policy of state support for small and medium-sized businesses, the Republic of Kazakhstan in international ratings, the introduction of a single payment as a way to bring small businesses out of the "shadow", protection of the legal rights and interests of small and medium-sized businesses in Kazakhstan, the availability of information for doing business, the formation of an open budget. Students should discuss each micro-topic in more detail among themselves, concurrently posing questions to the teacher.

The conclusion is formed on the basis of the allocation of implicit and explicit meanings of the author and should be a direct logical consequence of what is written. It is this stage that allows the teacher to work on the vocabulary of students, develop their professional skills in business communication, and focus on terminological problems. Students are invited to find subtexts and veiled thoughts of the author, which can be expressed at the level of metaphorical, metonymic transference, and the use of ironic, biting phrases. Each participant in the discussion makes suggestions, and the teacher helps to understand the hidden meanings, asks leading questions, and suggests paying attention to certain formulations and analyzing them. Social media texts are more open to allegorical, sarcastic, and metaphorical statements than business and economic ones, which are determined by genre and thematic features, and different narratological strategies. If there is a lot of implicit information in the text, interactive methods can be used to search for phrases of metaphorical or ironic content, phraseological units, discussion, and explanation will also be relevant.

In a business article by R. Oshakbayev (Oshakbayev, 2020:103). information is presented with high accuracy, which is constantly confirmed by statistical data. Thus, the media text has a commercial orientation, and by the nature of the method of transmitting the information component, it is explicit. The participants in the discussion formulate a conclusion based on the information considered in approximately the following format: the author discusses how small businesses can be brought out of the "shadow", proposes the introduction of a one-time payment with an annual income of at least 2.8 million tenges, makes an attempt to simulate the situation of the market transition to such conditions and the results obtained, taking into account the national and international context. While analyzing explicit and implicit meanings, the teacher must definitely focus on economic terms, especially those that may be unfamiliar to students. To remember the key terminology, it is required to prescribe in the notebook decoding of definitions that are not familiar to students. For a better understanding and assimilation of the material, you can use lexical exercises with the selection of synonymous rows for terms. In the analyzed media text, attention should be paid to the following terminological lexemes: шағын және орта бизнес (small and medium-sized enterprises), инфрақұрылым (infrastructure), мемлекеттік грант (state grant), преференцияларды (preferences), кредиттік желілері (credit lines), субъектілерінің айрықша құқықтарын (exclusive rights of subjects), халықаралық қаржы (international finance).

As a rule, in the economic terminology of the Kazakh language, there are many borrowings from Russian, and phonetic and lexical features were often not taken into account in the process of tracing. At the present stage of development of the Kazakh language, lexemes are internationalized through borrowed words and word-forming formants from English. The result of spontaneous borrowing of international words is a transliteration, and at the level of specific semantics and the structure of business terms, there is a problem of form and content, so it is important to take into account all these points when teaching students a business language and pay attention to lexemes that have several lexical meanings depending on the context (Mussagulova, 2013:349). At the present stage of the development of terminology, there is borrowing not only of individual foreign language lexemes, but also of entire groups of units: economics, investment, marketing, devaluation, business, commerce (economics, investment, marketing, devaluation, business, commerce), which first fall into the scientific language, and then to media. In media texts, there is a tendency to supplement the modern business sphere with foreign language terms (mainly English), even in the presence of national lexemes.

The ratio of foreign and native terms in business media texts is rapidly changing not in favor of the latter, which causes a linguistic imbalance, especially in the media. When parsing texts, the teacher should pay special attention to explaining foreign language lexemes, taking into account national and cultural factors, scientific validity, expediency in the use of lexical units, and normativity. A business media text, as an effective tool of modern industry communication, should help students become familiar with the terminology, and find out the sources of borrowing and possible options for replacing a foreign lexeme with a native nomination (Kozlovska, 2020:130). The next stage of work with media text is represented by questions out of context, which involve comparing the text with a hypothetical example from a completely different situation. Students are invited to consider topics and problems similar to the key one: the main sectors of small and medium-sized businesses, increasing the investment fund, studying the market for the provision of services and the sale of goods, and optimizing exports in industries. When considering an article, students can suggest reading other articles and works of other authors, and read out

excerpts from these texts for discussion with the audience. Thus, students are given the opportunity to form a hypertext media field that includes links to various sources of information that may be needed for an in-depth study of the main topic.

