Communicative and Pragmatic Functioning of Anglicisms in Kazakhstani News Feeds

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Abstract

Anglicisms play a pivotal role in shaping media discourse in Kazakhstan, potentially influencing both the style
and content of media texts. The communicative and pragmatic features of anglicisms in Kazakhstani news feeds,
in addition, are deeply impacted by globalization. This research aims to analyze how anglicisms influence the
perception and comprehension of information and explore their pragmatic functions in news texts. A corpus-
based analysis was conducted on news texts from prominent Kazakhstani media sources. The sampling included
texts from platforms such as NUR.KZ, Tengrinews, and Village, focusing on anglicisms used in 2023. Analytical
methods included content analysis, discourse analysis, and comparative analysis to identify trends and linguistic
characteristics. The study found key trends in the use of anglicisms, such as their role in naming new concepts
lacking adequate analogues, ensuring semantic clarity, adhering to linguistic economy, and reflecting modernity

and prestige. Additionally, anglicisms were found performing a stylistic role, enriching speech with diversity and emotional nuance while avoiding ambiguity. These findings provide valuable insights into the evolving relationship between global and local linguistic elements, offering a framework for understanding language change in multilingual media environments. Practically, this research highlights the importance of anglicisms in shaping media content and audience engagement in Kazakhstan. Future studies could explore the sociolinguistic attitudes toward anglicisms across different demographics or extend the analysis to other forms of media.

Introduction

The Kazakh language has historically been in close contact with a variety of languages, including Turkic, Arabic, Russian, and more recently, English. This long-standing interaction has resulted in a significant influx of loanwords from these languages, driven by various historical factors. The extent and nature of these borrowings offer valuable insights into the relationships between the peoples of Kazakhstan, reflecting their cultural, political, and social developments over time. Throughout Kazakhstan's history, key sociolinguistic and ethno-political transformations have shaped the language landscape. For example, from 1731 onwards, Kazakhstan's integration into the Russian Empire marked the beginning of significant Russian influence on the Kazakh language. This influence intensified after the establishment of the Soviet Union in 1917, during which the transition from Arabic to Latin script occurred for most languages in the USSR (1917–1940), followed by the adoption of Cyrillic in 1940. In the period from 1940 to 1991, the Russification policies of the USSR further increased the influence of Russian, changing the demographic and linguistic makeup of Kazakhstan, with Kazakhs becoming a minority in their homeland. In 1991, following Kazakhstan's independence, the nation embarked on a process of nation-building, which involved reinvigorating the Kazakh language alongside its modernization.

As historical circumstances evolved, foreign languages such as Arabic, Persian, and Russian gradually made way for European languages, with English emerging as the dominant source of borrowings by the early 21st century. The introduction of English terms into the Kazakh language has been particularly noticeable in professional, technical, and scientific lexicon. The period of 1940–1991 was marked by the overwhelming influence of Russian on the socio-political and scientific terminologies in Kazakhstan, with Russian providing the foundation for much of the terminological development in these areas. The post-Soviet transformation in the Baltic countries largely involved a process referred to as the "nationalization" of the linguistic sphere. This term reflects these countries' efforts to strengthen their titular languages like Lithuanian, Estonian, and Latvian in contrast to the previously dominant Russian language (Kurmanaliyeva & Kogabayeva, 2024).

Since Kazakhstan's independence in 1991, the role of the Kazakh language has expanded significantly across various social functions. This expansion has led to notable changes in the language's lexicon, with new words and terms emerging to reflect the political, social, technical, and cultural spheres of contemporary Kazakhstan. This process has seen the development of professional and political-social terminologies, the broadening of existing terms, and the creation of new words, or neologisms, especially in areas like culture, science, and economics. The global spread of information technologies and the increasing interconnectedness of societies have fostered the growth of global English as a dominant force, leading to its widespread influence on languages around the world. This phenomenon has become a key topic of study in various disciplines, including sociology, political science, and linguistics, as it continues to shape linguistic practices worldwide.

In the context of media studies, a text is understood as a "unit of meaning for interpretation and understanding" (Ouellette & Gray, 2017). While traditionally referring to products such as films or advertisements, the definition now extends to digital content, including social media posts. Historically, dominant languages such as Latin, German, French, and Italian have influenced global linguistic practices. Today, English occupies this role due to the prominence of information technology, globalization, mass media, and the Internet. As English has become the language of international communication, non-English languages rapidly adopt English words, which has sparked debates about linguistic purity. For example, in Germany, the hybrid language "Denglish" has raised concerns about the erosion of standard German, with some linguists warning of a potential loss of linguistic identity (Lobanova, 2014).

In the modern world, media plays a critical role in shaping public opinion and disseminating information. Kazakhstan, situated at the crossroads of diverse cultural and linguistic influences, has a media discourse significantly shaped by English-language practices. Media discourse, as defined by O'keeffe (2013),

encompasses interactions through broadcast platforms, oriented toward non-present audiences. Headlines and content often employ techniques to captivate readers, frequently incorporating anglicisms to add stylistic appeal (Tavadze et al., 2024). The late 20th and early 21st centuries have also been marked by an intensification of globalization, which has influenced many aspects of society, including language. The influence of globalization has also significantly impacted linguistic landscapes worldwide, with English serving as a global lingua franca. One notable consequence is the proliferation of anglicisms across various languages, particularly in media discourse. Kazakhstan, with its multilingual society and rapidly evolving media environment, provides a fertile ground for studying this phenomenon. The widespread use of anglicisms in Kazakhstani media not only reflects global linguistic trends but also contributes to shaping local discourse. Table 1 summarizes the chronology of the relative importance of foreign lexical influences on the Kazakh language, reflecting historical, political, and sociolinguistic transformations. This table reflects the evolving linguistic influences on the Kazakh lexicon, highlighting the dynamic interaction between historical events and foreign language borrowings.

Table 1: *Reflections on Sociolinguistic, Political, and Historical Transformations.*

Period	Key Events	Dominant Foreign Language Influence	Key Lexical Changes
Pre-18th Century	Interaction with Arabic and Persian through trade and religion.	Arabic, Persian	Borrowings related to religion, governance, education, and culture (e.g., "қалам" - pen, "мектеп" - school).
1731–1917	Integration into the Russian Empire.	Russian	Adoption of Russian administrative and technical terms; Turkic-Persian influence still present.
1917–1940	The Soviet Union established; transition from Arabic to Latin script.	Russian	Introduction of new political, socio-economic, and technical terms influenced by Soviet ideology.
1940–1991	Shift from Latin to Cyrillic script; intensified Russification policies.	Russian	Dominance of Russian in all spheres, including science, technology, and governance. Expansion of socio-political terminology.
1991–Present	Independence of Kazakhstan; globalization; rise of English.	English (global), Russian (regional)	Introduction of English neologisms, especially in science, technology, and business (e.g., "хакер," "блог," "маркетинг").

