



## Role of Code-Switching and Componential Analysis in *Conflictogeme* Transfer in English, Russian, and Kazakh Media

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### Abstract

Conflicts are an integral part of human communication, significantly shaping social processes and interaction. Conflict is often escalated in news discourse across three linguistic and cultural contexts: English, Russian, and Kazakh. By applying componential analysis, the current study aims to explore the structural and semantic features of key linguistic units, as well as patterns of code-switching, which serve as significant indicators of cultural and linguistic dynamics. The central concept of the research is *conflictogema*, which refers to the linguistic and rhetorical strategies that shape conflict narratives in the media. The empirical data consists of an analysis of news articles and video interviews with Kazakh-speaking respondents on Instagram and TikTok platforms. The main findings highlight notable differences in the use of modality, attribution, and framing techniques, reflecting distinct cultural approaches to the perception of conflict. The study underscores the crucial role of language in shaping social perceptions of

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conflict and its impact on intercultural communication and media literacy. These insights provide a deeper understanding of conflict resolution processes and offer a critical perspective on how media narratives influence public opinion.

**Keywords:** Bilingualism, Code-Switching, *Conflictogema*, Componential Analysis, Intercultural Communication, Media Discourse.

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## Introduction

Conflicts are an integral part of human interaction, significantly shaping social processes and communication. From global crises to personal disagreements, conflicts are represented in the media in a manner not only how events are perceived but also how public opinion is formed. In the era of globalization, the way conflict narratives cross linguistic and cultural boundaries have become even more important, highlighting the vital role of media discourse in shaping the understanding of conflicts. Modern media do more than just transmit information; they actively create narratives using various linguistic and rhetorical strategies. One such strategy is the use of *conflictogemas*—linguistic units that construct meanings around conflict. These units not only reflect the presence of conflict but also amplify its perception. As noted by Nikitin and Karabulatova, *conflictogemas* can be sources of conflict and play a significant role in escalating tensions (Nikitin & Karabulatova, 2022). Studying *conflictogemas* is essential for understanding how language shapes public perception and plays a role in intercultural communication. Guzuma and Ogar opine that “the world is in conflict today due to violent communication, when two parties, people, and nations communicate violently without diplomacy it can lead to a war of words, conflict, disputes, disagreement, public disorder and a breach of the law of the land” (Guzuma & Ogar, 2023).

The bilingual and multilingual context of Kazakhstan adds another layer of complexity, as three languages—Kazakh, Russian, and English—interact within its media landscape. Owing to this trilingual conflict, code-switching, as a linguistic phenomenon, plays a key role in constructing media discourse, revealing cultural and social differences, as well as opportunities to bridge them. Code-switching is a conscious process in which a speaker switches between languages depending on the context. In the Kazakh context, code-switching has become a common phenomenon, particularly in cities, where speakers of Kazakh and Russian effortlessly switch between languages even within a single sentence. Moreover, code-switching can serve as a tool for demonstrating membership in a particular social group or professional community.

The problem addressed by this research lies in the limited exploration of how linguistic and rhetorical strategies, including the use of *conflictogemas* and code-switching, shape media narratives and influence the perception of conflict. Despite their importance, componential analysis has received little attention in studies of Kazakhstan’s media discourse. This study seeks to explore how conflict narratives are conveyed in the news discourse across three linguistic and cultural contexts: English, Russian, and Kazakh. Specifically, by applying componential analysis and investigating code-switching, this study aims to explore the distinct linguistic behaviors that emerge in such a context with the following objectives: (1) To analyze the linguistic strategies used to represent conflicts in media; (2) To examine the role of code-switching and its impact on the portrayal of conflict; (3) To use componential analysis to uncover the structural and semantic features of key linguistic units, including *conflictogemas*. In essence, this research aims to better understand how language constructs conflict narratives and how these narratives impact intercultural communication. The findings will contribute to the broader discussion of media literacy and offer insights into how media narratives influence public perceptions of social issues.

## Literature Review

### *Historical Aspects of Language Policy in Kazakhstan*

Language policy issues are always relevant in multinational states, as they are related to concerns about interethnic communication, language development, and the role of languages within national frameworks (Kitabayashi, 2024). In Kazakhstan, the development of the Kazakh language as a state language is an important topic and deserves a brief overview. The Kazakh language has undergone significant changes throughout history (Burkitbaeva & Olmez, 2024). Especially during the Soviet era, Kazakh identity was weakened by the active promotion of the Russian language. During this period, schools were closed in Kazakhstan, publications in the Kazakh language had ceased, and Russian began to dominate administrative functions. Moreover, due to political repression, including famine and forced migration, the population of Kazakhstan declined sharply in the 1930s, reducing it to a minority status in its ancestral lands (Altynbek, 2024).

By the 1960s, Russian had become the dominant language of science, education, and government administration, which had a long-term impact on Kazakhstan's linguistic environment. At this time, Russian achieved a dominant position, while Kazakh was relegated to daily, family communication. As a result, the older generation became the primary bearers of the Kazakh language, preserving it for transmission to future generations (Aubakirova, Kurmanbaiuly, & Atygaeva, 2024). After gaining independence in 1991, Kazakhstan began the process of restoring the Kazakh language as the state language. However, Russian retained its status as the language of interethnic communication, and English gradually assumed the role of the global language of integration. This process has contributed to the formation of a unique linguistic environment where Kazakh, Russian, and English coexist and interact, creating both new opportunities and challenges.

### Problems of Trilingualism and Language Interference

Trilingualism, defined as the ability to fluently use three languages depending on the communicative context, has become a prominent feature of the linguistic environment in Kazakhstan. It involves not only the coexistence of languages but also their mutual influence. According to Dolník (2024), the greater the differences between language systems, the more complex the process of mastering them, which often leads to interference. This interference occurs when elements of one language infiltrate another, causing deviations from linguistic norms. Ulanova & Katermina (2024) describe interference as the process in which multiple language systems operate simultaneously within the same speech community. For example, the Kazakh language frequently incorporates Russian borrowings, such as the words "давай" (let's), "конкретный" (specific), or "проблема" (problem), which are commonly used by Kazakh speakers in everyday conversation. Hintz, Voeten, & Scharenborg (2023) notes that such interference can weaken linguistic identity, as native expressions are often replaced with more accessible equivalents from a second language.

