



N.B. Agymedullayeva\* , K.K. Sadirova   
K.Zhubanov Aktobe Regional University, Aktobe, Kazakhstan  
(E-mail: \*nazerke\_04\_92@mail.ru, kulzat.sadirova@mail.ru)

### Factors influencing the formation of a regional media discourse

**Abstract.** This article is devoted to a comprehensive study of the factors influencing the formation of the regional media discourse in Kazakhstan. The research is based on the analysis of theoretical foundations, external and internal factors, as well as the current state of the media discourse in the region. Through quantitative and qualitative analysis of local media content, interviews with experts the authors identify key trends, problems and opportunities faced by regional media. Technological innovations, globalization, the political and economic environment, as well as socio-cultural features have a noticeable impact on the structure, content and orientation of media communications. In conclusion, the article offers a number of recommendations for strengthening the regional media environment, including improving the quality of content, strengthening media independence, increasing media literacy and preserving cultural diversity. The results of the study can serve as a basis for developing strategies for optimizing and developing regional media discourse in the context of globalization and technological progress. This study focuses on the importance of a multidisciplinary approach to the analysis of media discourse, integrating knowledge from the fields of sociology, political science, cultural studies and technology.

**Keywords:** Regional media discourse, technological innovations, globalization, mass media, cultural diversity, political environment, media literacy.

DOI: <https://doi.org/10.32523/2616-678X-2024-148-3-8-17>

Received: 20.10.2023; Revised: 15.05.2024; Accepted: 17.06.2024; Available online: 28.09.2024

### Introduction

The regional media discourse is actively being formed and developed in the modern information space. It acts not just as a mechanism for transmitting information, but also as a tool for shaping the cultural, social and political life of a certain region. In the context of globalization and intensive information exchange, regional media become a support for the preservation and development of local identity, they strengthen socio-cultural characteristics, contributing to the stability of the region in the face of global challenges [1, p.165]. The regional media discourse is formed under the influence of many factors, which can be both external and internal for a given region. The interaction of these factors determines the uniqueness, specificity and dynamics of the regional information space [2, p.615]. The key aspects influencing the formation of the regional media discourse were highlighted (Figure 1).