In this study, the term "anglicism," as defined by Ichim (2023), refers to words borrowed from British or American English that denote concepts typical of English culture. The main reason for the spread of anglicisms as a sociolinguistic phenomenon is the widespread influence of English-speaking culture (Demyanova, 2024). The vocabulary of several languages has been expanded through the adoption of English words which are used in different fields, including education, media, science, technology, etc (Şimon et al., 2021). Linguistic factors, including bilingualism and the prestige of donor languages, also play a significant role (Greavu, 2010; Haspelmath, 2009). In Kazakhstan's media, anglicisms are used to introduce new concepts and terms while also creating specific communicative and stylistic effects. Anglicisms have increasingly permeated the vocabularies of many languages, particularly through the media, which serves as a key platform for linguistic borrowing. However, the growing use of anglicisms in both written and spoken language, and their adoption, raises a few questions about their contribution to clarity, accuracy, and audience reception: What drives this linguistic preference? What is the pragmatic focus of anglicisms in communication? And why are they often favored over native equivalents? Therefore, a dire need was felt to examine the communicative and pragmatic functions of anglicisms in Kazakhstani news feeds, with a focus on their impact on media text perception.

While prior research has extensively studied the functions of anglicisms in global media discourse, there is a notable lack of focused studies on their role within Kazakhstani media. Specifically, the existing literature does not sufficiently address how anglicisms function communicatively and pragmatically in Kazakhstani news texts, where unique linguistic and cultural dynamics are at play. This gap is significant, as the Kazakhstani media landscape is influenced by globalization and multilingualism, making it a valuable case for understanding how anglicisms reflect and shape societal values like modernity and prestige. Previous studies may have explored anglicisms in English-speaking countries or other non-English media environments, but there is a gap in research concerning how these borrowings operate within Kazakhstan's unique sociocultural and linguistic framework, where Kazakh, Russian, and English coexist. By addressing this gap in existing research, this study provides localized insights into the ways in which anglicisms are integrated and adapted within the unique sociocultural and linguistic context of Kazakhstan.

This research aims to investigate the communicative and pragmatic features of anglicisms within Kazakhstani news feeds, focusing on their linguistic and cultural functions. Specifically, it aims to explore how anglicisms contribute to the modernization of the language. This research is critical because it aims to

understand how anglicisms contribute to the shaping of media discourse in Kazakhstan. As the country continues to modernize and engage with global trends, the use of English borrowings in the media plays a pivotal role in reflecting values such as modernity, prestige, and international connectivity. Furthermore, this study seeks to examine how these borrowings affect communication in Kazakhstani news feeds, potentially influencing both the style and content of media texts, as well as audience perceptions. By examining these lexical borrowings, the study sheds light on the dynamic interplay between global and local linguistic elements. It aims to contribute to a broader understanding of how anglicisms influence media language and their significance in the sociolinguistic context of Kazakhstan. The research findings may guide media professionals, linguists, and educators in understanding and managing the impact of linguistic borrowings. This study also contributes to the existing research by exploring how anglicisms influence the expressiveness, relevance, and perception of Kazakhstani media texts. By addressing these aspects, the study facilitates understanding the interplay between global and local linguistic elements in contemporary media discourse.

Theoretical Framework

This study encompasses a number of theoretical concepts and key terms. For instance, the study makes the application of Crystal's Global English Theory (Crystal, 2003) which contextualizes the spread of English as a global lingua franca, emphasizing its role in bridging cultural and linguistic gaps. The global dominance of English fosters the borrowing of English terms, making anglicisms a key feature of linguistic globalization. In Kazakhstan, this phenomenon is particularly evident in media and technology, where English-origin terms signify modernity and international connectivity. Another theory, Weinreich's Theory of Language Contact (Weinreich, 1968), explains how languages in contact influence each other, leading to borrowing. Factors such as bilingualism, social prestige, and the need for new terminology drive this process. In Kazakhstani media discourse, anglicisms fulfill the need for precise terminology in areas like technology, business, and social issues, while also reflecting the sociolinguistic prestige of English. Last, but not the least, attention can be drawn to Görlach's Typology of Anglicisms. Görlach (2002) categorized anglicisms into phonetic, morphological, semantic, and functional types, providing a valuable lens for analyzing their integration. This typology is particularly relevant in examining how anglicisms in Kazakh undergo adaptation to fit local linguistic norms, highlighting patterns of assimilation and resistance.

In addition to these theoretical underpinnings, the study used some key concepts that should be contextually understood. First key concept is Anglicism, which are words, phrases, or expressions borrowed from English and integrated into another language. They often carry cultural and stylistic connotations, reflecting the influence of English as a global language. Filipović (1990) defines Anglicisms as "English word(s) taken from English as a foreign word which, in order to be integrated into the system of the recipient language and thus become a loanword, during the transfer must be adapted to the system of the recipient language." In Kazakhstani media discourse, anglicisms frequently emerge in discussions of technology, business, and social trends, serving as markers of modernity and global integration. The second key concept used in this study is Pragmatics and Pragmatic Features. This concept refers to the extent to which people recognize that pragmatics influences their understanding of what is said. There has been significant debate among some linguists and philosophers over whether people can actually distinguish between what speakers say and what they implicate (Bach, 1994). Pragmatic features refer to the functional aspects of language use, focusing on how words convey meaning, intention, and social context beyond their literal definitions. Anglicisms in Kazakhstani media discourse exhibit pragmatic features such as signaling prestige, modernity, and relevance. They often function as tools for creating stylistic impact, reducing semantic ambiguity, or addressing lexical gaps. This study employs discourse analysis to examine these pragmatic dimensions, revealing how anglicisms shape communication in media texts.

The concept of Media Discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. The main function of media discourse is to influence mass audience through content-based information and evaluative data transmitted by media channels. Bell (1991) states that media are a rich source of readily accessible data for research and teaching. Media discourse encompasses the language used in media platforms, including news articles, blogs, and social media posts, to inform, persuade, or entertain audiences. It reflects societal values, cultural trends, and linguistic shifts. The integration of anglicisms into Kazakhstani media discourse highlights the intersection of local and global influences, shaping how issues are framed and discussed. This study explores how anglicisms contribute to the stylistic and communicative strategies employed in Kazakhstani media.

Literature review

In previous literature, the influence of English on the Russian language has been widely studied. Lackova et al. (2019), for instance, explore the lexical and syntactic integration of anglicisms into Russian discourse, emphasizing their role in modern communication. Proshina & Eddy (2016) provide insights into

how anglicisms are not only adopted but also adapted to fit the phonetic and grammatical structures of Russian. Krysin (2004) contributes to this field by examining the sociolinguistic aspects of anglicism usage, highlighting their implications for identity and cultural exchange. In the context of the Kazakh language, Baidrakhmanov & Doszhan (2015) investigate historical and sociolinguistic aspects of anglicism usage, shedding light on the processes of language change and adaptation. Their research illustrates how English terms are integrated into Kazakh, reflecting both global influences and local linguistic practices. Abdikadyrova & Kuzembekova (2024) further this discussion by analyzing the prevalence of anglicisms in contemporary Kazakh media, revealing their impact on cultural discourse.

Loanwords and their role in the evolution of the Kazakh language have also been the focus of numerous studies by linguists and educators. A.K. Omarova and A.S. Shynybekova, in their empirical work "Kazakh Language", provides a comprehensive analysis of loanwords, offering definitions and examples that illustrate their integration into the language. They define loanwords as introductory words whose sound and meaning originate from another language. These are not native words of the Kazakh language but linguistic units shaped or introduced under the influence of other languages. Omarova and Shynybekova emphasize the bilateral nature of these language units, which reflect mutual exchange rather than unilateral borrowing. Their research highlights the historical interaction between Turkic languages and other linguistic groups, such as Arabic and Persian, resulting in the incorporation of various lexical items. Examples of these borrowed terms include food, honor, conscience, peace, sky, happiness, farmer, service, object, mind, god, power, news, woman, price, citizen, animal, book, and notebook (Omarova & Shynybekova, 2003).

