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Linguistic-Personological Strategies and Practices of Commenting on Political Texts in Virtual Space

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Abstract

This study addresses the issue of the human factor in speech production and generating texts concerning the historical preconditions and individual features. It also aims to determine the parameters of personal and textual text generation in Kazakh and English political Internet commentary. Taking the content, form, and function criteria of the secondary text as the classification basis, the authors identified the parameters of text generation within the subjective (personal) and objective (textual) textual activity strategies. To study Internet comments, collect data, and analyze contextual material, the authors utilized comparative, descriptive, and quantitative methods. In so doing, the elements of linguistic-personological and derivational methods of text analysis were implemented. The results showed the index of subjectivity manifesting through associativity, emotionality, and conjecture, while the index of objectivity manifests through keywords and content/form copyability. The study's novelty is in its attempt to comprehend the dominant textual activity in the generation of political Internet comments in the Kazakh and English virtual space from linguistic-personological and linguocultural viewpoints.

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1. Introduction

In recent decades, communicative linguistics, particularly rhetoric, interactive sociolinguistics, and speech ethnography, have shown a special interest in the everyday sphere of language functioning and daily discourse. Over the past 20 years, modern linguistics has considerably increased its attention to the everyday “linguistic existence” of the native speaker, which is manifested mainly in the various studies of seemingly marginal discursive areas and the corresponding genres: fashion magazines discourse, interpersonal communication, declarations of love, congratulations, compliments, small talk, family talk, sports discourse, and online discourse in various forms of communication (chat, forum, Internet commentary, etc.). These spheres of language functioning certainly play a significant role in the everyday life of a modern person and deserve linguistic research. It is the interest of modern linguistics in various spheres of the everyday linguistic existence of a person (particularly the political sphere) that determines the relevance of the present study. Similarly, assessment and interpretation of political events are closely associated with the minds of native speakers as they tend to act as a reader to read political media texts as well as their commentators (Yergaliyeva et al., 2020). The development of the Internet brought such specific social structures as social networks, news websites, online shopping websites, blogs, etc. “They are not only described but, by manipulating data, social structures can also be constituted and modified” (Krämer & Conrad, 2017, p. 1).

As Lilleker and Michalska (2013) point out, blogs, social networking sites, and Facebook provide a communication space for politicians and their listeners or viewers to discuss political issues. Additionally, blogs and social networking sites present an opportunity for acquiring necessary technological know-how (innovations) for effective interaction. Online platforms and technologies allow individuals in politics to promote themselves online directly. Moreover, interactive features, especially those that allow for conversations, are proving useful for advancing learning (Cho et al., 2003) and community building (McLeod et al., 1999). For example, the communication strategies of Members of the European

Parliament (MEPs) can engage citizens with a website that functions as a communication medium and create communities. Interaction can be allowed on a website or alternative platforms such as blogs, Twitter (Jungherr, 2016; Stier et al., 2018), and video and image sharing sites, whose use among political actors is increasing (Jackson & Lilleker, 2009, 2010). Metz et al. (2020) show that a more emotional and personal style is a useful tool for managing the impression of politicians. Publishing emotional and private content has a positive effect on audience engagement, suggesting audience demand for more personal and emotional impressions of public figures online.

A number of foreign and Russian scientists are studying the problem of text formation of Internet comments in different aspects of its manifestation in the language; however, this issue has been studied very little, especially on the material of Kazakh Internet comments. In the study of Internet commentary, special attention should be paid to articles on the aspects of political issues such as the manifestation of national features in linguistic personality (Kitaygorodskaya & Rozanova, 2003; Polynichenko, 2010; Yergaliyeva et al., 2018, 2021).

The focus of the study is political Internet commentary, one of the most common genres of online communication, with the case of Kazakh and English language space. The aim of the study is, therefore, to determine the values of the linguistic-personological parameters for personal (subjective) and textual (objective) generation of Kazakh and English political Internet comments.

The preliminary analysis of the Internet comments allowed us to put forward the hypothesis that English-language comments are created under the influence of personal factors, whereas Kazakh comments, written in both Russian and Kazakh, are created under the dominant influence of textual factors.

The study is novel because it attempts to comprehend, from linguistic-personological and linguistic-cultural viewpoints, the dominant textual activity in the generation of political Internet comments in the Kazakh and English virtual spaces and to apply derivatological text description methods for identifying the

strategies and tactics of virtual linguistic personality's textual activity.

2. Theoretical Framework

The virtual environment creates an environment for political interactions among citizens to learn about political issues and discuss political events, all of which depend on media and communication infrastructure (Engesser et al., 2017; Häussler, 2019; Martin et al., 2015). Di Gennaro and Dutton (2007) believed that "the Internet plays an important role in reconfiguring the social networks of many users" (p. 591); moreover, the Internet is not only an information environment but also a space for creating online friendships. The dynamics of online friendship are determined more by the idiosyncratic digital choices that Internet users make than by any mechanistic social or technological determinism.