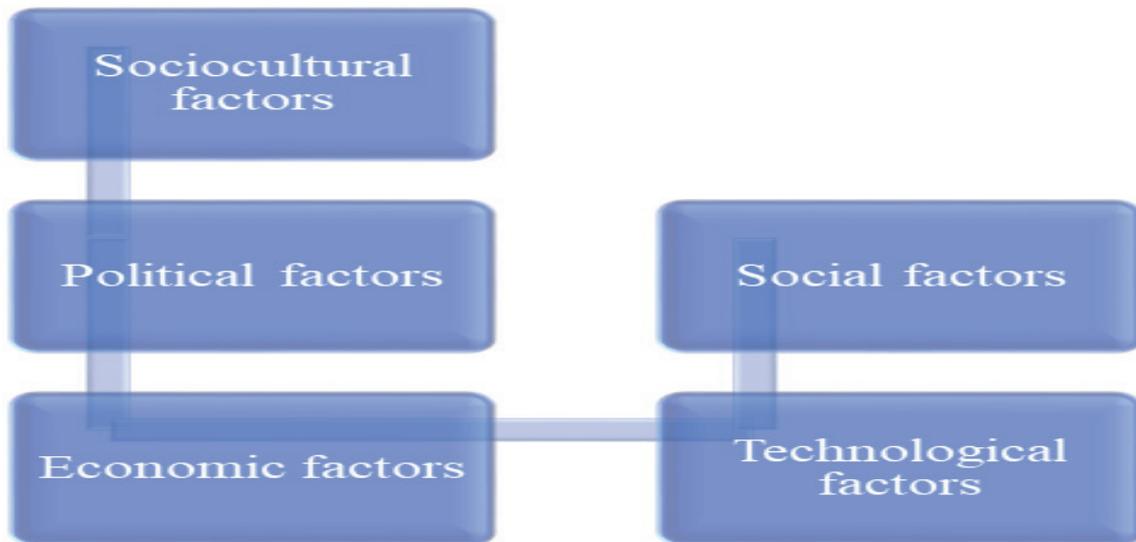


Figure 1. Key aspects influencing the formation of the regional media discourse

**Sociocultural factors.** The regional media discourse is deeply rooted in local traditions, norms and values. It reflects the uniqueness of the culture of the region and forms a society based on common principles and beliefs. Language features also play an important role. They not only serve as a means of communication, but also carry a cultural and historical context [3, p.86].

**Political factors.** The degree of political stability and openness of the region affects freedom of expression and dissemination of information. Media laws and regulations define the framework and limitations for the regional media discourse [4, p.4].

**Economic factors.** The level of economic development affects the availability and quality of media resources, as well as advertising revenue and media financing. Infrastructure development promotes access to information technologies and resources [5, p.276].

**Technological factors.** Technological innovations and access to the Internet determine the formats and channels of communication of the media discourse. The process of digitalization affects the ways of creating, distributing and consuming media content [6, p.15].

**Social factors.** Age, gender, education, and other demographic characteristics influence audience preferences and generate demand for a certain type of content. Current social issues and problems of the region are reflected in the media discourse, forming public opinion and propaganda [7, p.45].

These factors are interrelated and interdependent, they jointly determine the nature, structure and dynamics of the regional media discourse [8, p.77]. Adequate understanding and consideration of these aspects make it possible to form a high-quality, diverse and balanced media discourse that contributes to the development of the region and its integration into the national and global information space [9, p.28].

**Relevance.** The relevance of the topic is due to the need to adapt the regional media discourse to the dynamically changing conditions of the modern world. On the one hand, digitalization and globalization are erasing borders, making the information space more and more integrated. On the other hand, there is an increasing need to preserve cultural and identical diversity, which becomes the basis of regional development and progress.

**Problem.** The problem is that in the conditions of intensive information dynamics and technological development, regional media face a number of challenges. This includes not only competition with national and global media, but also internal challenges, such as adaptation to digital technologies, the development of unique and high-quality content reflecting the specifics of the region.

*Novelty.* The novelty of the research lies in an integrated approach to the analysis of factors affecting the regional media discourse. We consider both external (global and national trends, technological innovations) and internal factors (socio-cultural, economic, political features of the region), trying to assess their interaction and influence on the formation of the media landscape at the local level.

The *purpose* of the study is to identify and analyze the key factors that determine the nature and dynamics of the regional media discourse, as well as to develop recommendations for its optimization and development in the context of modern challenges.

*Tasks:*

- To study the theoretical foundations and principles of the formation of a regional media discourse;
- To analyze the state of the regional media discourse in the context of modern technological and socio-cultural trends;
- Identify external and internal factors affecting the regional media discourse;
- To develop recommendations for the optimization and development of the regional media discourse.

Thus, the study seeks not only to assess the current state of the regional media discourse, but also to suggest ways to develop and strengthen it in the context of modern information and cultural dynamics.

### **Methodology**

The object of the study is the regional media discourse in the region of Kazakhstan. Kazakhstan is characterized by a unique socio-cultural environment, strong national traditions and active technological development, which makes it interesting to study in the context of this topic.

1. Study of the theoretical foundations:

Methods: Analysis of scientific literature, review of theoretical works on the topic of media discourse, as well as the study of reports and materials of international organizations.

Materials: Scientific articles, monographs, reports and other publications covering the problems and features of the formation of media discourse in a regional context.

2. Analysis of the state of the regional media discourse:

Methods: Analysis of regional media content, interviews with media experts.

Materials: Materials of regional print, television and online media of Kazakhstan, survey results.

3. Identification of factors influencing the media discourse:

Methods: Correlation analysis, SWOT analysis.