In Kazakhstan, interference is exacerbated by the dominance of the Russian language in professional and educational spheres. For instance, technical terminology is almost entirely borrowed from Russian, creating challenges in forming a Kazakh scientific language. On the other hand, English is increasingly used in the IT sector and international communications, adding a third layer of influence to the linguistic environment. Unlike interference, code-switching has also been prevalent in urban areas where people speak both Kazakh and Russian effortlessly and switch between languages swiftly and frequently. Olson (2024) classifies code-switching into three types: structural-grammatical, sociolinguistic, and psycholinguistic. As Villaabrille et al. (2024) emphasizes, code-switching serves various functions, including the expression of emotions, adaptation to the listener, and creating an effect of involvement. For instance, using Russian words in Kazakh speech, such as "Ну, сен знаешь" (Well, you know), allows the speaker to create an informal communication atmosphere. Moreover, code-switching can serve as a tool for demonstrating membership in a particular social group or professional community.

This study particularly focuses on the concept of *conflictogema*, a key element in shaping conflict narratives within media discourse. According to Nikitin & Karabulatova (2022), *conflictogemas* are linguistic units that contain conflict potential and are used to escalate tension or polarize opinions. These units act as important tools for manipulating public opinion, as they influence the emotional perception of the audience and shape the interpretation of events. *Conflictogemas* serve several key functions, each with its own linguistic realizations. For the sake of clarity, the main functions and examples of *conflictogemas* are presented in Table 1.

**Table 1:** Functions of *conflictogemas* in Kazakh, Russian and English.

Function of <i>Conflictogema</i>	Description	Examples (Kazakh, Russian, English)
Escalation of Conflict	Intensify the perception of threat or danger.	Қауіп төнді (Ugróza nadvígaetsya) - "Threat is looming", На грани катастрофы - "On the brink of disaster", Imminent threat to stability
Polarization of the Audience	Create opposition between groups.	Олар бізге қарсы (Oni protiv nas) - "They are against us", Противостояние усиливается - "The opposition is intensifying", Ethnic tensions rise
Creation of an Emotional Background	Use words with negative or dramatic connotations.	Қиындықтар жалғасуда (Trudnosti prodolzhayutsya) - "Difficulties continue", Кризис на пике - "Crisis at its peak", Crisis escalates
Mobilization of Public Opinion	Call to action or express solidarity.	Тілімізді сақтайық! (Sohránim nash yazyk!) - "Let's save our language!", Защита прав наций - "Defense of national rights", Defend our rights
Dramatization of Events	Exaggerate the seriousness of the situation to attract attention.	Ұлттық қауіп төніп тұр (Uzlytký qúip ténip тұr) - "National threat", На грани войны - "On the brink of war", War on corruption

## Conflictogemas in Multilingual Discourse

In the trilingual environment of Kazakhstan, *conflictogemas* can be amplified through code-switching. Switching between languages allows the speaker to use the cultural and emotional aspects of each language to enhance the impact. For example: Kazakh: "Қауіп төнді, но это решаемо" (Threat is looming, but it is solvable) — the combination of Kazakh and Russian reduces the tension. Russian: "Они опасны, себебі олар біздің жерімізге қауіп төндіреді" (They are dangerous because they threaten our land) — Russian enhances the drama, while Kazakh highlights national identity. Media discourse actively uses *conflictogemas* to attract the audience's attention, create conflict narratives, and mobilize public opinion. For instance, news headlines such as "Crisis threatens stability" or "Ethnic tensions on the rise" shape perceptions of instability and provoke an emotional reaction. Table 2 illustrates the influence of conflictogemas on audience perception.

**Table 2:** Influence of Conflictogemas on Audience Perception.

Linguistic Context	Example of Conflictogema	Effect on Audience
Kazakh	Ұлттық қауіп төніп тұр (Ugryóza natsional'noy bezopásnosti) - "National security threat"	Enhances patriotism, emphasizes national values.
Russian	На грани катастрофы - "On the brink of disaster"	Creates a sense of anxiety and urgency for action.
English	Imminent threat to stability	Highlights the global nature of the problem.

*Conflictogemas* are a crucial tool in media narratives, not only for transmitting information but also for creating an emotional background, shaping perceptions of conflict, and mobilizing the audience. In multilingual discourse, their significance is further amplified by the interaction with code-switching and language interference.

## Interference and Code-Switching: Interaction and Consequence

Smith, Holt, & Dick (2024) emphasizes that the interaction between interference and code-switching creates a complex linguistic dynamic. In Kazakhstan, this is evident in the frequent use of Russian language elements to clarify or strengthen an argument. For example: "Бұл дұрыс емес, по крайней мере для нас" (This is wrong, at least for us). This kind of interaction between languages enhances communication by drawing on the strengths of each language in specific contexts. Schneider (2023) developed a language matrix model explaining how bilinguals choose a linguistic code depending on the context. In media discourse, the choice of language becomes a strategic tool, allowing for manipulation of audience perception. For instance, Russian-language texts often utilize metaphors and hyperboles to amplify emotional impact, while Kazakh-language texts focus on emphasizing cultural values. This duality in language use reflects not only the linguistic diversity in Kazakhstan but also the strategic employment of language to shape public opinion and emotional response.

## Methodology

### Sampling

The study involved 50 participants representing various age groups, social statuses, and cultural backgrounds, providing a diverse perspective on the phenomena studied. The participants ranged from 18 to 65 years, and the sample included students, working professionals, retirees, and unemployed individuals. This diversity ensured the inclusion of opinions from different social groups regarding conflict-related messages in the news. A purposive sampling method was chosen to ensure a representative sample and capture a wide range of opinions. It is important to note that 60% of the participants were females, and 40% were males, ensuring a gender-balanced perspective on the news discourse. This approach helped identify differences in the perception of *conflictogemas* and code-switching based on socio-demographic characteristics.

### Data Collection and research procedure

The main data collection tool was semi-structured interviews, which allowed combining standard survey elements with the flexibility of open discussion. Interviews were conducted individually with participants mentioned in videos on Instagram and TikTok, connecting the study's results to real media consumption. The average interview duration was 30-45 minutes, providing ample time for an in-depth exploration of participants' opinions. The interviews included both closed and open-ended questions, facilitating the collection of both quantitative and qualitative data. The questions aimed to uncover the perception of code-switching, the role of *conflictogemas* in shaping news discourse, and the emotional impact

of conflict messages. Sample questions included: What role do you think language plays in conveying conflict-related messages? What linguistic techniques are most used in news messages about conflicts? Do you believe that the use of emotionally charged language intensifies tension between different groups? What role do editorial policies and corporate interests play in selecting controversial topics? What changes in the presentation of conflict-related news could reduce its impact on public opinion?