In everyday political communication in written or virtual-electronic form, the online commentary is of undeniable interest to researchers. To date, this objective of the research has been studied in various aspects. For example, research by Golev and Shanina (2013) presents a conceptual analysis of the frames that form in the network discourse of ideologized Internet sites. Methodologically, the work synthesizes both traditional lexical-semantic and statistical approaches to the analysis of the speech embodiment of concepts (e.g., content analysis) and cognitive-discursive methods of frame analysis, which allow "modeling the everyday political world picture" (Golev & Shanina, 2013, p. 183).

Ivkovic (2013) examines the linguistic relations expressed in the sections of YouTube web pages. The objective of the study was the investigation of Internet comments uploaded to the video songs performed at the Eurovision Song Contest. The results of the research showed that singing in a non-native language generates mostly negative comments. As per the researcher (Ivkovic, 2013),

The YouTube online forums associated with the ESC have a large number of users from varied linguistic backgrounds who, because of their interests in song performance, are particularly attentive to language-related issues, such as the accent

of the performers and the choice of language of the songs. (p. 2)

Consequently, in the wake of social structures and communicative sites, new texts are appearing in the form of commentaries, one of which is microblogs, which have been studied by Chinese linguists (Xu et al., 2020). According to them, microblogs are short texts that are often characterized by deliberate incoherence, neologisms, and abbreviations. The task of their research was to determine the level of textual emotion, for which they proposed a model for classifying microblogging emotions (Xu et al., 2020). Linguists Luo and Chen (2020) also work in this area on the qualitative analysis of English text using recurrent neural networks and semantic segmentation. They proposed a model for analyzing English text quality based on attention, which means the composing of English text based on the attention mechanism and the influence of semantics. In their paper, they introduce an "a recurrent neural network attention model", which introduces information about the object in text composing (Luo & Chen, 2020).

In addition, a linguistic-personological approach to the study of politically marked Internet commentary has been actively developed (Betz, 2012; Savelieva, 2015). The study of Internet commentary on political articles addresses the expression of linguistic personality qualities and the implementation of linguo-personological strategies for commenting on the source text. The approach is based on the dialectics of the typical and the unique, the invariant and the variant, and the stereotypical and the creative within the linguistic personality and speech behavior. Internet comments, as secondary texts, implement the derivational potential of the source text. This is shown by the fact that Internet comments contain mutational innovations, indicating a change in the internal form of the text and its functional orientation. In this approach, the term "secondary text" is used in its broadest sense as "a text created on the basis of another text, from the title to all kinds of translations and renderings of the text" (Melnik, 2014, p. 70). When analyzing the derivational-motivational development of a text, there is an emphasis on the basic, original text, which is reproduced in its totality or component by component. At the

same time, "any secondary text contains an element of innovativeness, although theoretically, its degree may be zero" (Melnik, 2014, p. 149).

The commentary is produced by a linguistic personality, reflecting its inherent linguistic abilities, which together constitute the mental image embodied in the secondary text. That is, the implementation of the derivational potential of the text is also influenced by the linguistic-personological factor: the individuals, their intentions, and their language abilities because the author of each commentary text has a personality that belongs to a particular linguistic community whose national and cultural features are manifested in their values, worldview, and ideology.

3. Methodology

The study materials were the texts of Kazakh and English Internet commentaries posted on the information portals Nur.kz and Fox news.com and articles on political topics. We have selected the political articles most commented on in 2021–2022 for the study.

One hundred Kazakh and one hundred Russian texts of Internet comments were collected and analyzed using the method of continuous sampling. Each commentary text was compared with the source text that had been the motive for creating the commentary itself.

Our comparisons of form, content, and function were based on the model of the text-derivatological analysis of derivative texts developed by Melnik (2014). This methodology is based on the theory of derivation and the theory of linguistic personality. The model is illustrated in Figure 1. It is argued that secondary text is formed according to a semasiological or an onomasiological model. The semasiological model assumes that secondary texts are created on the basis of the formal-semantic units of the primary text, and the onomasiological model assumes that the content of the stimulus text receives a different lexical embodiment in the secondary text. Texts created according to the semasiological model tend to objective text formation, while texts created according to the onomasiological model tend to subjective text formation.