A historical linguistic exchange underscores the dynamic nature of language evolution and the impact of ancient communication on the Kazakh lexicon. Since gaining independence, English has become the primary source of borrowed words in the Kazakh language. English loanwords have firmly integrated into the terminology across various spheres of social life in Kazakhstan, ranging from diplomatic relations to everyday spoken communication. However, the proportion of vernacular versus international words in Kazakh remains unexplored. This is partly due to the lengthy nature of the borrowing process and the insufficiency of etymological dictionaries. Scholars continue to debate the translation and adaptation of international terms into Kazakh. Linguist Aygerim Khudaiberenova emphasizes: "The key principle in borrowing terms is to avoid using foreign words if the native language already has an equivalent, familiar, and motivated term with a similar meaning. It is preferable to address lexical gaps in terminology with suitable international words. When synonymous terms differ in their level of motivation, preference should be given to the most motivated ones" (Khudaiberenova, 2003).

Many Kazakh authors, such as Rapisheva Zh.D., Zhunisova M.K., Seydakhmetova Z.K., and Kishenova A.Yu., have also noted that the introduction of foreign words is an inherent aspect of linguistic development. In their view, borrowing enriches the language, even amid efforts to limit the influence of foreign vocabulary (Rapişeva et al., 2015). These scholars argue that such integration is a natural and necessary part of the linguistic adaptation process. The esteemed Kazakh educator and scientist Akhmet Baitursynov further supports this perspective. He asserts that foreign words are not a threat to the language but rather an effective means of expanding vocabulary. According to Baitursynov, embracing borrowed terms is essential for linguistic growth and modernization (Temiresheva, 2008). His viewpoint highlights the functional and adaptive role of loanwords in the continuous development of the Kazakh language. This body of literature demonstrates a consensus among Kazakh linguists and educators on the inevitability and benefits of language borrowing. It establishes a foundational understanding of the historical and contemporary processes that shape the integration of loanwords into the Kazakh lexicon.

Methodology

Research Design

This study employs a mixed-method approach combining qualitative and quantitative methodologies to investigate the communicative and pragmatic characteristics of anglicisms in Kazakhstani media discourse. The study focuses on the functional and contextual roles of anglicisms, analyzing them within media texts in both Russian and Kazakh languages. The research design integrates content analysis, discourse analysis, and comparative analysis to provide a comprehensive understanding of how anglicisms operate in these linguistic and cultural contexts.

Sampling

The study analyzed texts from news platforms and social networks, including Tengrinews, NUR.KZ, and Village. The texts were published in 2023 and represent a wide range of topics, ensuring diversity and relevance. A total of 2,000 media texts in each language (Russian and Kazakh) were screened from which 300 Russian-language texts and 150 Kazakh-language texts containing anglicisms were selected for detailed analysis. The sampling method focused on texts explicitly containing anglicisms to ensure targeted data collection.

Data Collection Procedure

Texts were collected manually from selected news platforms and social media channels to ensure relevance and consistency. The primary criterion for inclusion was the presence of one or more anglicisms within the text. Each text was carefully reviewed to ensure that the examples of anglicisms were representative of current media discourse.

Data Analysis

Various techniques were adopted to analyze the data collected through multi-disciplinary texts. Right at the outset, content analysis and discourse analyses were conducted. The content analysis involved examining each text to identify the presence of anglicisms. The identified anglicisms were categorized based on their functional load, such as their role as new terminology, their stylistic functions, their contribution to semantic clarity or ambiguity, and their alignment with the principle of language economy. Additionally, the context of usage was analyzed to determine the pragmatic functions of these anglicisms within the text. For discourse analysis, the anglicisms identified in the texts were further analyzed in terms of their pragmatic functions, such as conveying prestige, establishing relevance, or enhancing the stylistic appeal of the message. The analysis also assessed how these anglicisms facilitated communication between the text's author and its audience, exploring their cultural, social, and emotional implications.

In addition, speech act analysis was also done to assess how anglicisms perform specific communicative acts like informing, persuading, or expressing attitudes. Contextual analysis was also conducted to explore the broader social and cultural implications of the identified anglicisms. Comparative analysis techniques were applied to assess variations between Russian and Kazakh media discourse, focusing on linguistic adaptation and pragmatic functions. The study compared the use of anglicisms in Russian-language and Kazakh-language media discourse to identify patterns of similarity and divergence. The comparison highlighted the distinct ways in which anglicisms were adapted and employed within the two linguistic contexts, reflecting both linguistic and sociocultural differences.

Results and Findings

Language-texts Analysis in Kazakhstani Media: Russian and Kazakh

The analysis of Russian-language and Kazakh-language media discourse showed that anglicisms occupy an important place in both language environments, performing a number of key communicative and pragmatic functions. In both materials, there is a high frequency of using anglicisms to name new things (20% in Russian and 25% in Kazakh), which emphasizes their importance in designating modern concepts and phenomena. The principle of linguistic economy (25% in Russian and 20% in Kazakh) indicates a tendency to simplify and shorten language constructions with the help of anglicisms, which also corresponds to the sign of modernity and prestige (20% and 25% each). Despite the lesser influence of anglicisms in the field of acute social topics (10% in both materials), their role in discussing such issues remains noticeable. The stylistic function (10% in Russian and 5% in Kazakh) and the desire to avoid semantic ambiguity (15% in both) also demonstrate that anglicisms play an important role both in creating expressiveness and in the accuracy of information transfer. These results confirm similar tendencies in the use of anglicisms in both language cultures, emphasizing their importance in contemporary media texts in Kazakhstan. Figure 2 illustrates these results.
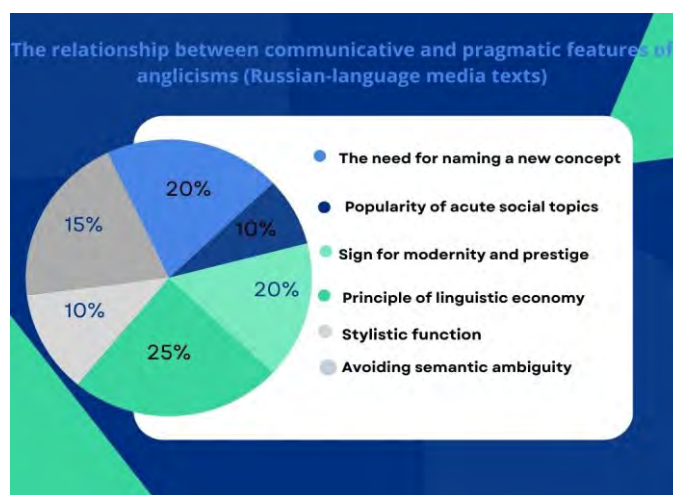

Figure 1: *Communicative and Pragmatic Features of Anglicisms.*

Russian and Kazakh-language texts, taken from news feed in Kazakhstan, were analyzed. One of the main pragmatic features of the use of anglicism found was linguistic economy. American philosopher Herbert Paul Grice proposed the principle of cooperation, which suggested that in communication one should say only what is "essential or necessary" depending on the situation, and only what "relates to the content of the given conversation" (Grice, 1985). This approach to the transmission of information contributes to linguistic clarity and accuracy, since the interlocutor, avoiding unnecessary words and complex grammatical structures, formulates the thought concisely and clearly, highlighting its main content. The principle of linguistic economy, therefore, is a compromise between the requirements of speech communication and the desire of a person to minimize the efforts spent on this communication. There are anglicisms here, the pragmatic feature of which is linguistic economy. We analyzed Russian-language texts in the beginning.