### Data Analysis

Data analysis was conducted using qualitative content analysis, which helped identify key themes and patterns in participants' responses. All interviews were recorded and transcribed, and the data were then coded using open coding methods. The study was conducted at the Department of Philology at the Non-profit Joint-stock Company "Toraigyrov University" (Pavlodar, Kazakhstan). The analysis focused on the following aspects: (1) How emotionally charged language influences the perception of conflicts? (2) What linguistic techniques (metaphors, hyperboles) are most frequently used to create conflict narratives. (3) How editorial policies and corporate interests shape topic selection and coverage. (4) How socio-demographic differences in respondents affect the perception of conflict messages. (5) What measures, according to respondents, could reduce the conflict-generating effect of news discourse.

The study paid particular attention to the use of componential analysis and code-switching as tools for analyzing media discourse. Componential analysis was applied to structurally study key linguistic units, such as *conflictogemas*. This approach helped identify which semantic components amplify the perception of conflict and how they change across three linguistic contexts (Kazakh, Russian, and English). Code-switching was considered a linguistic strategy affecting the perception of conflict messages. For instance, the analysis of interviews showed that switching between Kazakh and Russian was often used to soften emotional tension or, conversely, to intensify the impact by altering the tone and emphasis in speech. Including this aspect in the study allowed for a better understanding of how code-switching helps convey conflict narratives in Kazakhstan's multilingual environment. Based on the interview results, five main categories were identified, as presented in Table 3.

**Table 3: Major Categories of Code Switching.**

Category	Description	Examples
Emotionally Charged Language	The use of words and expressions to create a sense of threat or drama.	"Threat to national security", "Қиындықтар жалғасуда" (Difficulties continue).
Linguistic Techniques	The use of metaphors, hyperboles, and rhetorical questions to amplify the perception of conflict.	"War on corruption", "On the brink of disaster".
Influence of Editorial Policy	The role of editorial preferences and corporate interests in selecting news topics.	"Editors choose more dramatic headlines to increase ratings".
Socio-Demographic Differences	Differences in the perception of news based on age, gender, and social status.	"The youth reacts emotionally, while older people are more critical".
Measures to Reduce Conflict	Participants' suggestions for altering news presentations to reduce their negative impact.	"There should be more neutral language and a focus on conflict resolution".

This thematic analysis highlights key patterns and insights from the interviews, offering a comprehensive understanding of how various factors influence the perception of conflict in news discourse.

## Results and Findings

### Kazakh and Russian Bilingual Contexts: Code-switching

This study of code-switching patterns is based on typologies of code-switching. As Saputri, Fajar, & Sulistyowati (2024) noted, code-switching can be divided into two types: interoceptive and intersensory. Intersensory code-switching includes alternation, insertion, and analogical vocabulary. A more in-depth study of specific examples of these patterns can provide valuable insights. Villarin & Emperador (2023) describes a form of code-switching in which a component of language A consisting of words from language A is followed by a component of language B that does not contain any elements of language. These changes can occur at the word or sentence level. It is important to emphasize that bilinguals who are not fluent or fully proficient in their native language may also use it synonymously. This phenomenon is particularly common in northern Kazakhstan, where bilingualism is widespread due to the region's proximity to Russia and the frequent use of Russian alongside code-switching. Optionality can be seen as a strategy for overcoming linguistic problems and achieving referential functions. For example: Эрдайым пришлось доказывать (lit. Always we had to prove it). Олар представляют наш народ (They represent our people).

According to Saputri, Fajar, & Sulistyowati's (2024) analysis, reversion is common in stable bilingual societies. However, the pattern of alternation may deviate from the norm, as in the following example, where a foreign word is introduced at the beginning of an utterance before switching to the speaker's native language. This indicates that speakers may be more comfortable using their second language (L2) in terms of language proficiency. In addition, relationships such as familiar words, pronouns, adverbs, conjunctions, and prepositions may trigger code-switching, for example, *Когда энгіме айтасын* (lit. When you will talk). *Это уже почти екі ай қалды* (It is almost two months left). *Уже сонда* (Even then). *Потому что сен қатты билемейсін* (Because you don't dance well). *Ну, где-то жарты жыл* (Well, for about half a year). *Работодатель жилье береди* (The employer will provide accommodation) (Stan KZ, 2020). In these examples, the native language becomes the guest language and the other languages act as matrix languages. The morpho-syntactic constructions are built according to the norms of the second language. Such patterns are not considered examples of language interference.

Saputri et al. (2024) assumes that an insertion is the introduction of a newly added clause into a sentence in which the source language is dominant. This phenomenon can often be seen in everyday conversations and interviews. Saputri also argues that in the case of insertions, "the matrix order dominates". Selectivity is one of the factors influencing which pattern dominates in bilingual speech, and insertions can structurally consist of a single element or "many successive insertions". Furthermore, insertions can be considered an example of lexical interference. Vorobyova (2023) suggests that when it comes to direct cultural borrowings, "assimilation refers to cultural borrowing". Table 4 recounts examples of typical inserted grammar structures

**Table 4:** Examples of Typical Inserted Grammar Structures.

Kazakh	English	Russian
Inserted object between subject and predicate		
Мен <i>идея</i> айттым.	I shared the <i>idea</i>	Я высказал <i>идею</i> .
Мен <i>шутка</i> айтам	I will tell a <i>joke</i>	Я расскажу <i>шутку</i>
Маған <i>поддержка</i> берді	They gave me <i>support</i>	Они оказали мне <i>поддержку</i> .
Introductory word between subject and predicate		
Саған, <i>честно</i> айтсам, керек емес	<i>Honestly</i> , you don't need it	<i>Честно</i> говоря, тебе это не нужно
Саған, <i>по-моему</i> , құсайды	<i>To my mind</i> , he takes after you	<i>По-моему</i> , он похож на тебя
Attribute before the defined word		
Әр <i>профессионал</i> маман	Every <i>professional</i> specialist	Каждый <i>профессиональный</i> специалист
Әр <i>успешный</i> адам	Every <i>successful</i> man	Каждый <i>успешный</i> человек
Object between interrogative pronoun and predicate in interrogative sentences		
Қандай <i>шанс</i> бар?	What is the <i>chance</i> ?	Каковы <i>шансы</i> ?
Қандай <i>выгода</i> бар?	What is the <i>benefit</i> ?	В чем <i>выгода</i> ?
Adverbial modifier before predicate		
Онда <i>точно</i> болады	Then it will <i>definitely</i> be	Тогда это <i>точно</i> будет
Ол <i>обязательно</i> барады.	He will <i>definitely</i> go	Он <i>обязательно</i> пойдет