Materials: Satirical data on the state of the media industry in the region, materials of analytical reports.

4. Development of recommendations:

Methods: Synthesis of the obtained data, analytical modeling, forecasting and planning methods.

Materials: All the collected and analyzed data in the course of the study, the best world practices in the field of regional media discourse.

Research procedures. The research is carried out in several stages, including the preparatory stage (database formation, selection of analysis methods), the main stage (data collection and analysis, hypothesis testing) and the final stage (formulation of conclusions and recommendations).

Thus, the methodological approach is based on a comprehensive analysis using a variety of methods and techniques to achieve the greatest objectivity and accuracy of the results.

### **Analysis and Discussion**

1. After a thorough analysis of the scientific literature, theoretical works and reports of international organizations, the key principles and foundations of the formation of a regional

media discourse were identified. The main topics and problems discussed in scientific papers are related to the role of media in the socio-cultural dynamics of the region, the impact on the formation of public opinion and identity.

The regional media discourse is characterized by its versatility and complexity, including not only information messages, but also a wide range of socio-cultural, political and economic aspects. The basis for the formation of a regional media discourse is socio-cultural factors, including the historical, ethnic and cultural heritage of the region, its traditions and value orientations. In the era of digitalization, the media discourse is becoming more interactive and dynamic, providing opportunities for active participation of the audience in the process of its formation. The analysis showed that the theoretical foundations of the formation of a regional media discourse integrate both classical and modern approaches to understanding the role of media in society. Regional media play an important role in the process of socialization, forming social perceptions, stereotypes and attitudes. Each region has its own unique specifics, which is determined by geographical location, historical development, demographic structure and other factors. Technological development has a significant impact on the forms and methods of media discourse dissemination.

The study of the theoretical foundations of the formation of the regional media discourse confirmed its complex, multilevel structure. The media discourse in the regional context is formed under the influence of many factors, among which the socio-cultural characteristics of the region, political realities, economic development and technological innovations are highlighted. It is also worth noting that the regional media discourse is not static; it is constantly being transformed and adapted to the changing conditions of the external and internal environment. Special attention in modern research is paid to the issues of interactivity and audience participation in the formation of media discourse, which becomes possible thanks to digital technologies.

In general, understanding the theoretical foundations and principles of the formation of a regional media discourse requires an integrative approach combining the analysis of socio-cultural, political, economic and technological aspects.

2. In order to obtain a comprehensive understanding of the current state of the regional media discourse, the materials of the following regional mass media of Kazakhstan were analyzed:

Kazakhstan TV Channel:

- Content: News releases, thematic programs about regional culture and research reports.

- Topic: A program dedicated to the analysis of the impact of COVID-19 on the economy of the region, with an emphasis on local enterprises.

The newspaper "Egemen Kazakhstan"

- Content: Articles about political life, reviews of cultural events, research materials about social trends.

- Topic: An article analyzing the impact of globalization on the preservation of the national identity of the Kazakh people.

Website Tengrinews.kz

- Content: Online news, analytical materials, multimedia content about events in the region.

-Topic: Interactive infographics showing the dynamics of the development of the IT sector in Kazakhstan.

For a more specific analysis, interviews were conducted with editors and media journalists. Goal: The main purpose of the interview is to gain a deep understanding of the dynamics and features of the regional media discourse from professionals and experts in this field. Interviews were conducted with editors and media journalists. The key questions and the choice of methodology were formulated.

Examples of questions asked during the interview:

- What are the main trends in the development of regional media discourse in Kazakhstan?

- How do technological innovations affect the formation and distribution of media content?

- What challenges and opportunities are associated with multilingualism and multiculturalism of the region?

- How are regional media adapting to the globalization processes and international media trends?