1. "Новый метод проведения операций для детей с эпилепсией освоили врачи детской областной больницы в Актобе. Об этом пишет пресс-служба Миздрава РК. **VNS** терапия – это один из хирургических методов лечения резистентной эпилепсии". (A new method of performing operations for children with epilepsy has been mastered by doctors of the children's regional hospital in Aktobe. This is reported by the press service of the Ministry of Health of the Republic of Kazakhstan. **VNS** therapy is one of the surgical methods of treating resistant epilepsy.) The Anglicism **"VNS"** is used in global medical practice, and its preservation in its original form contributes to the understanding and recognition of the method in the international context. This is important for the medical community, where terminology is often unified for the convenience of information exchange. The use of anglicism allows you to avoid lengthy descriptive phrases, such as "vagus nerve stimulation therapy", making the text more compact and easier to understand.

2. "27 июня в широкий прокат вышла картина молодого казахстанского режиссера Бекентая Ажибека, прежде известного по работам над клипами популярных музыкантов. Осторожно! В статье есть незначительные **спойлеры**!" (On June 27, a film by young Kazakh director Bekentai Azhibek, previously known for his work on music videos for popular musicians, was released in wide release. Be careful! The article contains minor **spoilers**!) The anglicism **"Спойлеры"** have become part of the lexicon associated with the discussion of films, TV series and other media products, especially in the online environment. Using this word allows the text to maintain an informal and modern style that matches the context of discussing cinema. In Russian, no unambiguous and short analogue would convey the meaning of this anglicism as accurately. Describing this concept would require using more complex and longer phrases like "plot description", which would make the text less user-friendly (preserving the stylistic and genre connotation).

3. "В совместном материале с Ozon.kz предприниматель рассказал, почему он отказался от **оффлайн-магазинов** в пользу онлайн-бизнеса на маркетплейсе". (In a joint article with Ozon.kz, the entrepreneur explained why he abandoned **offline stores** in favor of an online business on the **marketplace**.) The anglicisms "**оффлайн-магазинов**" and "**маркетплейсе**" reflect current trends in business and trade related to digitalization and the transition to online trade. These anglicisms are widely used in the business environment, especially in the field of e-commerce. These anglicisms allow us to briefly and accurately convey complex concepts, which makes the text more concise and easier for people to understand. Using these Anglicisms helps to avoid long descriptive phrases such as "stores with a physical presence" or "online platforms for selling goods from various sellers."

4. "В октябре 2023 года короткометражный мультфильм Shyraq («Свеча») от казахстанской анимационной студии ARA @ara.studios попал в **шорт-лист** нескольких зарубежных фестивалей, в том числе в США, Южной Корее и Италии. Мы поговорили с продюсером и со-основателем ARA Studios Бахытжаном Шабдукаримовым о создании Solar Cats, казахстанской анимационной индустрии и **краудфандинге**". (In October 2023, the short film Shyraq ("Candle") from the Kazakh animation studio ARA @ara.studios was shortlisted for several foreign festivals, including in the US, South Korea, and Italy. We spoke with producer and co-founder of ARA Studios Bakhytzhan Shabdukarimov about the creation of Solar Cats, the Kazakh animation industry, and crowdfunding.) **"Шорт-лист"** is an anglicism that refers to a list of candidates or projects that are selected for further consideration from a longer list. In the context of film festivals, this means that a project has made it to the final selection stage and has a chance of winning an award or recognition. **"Краудфандинг"** is a method of financing projects through donations from a large number of people, usually through online platforms. This anglicism describes the process of raising funds for projects, which is especially relevant for independent and creative initiatives. In Russian, there are no short and clear analogues for these terms that would convey their specific meaning. For example, instead of **"шорт-лист"** you can use the phrase "list of finalists", but it is less compact and less common. Similarly, **"краудфандинг"** easily replaces the phrase "public funding" or "mass funding", which sound more complex.

5. "В Алматы возвращают **болларды** на велополосы". ("Almaty is bringing back **bollards** to bike lanes.") **"Болларды"** is a modern term that is often used in urban planning and road construction. It has become part of the professional lexicon and is actively used in news and discussions related to infrastructure. In Russian, there is no short and universal equivalent to describe road posts with such a

functional purpose. Using the anglicism **"болларды"** allows you to avoid long and complex descriptions such as "road posts for access control" or "signal posts".

Lexical innovations and pragmatic features of anglicisms in media discourse

When analyzing the pragmatic features of anglicisms in media discourse, such a pragmatic feature as the need to differentiate concepts was identified. The famous scientist L.P. Krysin believes that the main reasons for borrowing foreign words are the following: "the need to differentiate different concepts, the need to name a new thing that is close in meaning, the need to specialize concepts, as well as socio-psychological reasons and factors of borrowing, for example, the perception of a foreign word as more prestigious" (Krysin, 2004). The differentiation of concepts when using anglicisms contributes to more accurate communication and the minimization of misunderstandings. Adopting a still broader view, the notion can be expanded to lexical innovations in general (Onysko & Winter-Froemel, 2011), so that we can distinguish between catachrestic and non-catachrestic innovations.

Catachrestic innovation refers to the use of a word or phrase in a way that's grammatically incorrect but used for rhetorical effect. It is a literary device that can create vivid imagery, evoke strong emotions, or emphasize an innovative idea. Catachrestic innovation, therefore, means when an innovation simultaneously introduces a new linguistic item and a new concept into a particular language. Such a linguistic innovation has no conventionalized semantic equivalent in the language analyzed and thereby generally conveys implicatures towards a stereotypical interpretation. Non-catachrestic innovation, on the other hand, introduces a new linguistic item to designate a concept for which there exists already another expression. In other words, it is a linguistic innovation for which there is a conventionalized semantic equivalent that designates the concept in question. Such an innovation will generally convey implicatures towards a marked interpretation

Examples of catachrestic and non-catachrestic innovations from the analyzed media texts include (i) Catachrestic innovations (new concepts without existing equivalents): интернет (internet), аккаунт (account), стартап (startup), блокчейн (blockchain), крипта (crypto), хэштэг (hashtag), подкаст (podcast), DDOS, стриминг, (streaming). (ii) Non-catachrestic innovations (innovations for concepts that already have equivalents): контент (content), скрин (screen), апдейт (update), спикер (speaker), мэнеджмент (management), шоппинг (shopping), смартфон (smartphone), креативность (creativity), баннер (banner), вайб (vibe).
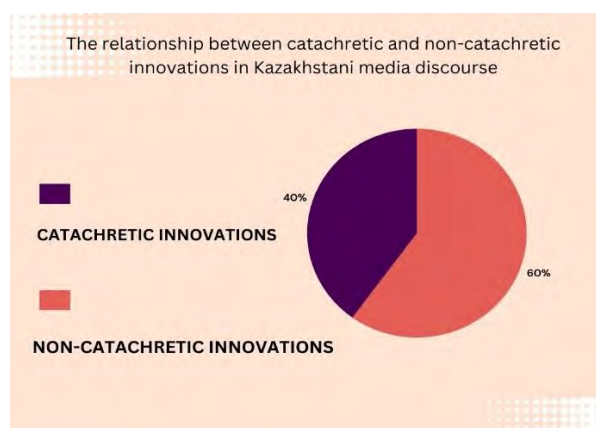