The analysis of insertion cases shows that the morphological structure of Kazakh is influenced by Russian, especially through the insertion of Russian morphemes in complement functions. Certain standards apply to the use of code-switching components. This means that certain elements, such as interjections, and adverbs, are more likely to be code-switched. Interestingly, grouped words, exclamations, pronouns, and adverbs were frequently inserted into the interviewees' speech, indicating the importance of these elements in bilingual communication: *уже* (already), *также* (also), *поэтому* (therefore), *потому что* (because), *потом* (then), *значит* (it means), *или* (either), *конечно* (of course), *например* (for example), *всегда* (every time), *только* (just), *все равно* (all the same), *сразу* (immediately), *еле-еле* (hardly), *по-моему* (in my opinion):

Similarly, insertions are seen in this expression: *Лучше сразу кетем, чем күнде қиналғанша* (I *immediately* leave right away *than* suffer every day) (Stan KZ, 2020). Commonly inserted elements, referring to adverbs, conjunctions, and pronouns include *уже* (already) with the function of a coordinating element: *Уже* екі ай өтті (It's been two months now) (Stan KZ, 2020). *Өйткені отбасым уже болған сон* (Since I had a family) (Dinara Satzhan, 2022a). It is typically inserted unconsciously and serves as a substitute for the Kazakh equivalent, which is expressed by two components: *қазірдің өзінде*. This type of insertion helps to reduce speech effort during communication.

The use of colloquial slang is another lexical interference in the speech of Kazakh Russian bilingual youth. Bilingual youth in Kazakhstan often use foul language, for example, *давай* (come on), *конкретный* (definite), *халява* (freebie), *в шоке* (shocked), *игнор* (ignore), *тупо* (stupid), *братан* (bro), *тема* (a good deal), *прикол* (joke). Kazakh youth might also use code-switching to demonstrate their fluency in both every day and literary languages. Additionally, the audience or interlocutor might perceive code-switching as a

humorous gestures. The "cultural" difficulty in translating obscene and slang expressions from Russian into Kazakh may also contribute to this behavior. Interestingly, some argue that using obscene language in a foreign language feels less offensive and harmful than in Kazakh. Moreover, the speaker's emotional state can significantly influence the use of slang.

Terms with positive connotations that express acceptance, and a positive attitude can also be identified: *короче говоря* (in short), *круто* (cool), *давай* (come on), *пойдет* (that's ok), *ужасно* (awesome), *блин* (damn). Slang expressing a negative: *офигеть* (to be shocked), assessment: *тупо* (stupid), *ничё* (nothing), *в шоке* (shocked). In addition, there are expressions related to the characteristics of a person: *понтовщик* (show-off), *лох* (sucker), *братан* (bro), *крутой* (cool). Additionally, they might perform the phatic role in the speech: *Тупо телефон көтермеді* (Stupidly didn't answer the phone) (Dinara Satzhan, 2022a). Tünte et al. (2024) identifies the main forms of code-switching from maternal to infant interoception. Code-switching occurs within the same sentence and includes subtypes such as insertions, where elements of one language are embedded in another language. Alternation, which involves switching between structures in different languages. Sequential lexicalization combines elements from different lexical lists into a common grammatical structure.

Brekhus (2023) also distinguishes between marked and unmarked code-switching, where unmarked code-switching conforms to listener expectations and social norms, while marked code-switching deviates from these expectations. Understanding these differences is important for analyzing how bilinguals use language in different social settings. de Bruin & Shiron (2023) argues that code-switching involves completely replacing a word, phrase, or sentence in another language, while borrowing involves taking a word or short expression from a less dominant language and changing its form.

Code-switching and code insertion are common in bilingual speech and can be seen as a potential threat to the integrity and purity of the native language. Some bilinguals rely on mixing words and phrases because they have limited linguistic ability or find it difficult to remember the correct words in their native language. However, it is important to recognize that code-switching and code insertion can also serve a practical function. In situations where both languages are actively used, inserting words and phrases from the other language can save time and effort, especially for bilinguals who are quick to memorize equivalent words. Despite the practical benefits, the impact on the original language must be considered and efforts must be made to maintain the original structure and purity. The use of double inclusions, where both languages are interchangeable within a single phrase or sentence, complicates communication and may confuse the listener: *То есть мен как қатын.* (That is me like a woman) (Dinara Satzhan, 2022a). The analysis of code-switching revealed that this linguistic practice serves not only communicative but also socio-cultural functions. It helps to adapt messages to various contexts, highlighting the speaker's identity and their affiliation with a particular socio-cultural group. For example, the following examples show the use of code-switching to simplify information transfer: *Әрдайым пришлось доказывать. Олар представляют наш народ.*

These examples illustrate the adaptation to a bilingual environment and the need for quick communicative response, which is especially characteristic of the northern regions of Kazakhstan. The analysis confirmed that the use of code-switching reduces cognitive load and serves a pragmatic function in multilingual contexts. Inserts, as a form of code-switching, play a crucial role in creating speech acts by integrating elements of a guest language into the matrix structure. Typical cases of inserts include: *Маған поддержка берді. Саған, честно айтсам, керек емес.* These examples demonstrate the dominance of the matrix language (Kazakh) while retaining elements of the Russian language. As Vorobyova (2023) notes, such inserts often serve as illustrations of cultural borrowing, where elements of the guest language help to express culturally specific concepts absent in the matrix language. Code-switching is also used to enhance rhetorical impact, especially in the context of conflict-related topics. For example: *Работодатель жилье береди.* Here, the mixing of languages emphasizes social or professional roles, helping to create a conceptual frame tied to conflict. The term "*conflictogema*" refers to such linguistic elements that create or amplify the perception of conflict in media discourse. Additionally, when emotionally charged vocabulary is used, code-switching can emphasize the emotional background: *Лучше сразу кетем, чем күнде қиналғанша.* The analysis also highlighted the significant impact of slang in the bilingual speech of Kazakh Russian youth. For example: *Давай, тупо, братан, прикол.*

Slang elements enhance the communicative function of code-switching, including a humorous effect. Youth often use such words to demonstrate their flexibility in mastering two languages, as well as to construct their social identity. Table 5 exemplifies slang elements in bilingual speech.