The analysis of the logical structure implies the search for answers to the following questions: how the author presents his idea, whether there is a contrast between two different ideas in the text, and whether the author criticizes a certain position, facts, or phenomena. In addition, at this stage of the analysis of the media text, students summarize and formulate notes based on their own conclusions and the results summed up by the teacher. In his article, R. Oshakbayev (Oshakbayev, 2020:103). presents statistical data regarding the economic condition of Kazakhstan in the international context, pointing out the advantages and disadvantages of the economic system, but a positive tone prevails in the presentation of the material. The text ends with a positive conclusion about the prospects for further cooperation in the business area: *"Қазақстан барлық негізгі өлшемшарттарға сәйкес келеді (бюджеттің ашықтығы, ақпаратқа қолжетімділік, мемлекеттік өкілдердің активтерін декларациялау, азаматтардың қатысуы), серіктестікке қосылу үшін қатысуға ниетті хат жіберсе жеткілікті"* ("Kazakhstan meets all the main criteria (budget transparency, access to information, declaration of assets of state representatives, participation of citizens), to join the partnership it is enough to send a letter of intent to participate"). When analyzing business media texts, students should pay attention to the tone of the author's presentation, and the teacher should focus on any words that carry any emotional load. Since the article by R. Oshakbayev (Oshakbayev, 2020:108). is of a financial and commercial nature and offers a summary of statistical data, it is only at an implicit level that one can guess about building a positive narratological strategy of the author. This is evidenced by the constant focus on the achievements of Kazakhstan in a particular industry or on ways and opportunities that can improve the economic situation in the near future.

Thus, the use of business media texts for analysis allows the teacher to study business terminology in parallel with the study of the Kazakh language, develop communication skills during discussions on a given topic, form a hypertext field for further work with problems related to the business sphere, form pragmatic professional competence, replenish vocabulary with new lexemes, develop the terminological apparatus of the business language with the inclusion of national and internationalized lexemes.

In the era of the information society, the development of media markets, the improvement of computer technologies, media linguistics, and a multidisciplinary field of knowledge similar to the general theory of language, have started to emerge. According to A.M. Tyutebayeva (Tyutebayeva, 2014:197). media text is a complex, multi-level system based on such basic categories as media content, mass character, integrativity, and openness. It is also supplemented with the following parameters: authorial or collegiate method of text production, oral or written form, distribution channel, and text genre. M. N. Karpievich and I.L. Ilyicheva (Karpievich, 2019:20). point out that the information and analytical media text strives for intelligibility, expressiveness, and diversity, and uses graphic elements (pictures, drawings, and photographs) for the most voluminous reflection of reality as confirmation of the basic information presented using verbal signs. The visual way of transmitting information in this context is extra-linguistic, since it does not carry the main information load, but is a confirmation of the previously stated material (facts, events, phenomena). N. Zrazhevskaya (Zrazhevskaya, 2022:60). believes that the narrative in the media sets a systemic view of the world by introducing one or another picture of the world into the mass consciousness, and also creates tension, which is the basis for further actions. The following narratives are used in journalism: political; historical; socio-psychological; instrumental; theological;

The narrative in the media is conditioned by culture and communication technologies, it is a cultural product intended for sale, and its appearance is associated with an unusual course of things. As a rule, media genres use a specific pattern associated with the expectation of the audience and performing the practical function of shaping the market. This study is important in terms of recognizing the implicit and explicit meanings laid down by the author of the media message. The authors A. A. Arifin, T. T. Lennerfors (Arifin, 2022:18). used in their work a critical analysis of the discourse of media texts, focusing on three levels (text, discourse practice, and social practice). Linguists examined 501 articles from seven Indonesian national mass media sources, focusing on 45 articles relating to ethics, focusing on

gender issues, false marketing, ethical offenses, ethical positive consequences, misuse, privacy, and security.