The answers of the interviewees revealed the key aspects affecting the regional media discourse. Experts emphasized the role of technological development in enhancing the interactivity and accessibility of media content. They also pointed to the continuous interaction between global and local cultural and information flows, emphasizing the need for a balance between adapting to global trends and preserving national identity. These data, together with the analysis of regional media content, provide valuable information for understanding the current state and prospects for the development of regional media discourse in Kazakhstan. The analysis of the content of the regional mass media of Kazakhstan, as well as interviews with experts, allowed us to get a comprehensive idea of the current state of the regional media discourse. The following features were highlighted (Table 1).

Table 1. Features of the media discourse of Kazakhstan based on the results of the interview

№	Technological trends	Sociocultural trends
1	Digitalization: The trend towards digitalization is increasing, most media content is consumed via the Internet.	Multilingualism: Media content is provided in several languages, reflecting the multilingualism and multiculturalism of the country.
2	Mobile platforms: The growing popularity of mobile platforms and applications for accessing news and information.	Socio-cultural topics: Emphasis on coverage of local topics, cultural events, traditions and history of the region.
3	Interactivity: Increasing the level of interactivity through social media and platforms for the exchange of opinions.	Globalization: The impact of global themes and trends on the regional media discourse

Kazakhstan's regional media are actively integrating digital technologies. However, the issue of Internet quality and accessibility remains relevant, especially in remote regions. The regional media discourse reflects the unique socio-cultural features of the region, but is also affected by global media trends. The constant search for a balance between globalization and the preservation of national identity is becoming a key challenge. Regional media tend to be more interactive, but there are questions about the quality of content, media literacy of the population and critical thinking.

The state of the regional media discourse in Kazakhstan is characterized by active digitalization, increased interactivity and the desire to adapt global media trends to the local context. Nevertheless, challenges remain related to the quality of Internet connectivity, the level of media literacy of the population and the need for high-quality media content that would reflect the specifics and dynamics of regional culture and society. The analysis revealed that in order to further develop and strengthen the regional media discourse, an integrated approach is needed, including technological development, increasing media literacy of the population, as well as support for high-quality and diversified media content capable of reflecting and supporting the diversity of the cultural and social space of the region.

3. Using correlation analysis and SWOT analysis methods, the key external and internal factors influencing the regional media discourse in Kazakhstan were identified.

External factors:

Globalization. Influence: Penetration of global trends, standards and topics into the regional media discourse. Example: Adaptation of global news agencies by local media.

Political environment. Influence: The dependence of content on international relations and the political situation. Example: Reflection of international events and conflicts in local news.

Technological innovations. Impact: The impact of new technologies on the formats and quality of media content. Example: Integration of interactive and multimedia elements into news materials.

Internal factors:

Economic situation. Impact: The impact of economic stability on media financing and advertising revenue. Example: Fluctuations in the quality and volume of content depending on the economic situation.

Sociocultural features. Influence: Reflection of cultural, ethnic and social features of the region in the media discourse. Example: Focus on local traditions, customs and events in media content.

Legal regulation. Influence: The influence of legislation on the format, style and content of media content. Example: Restrictions and regulations governing the coverage of certain topics and issues in the media.

The correlation analysis showed a significant influence of both external and internal factors on the regional media discourse. On the one hand, globalization and technological innovations contribute to the expansion and diversification of content. On the other hand, they pose challenges to the preservation of national identity and cultural uniqueness of the regional media discourse.

Table 2. SWOT analysis of the regional media discourse in Kazakhstan

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Media content is provided in different languages, reflecting the diversity of cultures of the region.</li> <li>- The media are actively adapting to digital technologies, using online platforms and social media to distribute content.</li> <li>- Regional media often focus on local news and events, which contributes to the formation of community and identity.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Lack of financial and technical resources can reduce the quality and diversity of media content.</li> <li>- The low level of media literacy of the population may limit the critical perception and analysis of information.</li> <li>- Regulation and censorship by the state can restrict the freedom of the media.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Continued integration of modern technologies can improve access, interactivity and quality of media content.</li> <li>- Adaptation of global media trends and standards can increase the competitiveness of regional media.</li> <li>- Investments in the training and development of professionals can improve the quality of reporting and analytics.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- The influence of political factors can reduce the independence and objectivity of the regional media discourse.</li> <li>- Intensive globalization can threaten the preservation of regional identity and cultural diversity.</li> <li>- The growing influence of global media may limit the resources and attention paid to regional media.</li> </ul>