**Table 5: Examples of Slang Elements in Bilingual Speech.**

Emotionally Positive Lexicon	Emotionally Negative Lexicon	Personality Traits
круто, пойдет, ужасно	офигеть, тупо, ничё	понтовщик, братан

This table supplements the previously presented data and helps to systematize examples of code-switching usage. Code-switching and inserts are essential tools in bilingual speech, especially in media discourse. They help to adapt speech acts to the target audience, serving pragmatic, emotional, and identity functions. However, excessive use of inserts and code-switching may blur the boundaries between languages, which warrants further investigation.

### *Linguistic Aspect of Comparative Study: Kazakh and Russian*

Congruent lexicalization is a type of code-switching that involves using similar grammatical structures shared by two languages, either partially or fully (Saputri et al., 2024). Another term for this phenomenon is integration. Grammatical interference, on the other hand, refers to the mutual influence and penetration of two contacting languages at the morphological and syntactic levels. It results in deviations from the grammatical norms of one language under the influence of the other or the transfer of grammatical functions from one language to another. Shulga (2024) states that “grammatical interference occurs when the rules of arrangement, coordination, selection or mandatory change of grammatical units included in the system of the S language are applied to approximately the same chains of elements of the C language” or in situations in which the speaker’s bilingualism is developed to the extent that the L2 has an impact on the grammatical functions of the L2.

A bilingual uses the grammatical structure of a matrix language when speaking in both languages. But occasionally, the simultaneous employment of both languages’ grammatical structures can be observed in a single phrase. This is true for both languages’ morpheme usage. When grammatical codes are mixed, a new morphosyntactic structure is produced. The ability of a bilingual to use two languages and swiftly modify the structure of a matrix language may be the primary cause. Saputri et al. (2024) defines this type of congruent lexicalization as a “word-internal borrowing phenomena that result from shared grammar”. For languages with comparable grammar, this was true. However, Kazakh and Russian are not comparable languages. Furthermore, they are members of separate typological groups: Kazakh is an agglutinative language, whereas Russian is a synthetic language. In this view, congruent lexicalization examples display an unconventional form of intra-sentential switching. Following his study on congruent lexicalization, Rubakova & Vasko (2022) argues that “Code mixing might, however, be a precursor of attrition”.

Congruent lexicalization can be split into three broad categories: single constituent, multiple constituents, and non-constituent. A single constituent is a kind of determiner phrase, e.g., Біз осы кедейлік зона-сынан қалай шығамыз? (How will we get out of the poverty zone?). Structures with multiple constituents are embedded clauses such as: “Мен все равно творчество-ға кетем” (Anyway, I will go into creativity). Non-constituent models are open models: Олар соны никогда не говорили. (They never said that) (Stan KZ, 2020). The examples presented above demonstrate that the matrix language, which establishes the structure of the utterance, is the dominant language. In each case, insertions are subordinate to the agglutinative grammatical structure of the matrix language, which is Kazakh.

Morphological analysis of congruent lexicalization methods has revealed that certain parts of speech are particularly susceptible to grammatical modifications. One common type of morphological insertion is verb insertion. Wohlgemuth (2009) classified verb insertions into direct insertion, indirect insertion, light verb strategy, semantic borrowing, and paradigm insertion. Forker’s study examined the Russian verb insertion techniques into the languages of the former Soviet Union, focusing on grammatical, areal, and sociolinguistic features. The study found that one of the key relationships among semantic borrowings was a morphological type. Direct insertion with the use of the Russian verb stem+Kazakh suffix *a*: rus. *zvonit* (to ring) – kaz.: *zvonda* (call me). The argument was put forth that a suffix attached to the borrowed words ‘has been categorized as a reflex of the native Turkic verbalizing suffix’ (Forker, 2021). This inserted modified form on negative language transfer in the speech of Kazakh Russian bilinguals: “звонда” (derivatives: *звондады* (called me), *звондайды* (he /she will call me), *звондаймын* (I will call you) has become a common colloquial form; however, forms of this nature constitute a violation of the speech norm.

Intra-structural attribution is a common practice where congruent features with the guest language are named or transferred. Kazakh and Russian belong to different language groups, with Kazakh classified as agglutinative and Russian as inflectional and synthetic morphologically. Bilinguals often create grammatical meanings by adding inflection to the base of a word, particularly in accusative and creative cases where nouns are frequently inflected. This demonstrates grammatical interference, where native language grammatical standards are transferred during code-switching. Examples of inflected inclusions show the use of suffixation by adding Kazakh word-formation suffixes to the root of the Russian term. The following are some examples of inflected inclusions in use: *халыва-ны* жақсы көрет. (*They like freebies*). The suffix *-ны*, which is added grammatically, forms the accusative case; prepositional case, second person, plural: *Поток-та* жүресін. (You go in the *stream of people*); possessive case *Крыз* –ініз кім? (What are your surroundings?) (Dinara Satzhan, 2022b); ablative: *звук* –пен (With the sound).

The frequent use of inflected inclusions can be attributed to the bilingual speech generation mechanism, where the nomination of an object establishes syntactic relations and expresses grammatical

meaning. In the examples given, the nomination was expressed through various cases of the Kazakh language. This process occurs consciously and automatically for speakers and is not difficult. Psycholinguistic factors also play a significant role as morphemic switching occurs at the conceptual level. The matrix language remains dominant, and this pattern requires a high level of language competence in two languages to build a sentence structure with proper grammar. However, the use of such forms can lead to language loss in the normal functioning and development of the language.

In addition, there is a tendency to borrow blog names with some modifications. For instance: the blog titled "Мамский әңгіме» (*Mothers' Talk*). This name was derived from the Russian blog 'Мамский форум'. *Форум* (forum) was replaced with Kazakh *әңгіме* (talk). For instance, the following is an example of a radical structural borrowing modification to the grammatical structure in line with the type of guest language: *Қыздар-ский намеқ* (*girls' hint*). The phrase structure N+suffix+N communicates attributive relationships. These inclusions serve to provoke a sense of humor and irony. The allusion to the motivating word's conventional affiliation is where the irony lies. The inclusion of the Russian suffix *ск-ий* fulfills the role of injecting humor and, thereby, attracting the audience's attention.