Figure 2: *Catachrestic and Non-Catachrestic Innovations.*

Figure 1 presents the proportion of catachrestic and non-catachrestic innovations in Kazakhstani media discourse. Based on the analysis of media texts (both in Russian and Kazakh) in the Kazakhstani media discourse, catachrestic anglicisms (denoting new concepts, terms of technology and innovation) make up about 40%, while non-catachrestic anglicisms used for the sake of fashion and to give speech a modern sound can make up 60%. This can be explained by the fact that the majority of anglicisms in modern media (especially in news and entertainment texts) are introduced not so much due to the lack of terms, but to create a certain stylistic effect, to give prestige or to follow global trends. This indicator can vary depending on the subject of the media (for example, technological or economic texts can contain more catachrestic anglicisms, while lifestyle and fashion blogs will have more non-catachrestic ones).

Semantic Variations of Anglicism Borrowings

The next pragmatic feature that we identified was the need to differentiate between different concepts when using anglicisms to avoid semantic ambiguity and ensure correct understanding of the message. Anglicisms borrowed from English can acquire new meanings or interpretations in the recipient language. Take a look at a few examples:

1. "Двое казахстанцев копирайтерка в креативном агентстве Аделя Ермакова и продуктовый дизайнер в финтех компании Жаркын Мурад – завоевали серебро в категории Digital на международном конкурсе Young Lions Digital Competition. Он прошел в рамках ежегодного фестиваля креативности «Каннские Львы». (Two Kazakhstanis, a copywriter at a creative agency, Adel Yermakov, and a product designer at a fintech company, Zharkyn Murad, won silver in the Digital category at the international Young Lions Digital Competition. It was held as part of the annual Cannes Lions creativity festival.) The use of the anglicism "копирайтер" reflects a tendency to use modern, western terms that are associated with creative, high-tech and international fields of activity. This can give the profession a more prestigious and relevant status. It is possible to replace "копирайтер" with a Russian equivalent, but this will have different consequences for the perception of the text. Possible analogues include: Textwriter (текстовик) – less common and does not sound as professional as "copywriter". This option may reduce the sense of modernity and international level. Author of advertising texts (автор рекламных текстов) is a more formal and longer expression that accurately conveys the meaning but loses the brevity and modernity of anglicism. Replacing it with a Russian analogue will make the text more traditional and formal, but at the same time may lose those associations with creativity, internationality and modernity that the anglicism "копирайтер" brings.

2. "17 по 23 июня в Алматы пройдет фестиваль Almaty Crossroads @almaty.crossroads, в рамках которого жители и гости города смогут попробовать фестивальное меню и посетить серию гастрономических ужинов и воркшопов". (From June 17 to 23, Almaty will host the Almaty Crossroads festival almaty.crossroads, during which city residents and guests will be able to try the festival menu and attend a series of gastronomic dinners and workshops.) The anglicism "воркшоп" is often used in the professional environment to denote specialized classes aimed at developing skills and sharing experience. Its use implies that the events will be held at a high level, with the participation of experts and professionals. Is it possible to replace the workshop with a seminar, is it an analogue for this anglicism? It is possible to replace the word "воркшоп" with "семинар" (seminar in Russian from Latin), but such a replacement may change the perception of the event and not fully convey its character. A workshop (воркшоп) typically involves hands-on, interactive work where participants are actively involved in the learning process, completing assignments, and applying knowledge in practice. A seminar (семинар) is most often associated with a more academic format, where the main emphasis is on lectures, theoretical discussions, and the exchange of opinions between participants. Seminars may be less interactive than workshops. The anglicism "воркшоп" is perceived as a modern and creative event format, which attracts an audience interested in the practical application of knowledge. Seminar (семинар) may be perceived as a more formal or even traditional event, which may not meet the audience's expectations if the emphasis is on active participation and practical work.

3. "Председатель Сената Маулен Ашимбаев заявил, что, несмотря на законодательный запрет вейпов в стране, их все еще продают и ими пользуются." (Senate Chairman Maulen Ashimbayev stated that despite the legislative ban on vapes in the country, they are still sold and used). The anglicism "вейпы" is used to accurately and clearly describe modern electronic smoking devices. This anglicism reflects current trends and technologies in the field of alternative smoking and is the most appropriate to describe such devices, given the lack of exact analogues in the Russian language. There is no simple and generally accepted analogue to describe electronic smoking devices in the Russian language. Phrases like "электронные сигареты" (e-cigarette) can partially describe vapes, but do not cover all their varieties and functions. The anglicism "вейпы" provides a clearer and more specialized designation.

Designate Anglicisms Having Communicative-Pragmatic Roles

Another pragmatic feature in the use of anglicisms in media texts is the need to designate concepts that are not yet designated in the native language (there is no analogue), or are unknown to people, or there is no equivalent simple lexical unit. Sometimes the recipient language simply does not have words that would accurately reflect the meaning of a new concept or phenomenon, especially in cases where we are talking about innovations in the field of technology, culture or business. In such situations, the use of anglicism becomes a way to fill this lexical gap:

1. "Колоритного пассажира сняли на видео автобусе Астаны. Обычный день в Астане. Фестиваль гик-культуры внес новые краски в будни столичных жителей". (A colorful passenger was filmed on a bus in Astana. An ordinary day in Astana. The geek culture festival brought new colors to the everyday life of the capital's residents.) "Гик-культура" refers to the culture and interests associated with fans of comics, science fiction, fantasy, video games and other similar hobbies. This anglicism describes a specific community and its interests. There is no general and short term in the Russian language that would accurately convey the meaning of this anglicism. The anglicism "гик" is borrowed from English and is used to describe people with deep interests in certain areas, which are often a subculture. Using this term allows you to accurately convey a concept associated with a certain cultural niche.

2. "5 июля в Алматы пройдет Şien Festival – новый музыкальный фестиваль электронной музыки от команды ZVUK. Şien совместит в себе три сцены: техно, хаус и зону экспериментальной музыки". (On July 5, Almaty will host Şien Festival, a new electronic music festival from the ZVUK team. Şien

will combine three stages: techno, house, and an experimental music zone.) "Techno and house" denote specific genres of music known on a global scale. Their use emphasizes the connection of the event with world music culture and its relevance to an international audience. There are practically no equivalents in the Russian language for the English words "техно" and "хаус". These anglicisms have become so firmly established in the international music lexicon that replacing them with other words can lead to a loss of meaning and accuracy of description.

3. "Тратить дополнительные финансы не придется: повышенный кэшбек до 10% с каждой покупки по карте Freedom Bank автоматически поступает в Международный Фонд спасения Арала в Казахстане". (You won't have to spend extra money: an increased percentage of cashback up to 10% from each purchase with a Freedom Bank card is automatically transferred to the International Fund for Saving the Aral Sea in Kazakhstan.) The Anglicism кэшбек (cashback) has become popular in the financial and consumer context, especially in countries with developed banking and payment systems. It has already entered everyday life and is actively used in advertising and information materials, which makes it understandable and recognizable to consumers.