Strengths show that regional media in Kazakhstan have the potential to develop and adapt to the changing media environment. However, weaknesses, such as limited resources and dependence on the political situation, require attention. Opportunities point to the potential for growth and development through the integration of technology and global trends. However, threats such as political interference and globalization can reduce the uniqueness and autonomy of the regional media discourse.

4. To optimize the regional media discourse in Kazakhstan, strategic planning and actions should be aimed at minimizing threats and weaknesses identified in the SWOT analysis, while maximizing opportunities and strengths.

Recommendations:

- Develop professional skills of journalists and editors to improve the quality of content;
- Invest in technological upgrades for better and more interactive content;
- Work to strengthen the independence of the media, reducing the influence of political and economic factors;
- Initiate programs and campaigns to increase the media literacy of the population for critical analysis and interpretation of media content;

- Balancing between adapting global trends and preserving regional identity and cultural heritage;
- Continue to integrate new technologies and platforms for content delivery, improving accessibility and interactivity for the audience;
- Expand the thematic diversity of content, including issues related to local culture, art, science and education, to enrich the media discourse;
- Develop partnerships with global and local organizations to share experiences, knowledge and resources, contributing to the diversification and enrichment of media content.

Using the above-mentioned recommendations and strategic initiatives, Kazakhstan's regional media can form a more sustainable, diverse and inclusive media discourse that reflects and enriches the socio-cultural diversity and dynamism of the region.

*Discussion.* The topic of factors influencing the formation of a regional media discourse is especially relevant in the context of globalization, technological progress and socio-cultural changes. In the context of Kazakhstan, as a multi-ethnic and multilingual state, this topic is of particular importance and complexity. The discussion begins with a theoretical analysis of the principles of the formation of a regional media discourse. Existing theories and concepts emphasize the dynamic nature of the media discourse, which is formed under the influence of various internal and external factors. The analysis of the state of the regional media discourse in Kazakhstan revealed its multidimensional nature. Technological innovations, globalization and socio-cultural features of the region have a noticeable impact on the content, structure and orientation of media communications. Correlation analysis and SWOT analysis have enriched the understanding of the relationship between external and internal factors. The political environment, technological trends, the economic situation, and socio-cultural features interact, creating a complex, multi-level media discourse.

Key discussion issues

- How can regional media adapt to rapidly changing technological and global trends while maintaining regional identity and cultural uniqueness?
- How to ensure a balance between the quality and accessibility of media content in conditions of limited resources and technological challenges?
- How to minimize the influence of the political environment on the independence and objectivity of the regional media discourse?
- How to preserve and increase cultural and linguistic diversity in media content in the era of globalization?

Combining the results of each individual study, we can come to a more integrated view of the regional media discourse. It is a complex interweaving of factors where technological, political, economic and cultural aspects interact, influencing each other.

During the discussion, the need for a multi-level and multidimensional approach to the study and development of regional media discourse becomes obvious. This includes not only adapting to technological innovations and global trends, but also strengthening local identity, improving the quality of content, strengthening media independence and increasing media literacy of the population. Thus, the factors influencing the formation of the regional media discourse are numerous and multi-layered, requiring a comprehensive and in-depth analysis for the optimal development of the media environment in the region.

## Conclusion

In the course of our research, we examined in detail the factors influencing the formation of a regional media discourse on the example of Kazakhstan. Analysis of the theoretical foundations, the current state of the media discourse, external and internal factors of its formation, as well as SWOT analysis revealed a set of problems and opportunities faced by regional media.