The humorous function of code-switching is characterized by using foreign language speech units to create jokes and generate laughter. Bilingual speakers employ linguistic building blocks such as morphemes and words from two languages to generate multilingual puns that are intended to be funny and entertaining. Inter-sentential code-switching refers to the use of entire sentences or phrases from one language during another. The examination of examples has revealed a variety of inter-sentential switching patterns. In oral communication, speakers frequently use preceding phrases and expressions to convey emotions or emphasize a point. For instance, in the following example, the speaker uses a line from the Hollywood movie "A Good Cop, A Bad Cop" as a preceding phrase to engender a humorous effect: 'Үйдегі жаман полицейский сен ба?' (Are you a bad cop at home?) – "Иә, плохой полицейский –это я!" ('Yes. A bad cop is me') (*Mom's Story, 2022*). Such switching demonstrates the realization of the self-identification function, as the speaker stresses their proficiency in a second language and may be trying to impress their listener.

The expression of emotion through the employment of common exclamations of agreement, assent, and adoration: e.g. *Ужас!* (Horror!); *Как круто!* (It's cool!); *Как это здорово!* (How great is that!); *Я в шоке!* (I'm shocked!); *Без проблем* (No problem); *Ничего страшного.* (It's not a big deal). The process of code-switching affects the creation of spoken utterances and requires significant linguistic effort from the speaker. After forming a motive and an internal program of utterance and communicative intention, the choice of lexical and grammatical tools in the second language is the final step. This conscious transference of codes demonstrates the theory that linguistic deviations, particularly the use of predetermined phrases and spoken clichés, may lead to harmful interference.

*Conflictogema*, as a key concept of this study, manifests in language using rhetorical devices such as metaphors, hyperboles, and emotionally charged expressions. For example, during the analysis of interviews, we identified cases where phrases like "war on corruption" or "crisis on the doorstep" intensified the perception of conflict, creating the impression of a crisis even in the absence of an objective threat. These lexical elements not only structure perception but also function as *conflictogemas*, capable of provoking polarization of opinions and increasing emotional tension in society. Besides, componential analysis revealed the structure of key *conflictogemas*. For instance, the metaphor "war on poverty" includes components of struggle and antagonism, which contribute to the perception of a social issue as a conflict. A comparative analysis of linguistic units in Kazakh and Russian contexts showed that such elements are more prominent in Russian, where vivid metaphorical constructions are used, while Kazakh tends to rely on neutral and descriptive vocabulary.

Code-switching plays a crucial role in the perception of conflicts. For example, switching between Kazakh and Russian often accompanies the intensification of the emotional tone of statements. One of the interview participants noted: "Біздің отбасымыз уже разваливалась, потому что біз ортақ тіл таппадық" (Our family was already falling apart because we didn't find a common language). This statement demonstrates how the use of elements from different languages helps express emotional states and convey the nuances of interpersonal conflict.

Media framing has a significant impact on the perception of conflicts. For instance, interview participants emphasized that headlines like "A Threat to the Nation" or "The Country on the Brink of Crisis" create a sense of anxiety and strengthen the perception of a threat. Editorial policies also play a role in selecting conflict topics. One participant remarked: "The news is often specifically chosen to provoke controversy, because it boosts ratings." This comment highlights the influence of editorial rhetoric on shaping public opinion. Including examples from the interviews helps underscore the empirical foundation of the study. Here are a few additional quotes: "Metaphors like 'war on poverty' make you feel that everything is in a state of struggle, even if the problem could be solved in another way." "When journalists use words like 'threat' or 'crisis,' they amplify the tension, even though it may not necessarily be true." "Code-switching helps us express emotions, but sometimes it makes speech more difficult to understand."

These examples not only support the theoretical framework of the study but also provide a real-world perspective on how linguistic practices shape conflict narratives and influence public perception.

Standard colloquial clichés are widely used in mass communication, including newspaper writings, public discourse, and everyday speech, and serve as quotation marks. They have become increasingly prevalent, and bilinguals incorporate them into their daily lives. The presence of written materials in both Russian and Kazakh languages reflect the simultaneous operation of both languages, which is sometimes required due to Russian being declared the official language in the Republic of Kazakhstan. The availability of governing, legislative, legal, and business documents in both languages is necessary for effective communication. Many bilinguals find it easier to speak without relying on translations in Kazakh because they have memorized commonly used speech clichés from the social realm and can automatically reproduce them in speech situations. For instance, in the example presented below, the economic term «не рентабельно» (not cost-effective) is used. Phrases and clichés of this nature are stored in the speaker's memory. As such, the speaker does not need to invest effort in reproducing the speech stream within a given context, e.g., "Үкімет ақша салу керек. *Это может быть не рентабельно.* Бірақ ол біздің жастар киноға барады" - (The state should invest money. *It can be unprofitable.* Our youth will go to cinemas) (Dinara Satzhan, 2022c).

The usage of vocabulary from social networks and blogs in Russian is also evident in bilingual speech. This is likely due to the lack of translated equivalents for these terms in Kazakh. One such example is the prevalent term "like" used in social media platforms, which has become widely recognized and used in both languages. Bilinguals can seamlessly incorporate these terms into their speech without any difficulties: e.g., *Качество жизни, деймыз.* (We call it *the quality of life*) (Dinara Satzhan, 2022c). To incorporate quotes or aphorisms from another language into speech, bilinguals may utilize the quote feature of code-switching. This technique involves quoting comments or portions of them in a different language. Such switches can serve several critical functions, including emotional emphasis, expression, and idea amplification. In interview talk, instances of quotations being repeated are referred to as reported speech. The speaker's use of direct inclusion serves the purpose of presenting an accurate depiction of the circumstances.

Thus, the analysis of examples allows presenting a systematic table of specific features of the three types of code-switching. The diagnostic values were proposed by Saputri et al. (2024) with supplemented features worked out in this research. Their study proposes that patterns of insertion, alternation, and congruent lexicalization in code-switching can be explained by both psycholinguistic and sociolinguistic processes. The study reiterated that psycholinguistic aspects are related to the degree of "activation of components of both languages in speech production". Additionally, Saputri et al. (2024) also identified the types of code-switching that are related to various social bilingual groups based on sociolinguistic characteristics. Analysis of code switch instances has shown that sociolinguistic factors significantly affect the type of switching and the way that functions are implemented. In an interview setting, one of the variables that could prompt a bilingual person to switch to a guest language is the conversational topic. The language used and the subject-thematic function are both influenced by the topic of communication. In Kazakhstan, active bilingualism denotes the active use of two languages in speech, with the speaker transitioning between the two languages automatically and according to the communication's context, even though they both have the same level of linguistic proficiency.