These examples narrate diverse communicative-pragmatic roles of Anglicisms in various contexts. In certain circles, the use of anglicisms can be perceived as a sign of modernity and belonging to the international community. This is especially relevant in areas related to fashion, business, IT and youth culture. The use of anglicisms can indicate a high level of education, professional competence and access to modern knowledge. This gives speech a certain elitism and can be used as a tool for strengthening one's own status or influence in the social and professional environment. Anglicisms in such contexts perform not only a communicative function, but also a function of social identification, allowing the speaker to indicate his belonging to certain modern and internationally oriented circles.

Anglicisms Used in Socio-Economic Contexts

The pragmatic feature of anglicisms sometimes lies in its ability to enhance the socio-economic impact, creating an ironic contrast, and also giving the text a modern and dynamic character. Often, anglicisms become popular due to the coverage of some acute social topics. Social topics such as human rights, gender equality, environmental issues and others are often discussed internationally, primarily in English. When these topics become relevant in other countries, borrowings from English related to these topics quickly spread. Recently, Kazakhstan has been overwhelmed by a wave of violence among the population towards women and children. Therefore, in the Kazakhstani media discourse, anglicisms have increasingly begun to be used, which reveal the essence of these phenomena. In Kazakhstan, such anglicisms as bullying, abuse, harassment is now actively used. In the following examples, we can observe this function, noting how specific linguistic units fulfill their communicative-pragmatic role in various socio-economic contexts:

1. "Проблема Аральского моря известна всему миру. О ней пишут в бестселлерах, артисты снимают музыкальные клипы на месте высохшего озера, а документальные фильмы о катастрофе выходят на Netflix". (The Aral Sea problem is known all over the world. It is written about bestsellers, artists shoot music videos on the site of the dried-up lake, and documentaries about the disaster are released on Netflix.) The use of the anglicism "bestseller" emphasizes that the Aral Sea issue is so important that books about it are becoming popular and widely read. This emphasizes the global scale of the problem. This is associated with something recognized, successful and important. This gives weight to the content and indicates that the issue is covered not only in scientific circles but also in popular culture, which enhances its significance.

2. "В Алматы 16 июня пройдет благотворительный бранч. Charity Brunch) shanyraqkazakhstan от студентов университета КИМЭП в поддержку кризисного центра. Коргау – это приют для женщин и детей, пострадавших от насилия". (A Charity brunch @shanyraqkazakhstan will be held in Almaty on June 16 by KIMEP University students in support of the Korgau Crisis Center, a shelter for women and children who have suffered from violence.) The anglicism "бранч" has become a popular borrowing, especially in the restaurant and social sphere. It is associated with a certain culture that emphasizes the casualness and style of the event. The word is most often used in the context of a combination of a late breakfast and early lunch, which gives the event a more sophisticated and fashionable connotation.

3. "В Казахстане планируют привлекать к ответственности за харассмент. Об этом сообщил зампредседателя комитета административной полиции МВД Ренат Зулхаиров. Министерство труда и соцзащиты населения проводит работу по введению ответственности за харассмент. Сейчас поправки, инициатива находится на обсуждении в госорганах". (In Kazakhstan, they plan to prosecute for harassment. This was reported by the deputy chairman of the administrative police committee of the Ministry of Internal Affairs, Renat Zulkhairov. The Ministry of Labor and Social Protection of the Population is working to introduce liability for harassment. Now the amendments, the initiative is under discussion in government agencies.) The anglicism "харассмент" covers a wide range of unwanted and offensive actions, including sexual harassment, psychological pressure and other forms of persecution. In this context, the use of this term allows us to clearly and unambiguously designate the type of behavior for which it is planned to introduce liability.

4. "16 июня на портале epetition.kz появилась петиция, направленная против закона о бытовом

насилии. Об этом сообщает Informburo.kz. Также утверждается, что внедрение ответственности за буллинг имеет целью приучение детей к принятию нормальности нетрадиционных сексуальных отношений". (On June 16, a petition against the law on domestic violence appeared on the epetition.kz portal. This was reported by Informburo.kz. It is also claimed that the introduction of liability for bullying is aimed at accustoming children to accepting the normality of non-traditional sexual relations.) In this context, the anglicism "буллинг" is used not only to designate a certain type of violence, but also to create an emotionally charged discussion around legislative initiatives. This anglicism emphasizes the seriousness of the problem under discussion and serves to express concerns about the possible influence of laws on social norms.

5. "В фонд @nemolchikz_official поступило сообщение из Павлодара о том, что мужчина-абьюзер на протяжении многих лет подвергает избиениям свою жену и ребенка. Уточняется, что он имел доступ к телефону жертвы, и та не могла делать и сохранять фото прошлых избиений". (The @nemolchikz_official foundation received a report from Pavlodar that an abuser has been beating his wife and child for many years. It is specified that he had access to the victim's phone, and she could not take and save photos of past beatings.) This anglicism accurately describes a person who systematically uses physical, emotional, or psychological violence against others. It clearly describes the type of behavior associated with violence and abuse, which makes it more appropriate to describe complex situations such as harassment or physical violence.

Anglicisms Leading to Morphological Changes

Anglicisms are often subject to morphological changes. They can change the root structure, endings, suffixes when writing an anglicism in Cyrillic. However, there are foreign inclusions that preserve the structure of the English language. They also have their own pragmatic features. In the Kazakhstani media discourse, complete foreign-language inclusions are often encountered, in which a section of text in a foreign language is included in the text of the recipient language without changes, which are used not only to denote new or specialized concepts but also to create a certain stylistic, emotional and cultural effect, as well as to give the speech relevance and prestige. Take a look at the following examples:

1. "А 12 июля в 15:00 у Алматы Арены состоится пресс-день с открытым взвешиванием всех бойцов турнира, розыгрышем призов, открытой тренировкой и автограф-сессией со звёздами hardcore – вход свободный". (And on July 12 at 15:00 at Almaty Arena there will be a press day with an open weigh-in of all the tournament fighters, a prize draw, an open training session and an autograph session with hardcore stars – admission is free.) In the context of martial arts and sporting events, "hardcore" can mean an aggressive, intense or tough style of fighting, training of athletes or an approach to competition. This word is used to denote a high level of physical and emotional preparation of the participants.

2. "В работе мессенджеров Telegram и WhatsApp произошел масштабный сбой, который связывают с DDoS-атакой на операторов связи". (A major outage has occurred in the Telegram and WhatsApp messengers, which is associated with a DDoS attack on telecom operators.) The use of anglicism creates the impression of accuracy and professionalism. It also shows that the author of the text or the source of information has deep knowledge of the technology, which increases the credibility of the data presented.

3. "Скоро начнется новый учебный год. В школу впервые пойдет 360 тысяч первоклассников, чьим родителям предстоит выбрать максимально удобный и эффективный способ обучения для своего ребенка. При этом в мире среди родителей становится все более популярным новый вид обучения школьников – homeschooling". (A new school year is about to begin. 360,000 first-graders will go to school for the first time, and their parents will have to choose the most convenient and effective way of teaching their child. At the same time, a new type of school education is becoming increasingly popular among parents around the world - homeschooling.) This anglicism refers to family or home schooling: a refusal to attend school every day and a transition to independent study of basic subjects. The foreign-language inclusion can be used to indicate a certain level of competence in matters of alternative education. The mention of this anglicism creates the impression that the approach in question has certain advantages and that it has already been appreciated and used at the global level.