Technological innovations and globalization have a significant impact on the media discourse, providing opportunities for expanding the audience and diversifying content, but also pose challenges to the preservation of cultural and linguistic identity. Political and economic

pressure, limited resources, as well as the insufficient level of media literacy of the population are additional obstacles to the development of an independent and high-quality media discourse.

In conclusion, the article emphasizes the need for a balanced approach that would combine technological development and innovation with the strengthening of regional identity, cultural diversity and media independence. To achieve this goal, joint efforts of the government, media organizations, educational institutions and civil society are needed.

The study provides a number of recommendations, including improving the quality of content, strengthening media independence, increasing media literacy of the population and preserving cultural diversity. This could contribute to the formation of a more dynamic, diverse and sustainable regional media discourse that would reflect and enrich the socio-cultural diversity and dynamism of the region. It should be noted that this study serves as a starting point for further analysis and discussion. A deep understanding of the dynamics of the regional media discourse requires a more detailed study, including a comparative analysis with other regions and countries, as well as an analysis of the impact of new media technologies and global communication trends.

### Conflict of interests

The research paper contains no conflict of interests.

**Authors' contribution.** The article was written by N.B. Agymedullayeva and K.K. Sadirova. In writing the research paper N.B. Agymedullayeva defined the main idea, concept of the article, analyzed and explained the research materials and wrote the main part of the article. K.K. Sadirova was engaged in collecting, sorting, translating materials, critically reviewing the content of the text, and designing articles. The authors were equally responsible for all aspects of the work, and the issues of its study, presentation and resolution of the integrity of the article, the correctness of the data were scientifically carried out on the basis of mutual discussion, exchange of views.

### References

1. Егорова Л. Г. Влияние медиадискурса на формирование региональной идентичности // Ученые записки Крымского федерального университета имени В.И. Вернадского. Филологические науки. – 2021. – Т. 7. № 1. – С. 165-173.
2. Yegorova L. G. Modern Regional Media Discourse Features (on the Example of the Republic of Crimea Printed Press) // Theoretical and practical issues of journalism. – 2018. –Vol. 7. – №. 4. – P. 615-628.
3. Yefanov A. A., Tomin V. V. Realization of Digital Media Discourse in the Regional Disposition // 2023 Communication Strategies in Digital Society Seminar (ComSDS). – 2023. – P. 86-89.
4. Смагулова Г. Н., Айтжанова Г. Д. Медиамәтіндерден енген шетгилдік жаңа сөздердің қазіргі қолданыс сипаты // Известия. Серия: Филологические науки. – 2022. – Т. 64. – №. 1. – С. 4-7.
5. Mikhaylova E. R., Getskina I. B. Impact of Regional Media on Public Opinion // International Conference "Topical Problems of Philology and Didactics: Interdisciplinary Approach in Humanities and Social Sciences" (TPHD 2018). – 2019. – P. 276-279.
6. Yurchenko I. V. Discourse Theory as a Methodology for Conflictological Analysis of Regional Ethnopolitical Processes // Sociopolitical Sciences. – 2023. –Vol. 13. – №. 1. – P. 15-20.
7. Ивченков В. И. Медиадискурс современности: стилистические приоритеты и экстралингвистические факторы. – 2018. –С. 45-46.
8. Назметдинова И.С., Лебедева С.Э. «Новые СМИ» в современном медиадискурсе // Вестник Чувашского государственного педагогического университета им. ИЯ Яковлева. – 2018. – №. 4 (100). – С. 77-87.
9. Зотова А.С., Моисеева О.А., Филиппова О.А. Коммуникация в современном медиадискурсе. – 2019. –С. 28-29.