Code mixing is the practice of including or emphasizing the distinctive speech of the communicant while a substitute is carried out through switching. Saputri et al. (2024) also notes that the execution of code-switching's communicative-pragmatic function involves the addressee and discourse orientation, with the speaker establishing interpersonal connections by projecting their attitude toward the interlocutor and the subject of discussion. This study identifies designated switching as achieving an emotional function and focusing on expressive antagonism and metaphorical switching as serving a referential function when a term or slang has no counterpart. Recent trends in Kazakhstan show an active blending of Kazakh and Russian languages due to various socioeconomic circumstances. The declaration of Russian as the language of interethnic communication is an effect of official reforms in language policy. The usage of Russian student jargon as a technique of intercultural communication is prevalent in the context of young students.

Kazakh society can be divided into two groups based on their educational background: Those who completed their education in Kazakh and those who did so in schools where Russian was the primary language of instruction. This geographical stratification also plays a role, with the population in the north of the country, where a larger proportion of people speak Russian, experiencing more aggressive linguistic interference. In contrast, the south of Kazakhstan is more uniform and predominantly speaks Kazakh, which leads to less interference in bilingualism. Furthermore, the development of information has influenced active bilingualism, as seen through the widespread usage of bilingual literature, including manuals, pamphlets, information sheets, and reference materials. This has helped to strengthen and equate cultural foundations. Summing up the survey of factors influencing the choice of code-switching type we can conclude the following:

**Table 6:** *The Factors, Influencing Code-Switching Types.*

Code-switching type	Insertion	Alternation	Congruent lexicalization
Linguistic aspects	Domination of the syntax of the matrix language.	Matrix models with discourse markers, linkers	Typologically different languages, but the use of grammar adjustment of morphological structures
Social and extralinguistic aspects	Stable bilingual community, socially and historically associated	Unconscious transference in spontaneous speech, tradition of languages mixing; high language bilingual competence	Kazakh and Russian languages are equal for interlocutors and exploited in daily speech.

Language contacts lead to various modes of code switching. Negative language transfer issues are topical for the Kazakh language community. Nevertheless, recent years have seen the Kazakh language gain greater importance, with the government's "Rukhani Zhangyru" program for spiritual renewal placing a strong emphasis on elevating the status of the Kazakh language, which in turn promotes cultural identification among members of the population. Furthermore, the analysis of the interviews revealed five main themes: the use of emotive language to increase the perception of conflict; linguistic techniques that increase the potential for conflict in news discourse (metaphors, hyperbole); the influence of editorial policies and corporate interests on the selection of controversial topics; differences in the perception of conflicting news by different social groups; and possible measures to reduce conflict in reporting (See [Table 7](#)).

**Table 7:** *Main Themes and Their Description from the Interview.*

Theme	Description	Examples from interviews
Linguistic devices (hyperboles, metaphors)	Metaphors and hyperbole are often used to describe the conflict, creating an exaggerated perception of reality.	"The phrase 'fighting corruption' is a metaphor that creates the idea of a constant battle, when in reality the problem may not be that serious."
Emotional language	Use words like "crisis," "threat," and "danger" to heighten the perception of conflict and grab the audience's attention.	"Headlines like 'Threat to the Nation' and 'On the Brink of Crisis' grab attention but also create tension."
Editorial policies and corporate interests	News selection and presentation are influenced by internal editorial policies and the economic interests of news owners, leading to increased conflict in the events reported.	"Editors often tailor the news to their readers' interests, selecting topics that will generate public interest, even if it brings additional stress to society."
Measures to reduce conflict in the news	Possible steps to reduce conflict in news discussions: more neutral language, focus on resolving rather than escalating issues.	"To reduce conflict, we need to use more neutral language and emphasize ways to resolve conflicts rather than focusing on the negative aspects."
Differences in perceptions between social groups	Different social groups receive conflicting news differently, depending on their cultural, social and political preferences.	"Younger people tend to react more emotionally to conflicts in the media, while older generations may be more critical and skeptical of the news."

To further support our findings, we examined direct quotes from interview participants. One participant said, "It can sometimes seem like newsrooms are deliberately choosing controversial topics to boost ratings, even if they do not reflect the true scale of the problem." This comment reflects the influence of our editorial policies on the selection of controversial topics. Another participant said, "Headlines like 'Crisis on the Brink' immediately grab attention, but they also create fear in readers." This supports the conclusion that the media actively use emotionally charged language to raise awareness of conflict. Another respondent said, "Often used metaphors like 'war on corruption' create the impression that there is a violent conflict, but the real situation is much more complex and not necessarily dramatic." This quote supports the conclusion that metaphors and hyperbole increase the likelihood of conflict in news discussions. One participant said, "Young people are more receptive to emotional news, but older generations take such news more seriously." This highlights the importance of considering age and social differences when analyzing the reception of conflict-related news. One respondent said: "Journalists sometimes do not think about the consequences of their words, but what they say can add fuel to the fire of conflict." This confirms the need for a more balanced approach to conflict reporting. These direct quotes from participants support our findings and highlight the relevance of the proposed themes.

To clarify the role of *conflictogemas* in the study, it is important to specify how standard conversational clichés and quotes affect the perception of conflicts. *Conflictogemas* can manifest using standard expressions and clichés that borrow emotional coloring and intensify the perception of conflict. For

example, the phrase "не рентабельно" (not profitable), when used in combination with emotionally charged markers, may be perceived as provocative or as emphasizing economic problems. This enhances the perception of the issue and shapes certain social attitudes. Componential analysis helped identify the key linguistic elements that form *conflictogemas* in the context of Kazakh and Russian languages. For example, the term "не рентабельно" is analyzed as part of a phrase cluster, where the inclusion of a Russian element strengthens the emphasis on the economic aspect. Analyzing the structure of such phrases allows us to clarify how linguistic elements from different systems interact in bilingual speech, creating a foundation for the perception of conflict.