Text analytics is the process of extracting qualitative information from text, which uses a range of statistical, linguistic, and machine methods to represent information content. Deep learning is a new machine learning technique that analyzes a neural network by simulating a human brain and interpreting the relevant data. In the process of intellectual analysis of text information, the method of clustering and text classification is used. The mathematical concept of word embedding can provide a semantic link between words. When analyzing social networks such as Facebook, Instagram, and Twitter, the deep learning architecture allows to achieve text understanding along with visual content, which in the future can lead to more efficient and faster text analytics (Anto Arockia Rosaline, 2022:816).

In recent years, the interest in the use of language in business has grown. Since business activities often involve the simultaneous application of several disciplines, the use of certain languages, and technical terminology. M. Volpe et al. (Volpe, 2018:108). believe that in order to conduct an effective analysis of business language, attention should be paid to the role of semantic predicates built from lexical and syntactic structures used in the context of business communication. This study may have promising practical implications in terms of linguistic processing of language from the field of business. NLP (neuro-linguistic programming) technologies allow one to control complex processes, such as prediction and decision-making when trading on the stock market; simplification of interaction with clients using chatbots on commercial platforms, analysis of citizens' problems based on data corpora in electronic form; effective management of health care operations such as diagnosis, service delivery, and record keeping; improving approaches to learning and teaching. Such developments make it possible to combine practical training in language and professional skills.

A research study by D. Akhmed-Zaki et al. (Akhmed-Zaki, 2021:2). in the field of corpus linguistics made it possible to create a media corpus of the Kazakh language, and laid the foundation to accelerate the deployment of a corpus of text data. The prototype of the Kazakh language corpus is used to solve problems of computational linguistics, and the experience of its operation has shown the ease of use since it is possible to modify the data structure. For this, an efficient architecture for storing text data was developed and put into practice: lemma, parts of speech, equivalents in Russian, and three pre-processing tools were developed and implemented: a word form generator, a morphological analyzer, and a morphological disambiguation tool. E. V. Nechitailova (Nechitailova, 2011:89). identifies the following stages of media text analysis, which can be used in the professional training of students in parallel with the development of language skills:

- goal-setting is used by the teacher to activate the audience, it can be a conversation, providing a brief filmographic reference;
- the communicative stage involves the perception of the media text or its parts with the formulation of debatable questions;
- the stage of reflection may include writing reviews, mini-essays, and creative works.

Most of the modern works are devoted to the study of social networks, informational media texts, and developments based on artificial intelligence, which make it possible to put into practice an effective analysis of corpus data but there are also works related to the analysis of economic, financial, and social texts. Thus, modern research demonstrates that when teaching media texts, contextual connections with reality are established, errors and inaccuracies are found in the perception of certain thoughts, formulations, and positions, an understanding of the target orientation of information flows is formed, explicit meanings are identified and the communicative motivation for using veiled meanings is analyzed, the main thoughts and structures are highlighted, interdisciplinary links with other areas of knowledge are established.

Conclusions

Text analytics at the present stage of development are closely related to media texts and media messages since it is with the help of such genres that information is conveyed to a mass audience in the context of technologization and digitalization of the world community. The effectiveness of training on the example of parsing business media texts is confirmed by the communication skills of students and university graduates who quickly adapt to a professional implementation environment. With the introduction of methods for analyzing media texts with the parallel study of the business language, it

became possible to study the national terminological system and lexicology of economic and business orientation through discussion in the format of questions and answers and the formation of one's own conclusions.

In this study, a methodology was developed that allows analyzing various media texts (including business, and social) in the context of the modern paradigm of professional, encyclopedic, and linguistic knowledge. Based on the example of a business text, the foundations of effective analysis were developed with the active participation of students in the discussion, attention was focused on the key stages of text analytics, issues related to the formation of a topic (micro-themes), ideas, compositional elements, the explicit and implicit transmission of the semantic component and the author's narratological strategy. The analysis considered effective methods recommended for use by teachers for teaching students the Kazakh business language for the purpose of further professional implementation and communication in the work team.

The promising the following: the development of new methods, including those based on machine algorithms, for learning the business language, the compilation of new templates for the production of media text analytics, in particular with the use of automatic resources, the formation of the terminological field of the business Kazakh language, the compilation of terminographic and lexicographic dictionaries for teaching students of a certain specialty, optimization of national language resources using corpus databases. The main task in the future is to monitor the functionality and effectiveness of various teaching methods, develop strategies for automatic text processing, and form pragmatic professional and communicative competence of Kazakhstani students.

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