**Н.Б. Ағымедуллаева, К.К. Садирова**

*К.Жұбанов атындағы Ақтөбе өңірлік университеті, Ақтөбе, Қазақстан*

### **Өңірлік медиадискурстың қалыптасуына әсер ететін факторлар**

**Аңдатпа.** Бұл мақала Қазақстанда өңірлік медиадискурстың қалыптасуына әсер ететін факторларды кешенді зерттеуге арналған. Зерттеуде аталған мәселеге қатысты теориялық тұжырымдар, өңірлердегі медиадискурстың қазіргі жағдайы талданған. Авторлар жергілікті бұқаралық ақпарат құралдарына сапалық талдау жасау, сарапшылармен сұхбат жүргізу арқылы өңірлік медианың негізгі тенденцияларын, қиындықтары мен мүмкіндіктерін анықтайды. Өңірлік медиадискурстың ағымдағы жай-күйі туралы жан-жақты түсінік алу үшін Қазақстанның БАҚ материалдары талданды: «Қазақстан» телеарнасы, «Егемен Қазақстан» газеті, Tengrinews.kz сайты. Технологиялық инновациялар, жаһандану, саяси және экономикалық орта, сондай-ақ әлеуметтік-мәдени ерекшеліктер медиа коммуникациялардың құрылымына, мазмұны мен бағытына айтарлықтай әсер етеді. Мақала қорытындысында медиа сауаттылықты арттыру және мәдени әртүрлілікті сақтау сияқты өңірлік медиа ортаны нығайтуға арналған бірқатар ұсыныстар берілген. Зерттеу нәтижелері жаһандану және технологиялық прогресс жағдайында өңірлік медиадискурсты оңтайландыру және дамыту стратегияларын әзірлеуге негіз бола алады. Бұл зерттеу әлеуметтану, саясаттану, мәдениеттану және технология саласындағы білімдерді біріктіре отырып, медиадискурсты талдауға көпсалалы көзқарастың маңыздылығына назар аударады. Бұл медиадискурстың күрделі және көп деңгейлі табиғатын түсінуді байытады. Нәтижелер мәдени әртүрлілікке және өңірлердің әлеуметтік дамуына ықпал ете отырып, медиа саласындағы саясаттар мен тәжірибелерді қалыптастыру үшін пайдаланылуы мүмкін.

**Түйін сөздер:** өңірлік медиадискурс, технологиялық инновациялар, жаһандану, бұқаралық ақпарат құралдары, мәдени әртүрлілік, саяси орта, медиа сауаттылық.

**Н.Б. Ағымедуллаева, К.К. Садирова**

*Актюбинский региональный университет имени К.Жубанова, Актөбе, Казахстан*

### **Факторы, влияющие на формирование регионального медиадискурса**

**Аннотация.** Данная статья посвящена комплексному исследованию факторов, влияющих на формирование регионального медиадискурса в Казахстане. Исследование основывается на анализе теоретических основ, внешних и внутренних факторов, а также текущего состояния медиадискурса в регионе. Через количественный и качественный анализ контента местных СМИ, интервью с экспертами авторы выявляют ключевые тенденции, проблемы и возможности, с которыми сталкиваются региональные медиа. Технологические инновации, глобализация, политическая и экономическая среда, а также социокультурные особенности оказывают заметное влияние на структуру, содержание и направленность медиакоммуникаций. В заключение предлагается ряд рекомендаций для укрепления региональной медиасреды, включая улучшение качества контента, укрепление независимости СМИ, повышение медиаграмотности и сохранение культурного разнообразия. Результаты исследования могут служить основой для разработки стратегий оптимизации и развития регионального медиадискурса в условиях глобализации и технологического прогресса. Данное исследование акцентирует внимание на важности мультидисциплинарного подхода к анализу медиадискурса, интегрируя познания из области социологии, политологии, культурологии и технологии. Это обогащает понимание сложной и многоуровневой природы медиадискурса. Результаты могут быть использованы для формирования более эффективных политик и практик в области медиа, способствуя конструктивному диалогу, культурному разнообразию и социальному развитию региона.