Partial foreign-language inclusions (phonetically or morphologically) are often used in media texts, which are a word, phrase, sentence or larger section of foreign text. These inclusions are assimilated in the language or included in syntactic relations within the sentence. However, in Kazakh-language media discourse, there are also complete foreign-language inclusions, which are a section of text in a foreign language inserted without any changes into the receiving text. There are some examples:

1. "Бұл жүйе мал соятын орындарда және сауда нысандарында ветеринариялық-санитариялық сараптамадан өткеннен кейін сараптама актісін берудің бизнес процестерін автоматтандырады, сондай-ақ, жануардың толық өмірлік циклі туралы ақпараты бар QR код енгізіледі". (This system automates the business processes of issuing an expert certificate after veterinary-sanitary examination in slaughterhouses and commercial facilities, as well as entering a QR code with information about the complete life cycle of an animal.) In the Kazakh language, this anglicism is used in its original form

without adaptation, which is typical for technical and digital terms. The use of the anglicism "QR" is because this term is internationally recognized and understood in various languages, therefore it is preserved in an unchanged form and in Kazakh language.

2. "25 мамырда Қазақстанда бірінші ауқымды BORK гольф турнирі өтті. **Hole-in-one** – бірінші атыс кезінде соғу үшін сыйлық ретінде брендтің арт-топтамасынан таза былғарыдан қапталған және іші жұмсақ Alcantara матадан жасалып, әрлеумен толықтырылған эксклюзивті сақтау жүйесі ұсынылды". (On May 25, the first large-scale BORK golf tournament was held in Kazakhstan. Hole-in-one is an exclusive storage system from the brand's art collection, finished in pure leather and lined with soft Alcantara fabric, as a gift for hitting the first shot.) Hole-in-one is used in golf to refer to a shot where the ball hits the hole on the first stroke. This specific term practically does not have an adequate translation into the Kazakh language, so its use preserves its original meaning and comprehensibility for an audience familiar with golf.

3. "Жұмыс беруші enbek.kz порталында өзінің жеке кабинетінде электрондық еңбек шартының жобасын жасайды және оны жұмыскерге келісуге жолдайды. Жұмыскерге шартқа қол қою ұсынысымен eGov Mobile мобильді қолданбасында push-хабарлама келеді". (The employer drafts an electronic labor contract in his personal office on the enbek.kz portal and sends it to the employee for approval. The employee will receive a push notification on the eGov Mobile mobile application with the offer to sign the contract.) Push notification means a notification that is sent to the user on a mobile device or computer, even if the application is not active. Using this anglicism allows you to accurately convey the concept of notifications that automatically appear on the device screen and attract the user's attention.

Abbreviations are also often used in Kazakh-language texts. Abbreviation is one of the most productive ways of replenishing and enriching the mass media language. Practically not a single printed or electronic article, essay, interview, announcement is complete without various types of abbreviated lexical nominations. The use of abbreviated units in media texts provides a combination of high informativeness of the presentation of the material, connected with the need to place events from international life to sports and secular news, and brevity, which consists in saving space, material costs, and the desire of the journalist to give a more complete picture of the day's events. The creation of abbreviations also helps to ensure high expressiveness due to the function of suggestion and propagandistic orientation, which are characteristic to one degree or another for all mass media (SMI) (Sergeeva, 2015).

"Астанада LRT құрылысына байланысты бір көшеде қозғалыс шектеледі". (Due to the construction of LRT in Astana, traffic will be limited on one street.) LRT stands for light rail transport, which is part of the modern urban infrastructure. This anglicism indicates a specific type of transport system, which is often used in large cities. There is no generally accepted term in the Kazakh language that would accurately describe LRT. Using an Anglicism helps to avoid misunderstandings and conveys the exact meaning. The Anglicism LRT is used to accurately designate the type of transport system that is being built in Astana. This term helps to effectively convey information about the project, emphasizing its modernity and connection with international practice.

1. "CTS-те жобаның толық іске қосылуы мен іске асырылу барысы туралы қосымша хабарланады". (Full launch and implementation progress of the project at CTS will be announced further.) In the Kazakh language, there may not be an exact and widespread equivalent for the designation of such a system. Using the abbreviation CTS allows you to convey the exact name and functioning of the system without the need for additional explanations.

2. "Қазақстанда мессенджерлерде тараған ХҚКО сайты мен eGov мобильді қосымшасының бұзылғаны туралы хабарламаны жоққа шығарды". (Kazakhstan has denied the message about the hacking of the CSC website and eGov mobile application, which was circulated on messengers.) eGov (from the English electronic government) is an anglicism denoting an electronic government or a platform through which citizens can receive government services online. eGov means a specific platform for providing government services in an electronic format. The use of this anglicism helps to accurately indicate a certain system and its functionality. In the Kazakh language, there is no stable and short analogue for the designation of such systems. Anglicism eGov allows you to avoid long descriptions and makes the text clearer and concise.

Abbreviation, in turn, allows not only to give a compressive form to new lexical units related to various branches of social and political life, science, technology and which are cumbersome and inconvenient to use word combinations, but also to ensure their high expressiveness.

Anglicisms Expressing Modern Concepts

Kazakh-language media texts also contain anglicisms which are widely used to express modern concepts, especially in areas such as technology, business, and social issues. These borrowings are often integrated into the language due to the need for concise expressions and the desire to align with global communication trends. For example, in the Kazakh-language text, the anglicism "файтер" is used to denote a fighter of mixed martial arts (MMA). It is associated with fighters of mixed martial arts (MMA) at the international level. Its use emphasizes the fighter's belonging to the global MMA community and helps to

easily understand what type of athlete is being talked about. In the Kazakh language, there is no shot and concrete equivalent for MMA fighter. Is it possible to replace anglicism "файтер" (fighter) with the Kazakh analogue "күресші" (folk wrester)? Anglicism "файтер" can be perceived as more specialized concerning fighters participating in mixed martial arts. Take a look at an example: "Аралас жекпе-жек файтері (fighter) Ернат Түгелбеков жекпе-жекке бірнеше сағат қалғанда қайғылы хабар алғанына қарамастан, ресейлік Кирилл Самбросты жеңді". (Mixed martial arts fighter Ernat Tugelbekov defeated Russian Kirill Sambros despite receiving sad news a few hours before the fight.) While "күресші" is associated with fighters in more traditional forms of wrestling, such as Greco-Roman wrestling or judo, "файтер" clearly indicates a fighter specifically in the context of MMA. In the modern language, anglicisms are often used to give texts a modern and global tone. The use of the anglicism "файтер" can be part of the general tendency to modernize the Kazakh language, especially in the media and youth culture.

The use of anglicisms emphasizes that the text reflects modern trends and phenomena. This creates the impression that the media has its finger on the pulse of events, be it in the field of technology, education or social life. Moreover, anglicism allows brevity and fewer complicated explanations. For instance, in the context of cyber frauds and the illegal use of WhatsApp, the following examples.