Code-switching plays a key role in conveying conflict-related messages in this context. For example, the use of terms from social media, such as "like" or "качество жизни" (quality of life), allows bilingual speakers to combine linguistic systems to achieve greater expressiveness. This not only facilitates communication but also creates potential conflict zones if such expressions are perceived as an attempt to impose foreign influence. Examples from the study demonstrate how code-switching becomes a tool for strengthening social and emotional ties with the audience. Media framing enhances the perception of conflicts through the emphasis on specific lexical and rhetorical strategies. For example, quoting expressions from social media in the media creates an emotional reaction from the audience, drawing attention to specific topics. The use of expressions like "качество жизни" or "не рентабельно" in the context of economic discourse contributes to the creation of frames that highlight the complexities and contradictions in the discussed topics.

One interview participant noted: "We often use expressions like 'не рентабельно' because they accurately convey the idea. But when used in a negative context, they intensify the perception of the problem, even if it's not that critical." Another respondent pointed out: "Social media dictates the language. We use terms such as 'like' because they have become part of our culture, but this sometimes draws criticism from the older generation." Yet another participant added: "When we talk about problems, phrases like 'качество жизни' allow us to convey the idea more quickly. But they can be perceived as a sign of foreign cultural influence." These examples illustrate how linguistic practices and media framing are crucial in shaping the perception of conflicts, as well as the role of code-switching and componential analysis in understanding the dynamics of conflict communication in a multilingual context.

## Discussion

The purpose of this study was to identify the features of the transmission of conflict topics in news discourse and their impact on public perception of the conflict. We sought to understand how the media shapes the perception of conflicts and how this affects public opinion. This study found that the choice of words and context strongly influenced the emotional reactions of viewers, highlighting the importance of responsible reporting of conflict situations. The main objective of this study was to examine the concept of conflict communication in news discourse, with a particular focus on how conflict is constructed and communicated across different media platforms. This study aims to identify the complexities involved in conflict representation by analyzing the linguistic choices, narrative structures, and compositional techniques used by journalists. Understanding these mechanisms is important for understanding how news shapes public perceptions and influences public attitudes toward different conflicts (Wodak, 2001). The rationale for this finding is rooted in the literature on media framing and conflict representation.

Research shows that the framing of a conflict can significantly alters audience perceptions. For example, Ciurel (2023) argues that framing involves selecting certain aspects of perceived reality and giving them greater prominence in the text of a report, thereby influencing the interpretation of events. This is evident in studies of US news media coverage of international conflicts, which often emphasize narratives that align with national interests (Huland, 2024). These findings highlight the role of the media not only as passive transmitters of information but also as active participants in shaping public debates around conflicts. Our results showed that the polarization of opinions among the study participants increased significantly when conflict cues were used in the news. One respondent said, "When we read news stories about conflict, we often feel like we are part of the conflict, even if we don't know all the facts." This is supported by a wealth of research that shows how this can reinforce existing biases and inflame emotions (Smith et al., 2024).

Furthermore, many participants stated that their perception of the conflict was influenced by the way it was presented. One participant said, "If the media shows us that conflicts can be resolved, we may believe in the possibility of peace, but if they only show us acts of aggression, we will become pessimistic." This shows that news coverage has the power to not only convey information but also shape public mood and attitudes toward conflict (Orlov, 2024). Moreover, this finding is also consistent with the work of Van Dijk (1998), who discusses the concept of "controversy as social practice." His analysis highlights that media discourse is a product of social context and a tool that can perpetuate certain ideologies. This study examines a variety of case studies that show that different news organizations use different linguistic strategies and compositional devices that often reflect political and cultural biases specific to their

respective contexts. We have demonstrated this. This suggests that post-conflict transfer is not only related to content but also to the contextual lens through which the conflict is viewed and interpreted.

The implications of this study extend beyond academic debate. They highlight the responsibility of news organizations to be conscious of their compositional choices. Given the power of the media to shape public opinion and policy, journalists and editors need to take a serious look at how conflicts are covered. This is especially important in the age of disinformation, where biased representations can exacerbate tensions and misunderstandings between communities (Hobbs, 2010). By promoting more balanced and nuanced representations of conflicts, media outlets can contribute to more informed and sensitive public debates. Finally, this study opens the way for further research into the transfers that cause conflicts. Future research could examine how user-generated content changes traditional framing strategies and examine the impact of digital media and social media on the dissemination of conflict narratives. Moreover, comparative analysis across different cultural contexts deepens our understanding of how conflicts are expressed on a global scale. Exploring the impact of these representations on public sentiment and behavior can further shed light on the complex relationship between media discourse and social perceptions of conflict.

Based on the findings, it can be concluded that news discourse has a significant impact on public perceptions of conflict. Conflict themes used in the media not only reflect reality but also shape public opinion and contribute to polarization. Research participants noted that the emotional tone of news often suppresses rational perception of information and can lead to misunderstandings of conflicts and their causes. The results showed that news formats that emphasize a constructive approach to conflict resolution contribute to more positive perceptions and encourage less aggressive discussion. Future research could be expanded to examine the impact of different news formats (e.g. video, text, and social media) on conflict perceptions. In addition, it would be useful to conduct a comparative analysis of conflict perceptions across cultures, which could reveal cultural differences in the perception of media messages. Finally, the possibility of introducing educational programs aimed at increasing media literacy among the population, which could contribute to a more critical perception of news content, should also be considered.

## Conclusion

In conclusion, this study focused on the concept of transference that generates conflict in news discourse and revealed the complex ways in which conflict is framed and communicated across media platforms. An analysis of linguistic strategies and narrative techniques reveals that media representations play an important role in shaping public perceptions and understandings of conflict. The findings of this study highlight the importance of recognizing media as active participants in constructing social reality and influencing how audiences interpret and engage with conflict narratives. Furthermore, this study highlights the influence on news organizations and underscores the need for ethical and responsible reporting. Given that media coverage can have a significant impact on public opinion and behavior, journalists need to critically evaluate their framing choices to avoid perpetuating bias and misconceptions. This is especially important in situations characterized by misinformation and polarization of viewpoints that increase the likelihood of conflict escalation. Last, but not the least, this study opens important avenues for future research and suggests a deeper exploration of the digital media landscape and its impact on conflict expression. By examining user-generated content and cross-cultural perspectives, researchers can gain a more complete understanding of how conflicts are viewed on a global scale. As media continue to evolve, further research into the dynamics of conflict metastasis will be important to promote informed public debate and a more nuanced understanding of complex global issues.

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