**Ключевые слова:** региональный медиадискурс, технологические инновации, глобализация, средства массовой информации, культурное разнообразие, политическая среда, медиаграмотность.

## References

1. Egorova L.G. Vliyanie mediadiskursa na formirovanie regional'noy identichnosti [The influence of media discourse on the formation of regional identity], *Uchenye zapiski Krymskogo federal'nogo universita imeni VI Vernadskogo. Filologicheskie nauki* [Scientific notes of the Crimean Federal University named after VI Vernadsky. Philological sciences], 165-173 (2021). [in Russian]
2. Yegorova L. G. Modern Regional Media Discourse Features (on the Example of the Republic of Crimea Printed Press), *Theoretical and Practical Issues of Journalism*, 7(4), 615-628 (2018).
3. Yefanov A. A., Tomin V. V. Realization of Digital Media Discourse in the Regional Disposition, *2023 Communication Strategies in Digital Society Seminar (ComSDS)*, 86-89 (2023).
4. Smagulova G. N., Aytzhanova G. D. Mediamatinderden engen shettildik zhana sozderdin kazirgi koldanys sipaty [The nature of the current use of Foreign new words from media texts], *Izvestiya. Seriya: Filologicheskie nauki* [News. Series: Philological Sciences], 1, 4-7 (2022). [in Kazakh]
5. Mikhaylova E. R., Getskina I. B. Impact of Regional Media on Public Opinion, *Topical Problems of Philology and Didactics: Interdisciplinary Approach in Humanities and Social Sciences (TPHD 2018)*, 276-279 (2019).
6. Yurchenko I. V. Discourse Theory as a Methodology for Conflictological Analysis of Regional Ethnopolitical Processes, *Sociopolitical Sciences*, 13(1), 15-20 (2023).
7. Ivchenkov V. I. Mediadiskurs sovremennosti: stilisticheskie priority i ekstralingvisticheskie factory [Media discourse of modernity: stylistic priorities and extralinguistic factors], 45-46 (2018). [in Russian]
8. Nazmetdinova I.S., Lebedeva S.E. "Novye SMI" v sovremennom mediadiskurse ["New Media" in the modern media discourse], *Vestnik Chuvashskogo gosudarstvennogo pedagogicheskogo universiteta im. I.Ya. Yakovleva* [Bulletin of the Chuvash State Pedagogical University named after I.Ya. Yakovlev], 4 (100), 77-87 (2018). [in Russian]
9. Zotova A.S., Moiseeva O.A., Filippova O.A. Kommunikatsiya v sovremennom mediadiskurse [Communication in the modern media discourse], 28-29 (2019). [in Russian]

### Information about the authors:

**Agymedullayeva N.** – Corresponding author, PhD student, K.Zhubanov Aktobe Regional University, Aktobe, Kazakhstan. ORCID: 0000-0003-2161-6317.

**Sadirova K.** – Doctor of Philology, Associate Professor, K.Zhubanov Aktobe Regional University, Aktobe, Kazakhstan. ORCID: 0000-0001-6092-8191.

**Ағымедұллаева Н.** – автор для корреспонденции, PhD докторант, Ақтөбінский региональный университет имени К. Жубанова, Ақтөбе, Қазақстан. ORCID: 0000-0003-2161-6317.

**Садирова К.** – доктор филологических наук, доцент, Ақтөбінский региональный университет имени К. Жубанова, Ақтөбе, Қазақстан.

**Ағымедұллаева Н.** – хат-хабар үшін авторы, PhD докторант, Қ.Жұбанов атындағы Ақтөбе өңірлік университеті, Ақтөбе, Қазақстан. ORCID: 0000-0003-2161-6317.

**Садирова К.** – филология ғылымдарының докторы, доцент, Қ.Жұбанов атындағы Ақтөбе өңірлік университеті, Ақтөбе. ORCID: 0000-0001-6092-8191.



**Copyright:** © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY NC) license (<https://creativecommons.org/licenses/by-nc/4.0/>).