1. "Қаскөйлер сіздің интернет-банкингтегі (internet banking) жеке кабинетіңізге кіріп, ақшаңызды ұрлауы мүмкін", - деді Ұлттық банк өкілдері. (Criminals can enter your personal account in Internet banking and steal your money," said representatives of the National Bank.) The anglicism, used in the Kazakh text "Интернет-банкингтегі" (interenet banking) conveys the idea of modern banking services through the Internet. It clearly defines the service that has become an integral part of financial life in the digital age. There is no equivalent in the Kazakh language that would describe this type of service with the same accuracy and brevity. Using anglicism allows you to avoid long and complicated explanations.
2. "WhatsApp мессенджері (messenger) арқылы вейптерді заңсыз сатқандарды облыстық криминалдық полиция басқармасының қызметкерлері анықтады. Арна арқылы электрондық темекі сатылып отырған". (The employees of the regional criminal police department identified those who illegally sold vapes through the WhatsApp messenger. E-cigarettes are being sold through the channel.) In this Kazakh-language text, the anglicism is "мессенджері" (messenger) is the general term for messaging applications such as WhatsApp. The use of this term emphasizes the technological aspect of communication and communication in the modern world. There is no equivalent in the Kazakh language that would describe the messaging application as precisely and clearly. This anglicism allows to avoid long and complicated explanations.
3. "Стендап-комикке (stand-up comedian) ұсақ бұзақылық жасады деген айып тағылды". (The stand-up comedian was charged with petty mischief). In this Kazakh-language text, the anglicism is stand-up comic. In the Kazakh language, there is no precise and short analogue for a stand-up comedian. The use of anglicism helps convey meaning without the need for long explanations.

Anglicisms, especially slang ones, such as "краш" (crush), help to attract the attention of young people, creating the feeling that the text "speaks their language". This makes the content more accessible and interesting for young people. There is an example: "Тоқаев қалай крашқа (crush) айналды"? Краш - жастар арасында жақсы көрген адамға қарата қолданылатын сленг сөз. Бұны әсіресе, жасөспірімдер Президентке қатысты да қолданады. Сөздеріне сенсек, жастарға Тоқаевтың білімділігі мен бірқалыпты мінезі және саяси істердегі шеберлігі ұнайды. Қыздар жағы оның қамқорлығын да ерекше қасиет деп біледі. Ал сіздің Қазақстандағы крашыңыз кім?" (How Tokaev became a crash? A crush is a slang word used among young people to refer to a crush. This is especially used by teenagers in relation to the President. If we believe his words, young people like Tokayev's education and calm character and skill in political affairs. Girls consider his care to be a special quality. And who is your crush in Kazakhstan?) The phrase "how Tokayev became crush" refers to the phenomenon whereby the President of Kazakhstan, Kassym-Jomart Tokayev, is perceived by some people as an attractive and charismatic figure. "Краш" is youth slang derived from the English word crush, which in this context means "someone who is liked" or "an object of affection." The question "Тоқаев қалай крашқа айналды"? (How Tokaev became a crash?) can be understood as an interest in why and how Tokayev came to be perceived in this way. This phenomenon is most often encountered in social networks and in the context of internet culture, where public figures can become objects of affection and admiration not only for their actions, but also for their appearance or charisma.

Discussion

In the course of the analysis of media texts of the Kazakhstani media discourse, key communicative and pragmatic features of the use of Anglicisms were identified. In Russian-language and Kazakh-language materials, similarities in their functions were traced, which indicates uniform patterns of borrowing and using anglicisms in these languages. The main features identified included (1) The need to name new concepts and phenomena for which there are no adequate analogues; (2) Avoiding semantic ambiguity, ensuring the accuracy and clarity of communication; (3) The principle of linguistic economy, which helps to

reduce the linguistic means for conveying meaning; (4) The use of Anglicisms as a sign of modernity and prestige, emphasizing the relevance and progressiveness of the discourse; (5) Performing a stylistic function that allows diversifying speech and adding emotional coloring; (6) The desire to avoid ambiguity in the meaning of borrowed terms.

These results emphasize the important role of anglicisms in the modernization and actualization of media discourse, contributing to both pragmatic and communicative efficiency. The analysis of the collected media texts revealed the following percentages of anglicisms in the Russian and Kazakh languages: Russian Texts: Out of 2000 collected media texts, 300 contained anglicisms, resulting in a penetration rate of 15%. Kazakh Texts: Similarly, among the 2000 collected media texts, 150 contained anglicisms, yielding a penetration rate of 7.5%. These findings indicate a higher prevalence of anglicisms in Russian-language media compared to Kazakh-language media.

The study also revealed that pragmatic features of anglicisms penetrate various spheres of communication and possess diverse functions, influencing the style, effectiveness, and context of communication. The use of anglicisms allows for compact and precise expression of new concepts and terms, especially in the fields of technology, science, fashion, and business. The employment of anglicisms is driven by a desire to emphasize a high level of education or knowledge of language etiquette, as well as other qualities valued in today's society: awareness of the new, modern, and technically advanced. It is important to note that while anglicisms enrich the language, maintaining a balance between the use of new terms and respect for linguistic heritage and traditions is a key aspect of preserving language culture. Understanding and using anglicisms appropriately according to the context and communication goals are crucial for effective and harmonious communication in today's multilingual world.

Conclusion

This study investigated the communicative and pragmatic features of anglicisms in Kazakhstani media discourse, focusing on both Russian-language and Kazakh-language news texts. The findings reveal that anglicisms perform significant functions in modern media communication, reflecting the dynamic influence of globalization and linguistic evolution in Kazakhstan. The analysis identified several key communicative and pragmatic features of anglicisms, including their role in naming new concepts, ensuring semantic clarity, adhering to the principle of linguistic economy, and projecting modernity and prestige. These functions are equally evident in both Russian-language and Kazakh-language texts, demonstrating uniform borrowing patterns across the two linguistic environments.

While the study offers valuable insights, it is not without limitations. The research focuses on a single year (2023) and examines media texts from specific platforms (NUR.KZ, Tengrinews, and Village). As such, the findings may not fully capture broader linguistic trends or regional variations in media discourse. Expanding the temporal and regional scope could enrich the findings. Additionally, the quantitative analysis of anglicisms did not extend to other media formats such as video or audio content. Future studies could address these limitations by expanding the temporal scope to track changes in anglicism usage over time; conducting sociolinguistic surveys to explore public attitudes toward anglicisms across different demographics; and analyzing other forms of media (e.g., audiovisual content or social media platforms) to provide a more comprehensive understanding of anglicisms in Kazakhstani discourse.

The study recommends media professionals to strive for a balanced use of anglicisms, ensuring that the adoption of new terms does not undermine linguistic heritage or create unnecessary barriers to comprehension. Initiatives should aim at educating the public about the appropriate and contextual use of anglicisms could promote harmonious language integration. Linguists and policymakers should work collaboratively to create localized equivalents and build a terminology for emerging concepts, particularly in Kazakh-language media. In conclusion, anglicisms play a vital role in modern Kazakhstani media discourse by fulfilling communicative and pragmatic needs, such as naming new concepts, enhancing clarity, and projecting modernity. At the same time, their use must be approached thoughtfully to ensure the preservation and development of linguistic identity in Kazakhstan's evolving multilingual landscape. The study contributes to the understanding of language change in multilingual contexts and highlights the functional adaptability of anglicisms. For researchers, it provides a framework for further exploration of linguistic borrowing and integration across different media and demographic groups. For practitioners in media and communication, the findings underscore the importance of using anglicisms strategically to enhance clarity, relevance, and audience engagement.

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