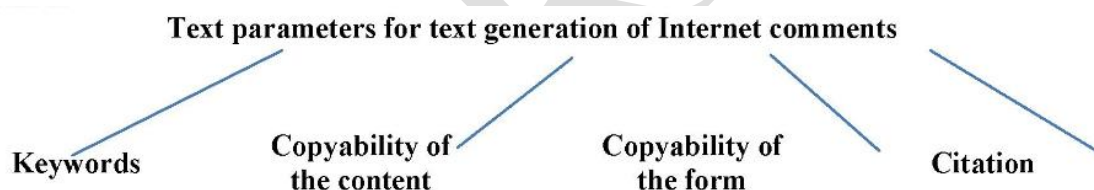


Figure 1
Derivative Model as Proposed by Melnik (2014)

The parameter of keywords allows the presentation of a comment on the text. Parameter of copyability of the content is carried out by sending the content of the source text by the Internet commentators with the help of indirect deployment or through the reduction of thoughts and substitution of keywords with other linguistic means. Copyability parameter helps in the analysis of comments on the previous political text. Citation parameter refers to the use of entire text or fragment of it by inserting the source of the text (Uaikhanova et al., 2020). This methodology determined the personal and textual factors in the generation of the Kazakh and English texts of political Internet commentaries. Further, the method of

introspection and contextual analysis of texts helped to identify the parameters of textualization for the personal and textual factors. The use of the quantitative counting method made it possible to clearly distinguish the parameters of personal (associativity, emotionality, and conjecture) and textual (keywords, copyability of content, and copyability of form) textualization of Internet comments on political articles. In addition, the comparative method and the method of quantitative data processing made it possible to confirm the hypothesis that the personal factor, conditioned by the parameters of linguistic personality subjectivity, dominates in the English-language Internet comments. In contrast, the textual factors prevail in the

Kazakh-language ones. The obtained conclusions of the study are reflected in the results section.

4. Results

4.1. Statistical Analysis

The sampling of material for analysis has revealed that Kazakh commentators express their evaluations less often compared to

English-language communicators. For the linguistic analysis, we selected 100 comments from each source, both Kazakh and English.

Derivatological description of the text material allowed to identify the parameters of textual and personal textualization of Internet comments on political texts. The results of the analysis are presented in Table 1.

Table 1

Parameters of Political Internet Commentary

| Text-generation of Internet commentary | |
|--|---------------|
| Textual | Personal |
| Keywords | Associativity |
| Copyability of content | Emotionality |
| Copyability of form | Conjecture |

In Table 2, we consider the frequency of text production strategies in English-language Internet commentaries in terms of percentages. As we can see, the ratio of text production strategies according to the parameters of content-form-function shows that English-

language commentators most frequently use the strategies of conjecture (30 instances (55.55%)) and associativity (15 instances (27.77%)). The emotionality is less operative (9 instances (16.66%)).

Table 2

The Quantitative Measure of Personal Text-Generating Parameters in English-Language Political Internet Commentary

| | Practices | Number | Percentage |
|---|---------------|-----------|-------------|
| 1 | Associativity | 15 | 27,77% |
| 2 | Emotionality | 9 | 16,66% |
| 3 | Conjecture | 30 | 55,55% |
| | Total | 54 | 100% |

As Table 3 shows, within the textual factor of the text-generation of Internet comments, the dominance of the keyword (29 instances (55.76%)) and the content copyability (21

instances (40.38%)) strategies is noticeable. The form copyability strategies are represented in a smaller number of cases (2 instances (3.84%)).

Table 3

The Quantitative Measure of Textual Text-Generating Parameters in English-language Political Internet Commentary

| | Practices | Number | Percentage |
|---|------------------------|-----------|-------------|
| 1 | Keywords | 29 | 55,76% |
| 2 | Copyability of content | 21 | 40,38% |
| 3 | Copyability of form | 2 | 3,84% |
| | Total | 52 | 100% |

Comparing the correlation between the results of tables 3 and 4, we can see differences in the numerical data. The personal strategy

dominates the number of tactics implemented within its framework (50.94%). The textual factors boast 49.05%.

Table 4

The Overall Index of both Personal and Textual Text-Generating Parameters in English-Language Political Internet Commentary

| | Text-generation factors | Number | Percentage |
|---|--------------------------------|---------------|-------------------|
| 1 | Personal | 54 | 50,94% |
| 2 | Textual | 52 | 49,05% |
| | Total | 106 | 100% |

The results of the qualitative and quantitative count of the Kazakh texts of Internet

comments on political texts are presented in the following tables 5 and 6.

Table 5

The Quantitative Measure of Personal Text-Generating Parameters in Kazakh-Language Political Internet Commentary

| | Practices | Number | Percentage |
|---|------------------|---------------|-------------------|
| 1 | Associativity | 13 | 32,5% |
| 2 | Emotionality | 4 | 10% |
| 3 | Conjecture | 23 | 57,5% |
| | Total | 40 | 100% |

Here we consider the frequency of personal strategies of text generation in Kazakh online commentaries. A comparison of the quantitative index of text generation strategies, according to the parameters content-form-function, shows that Kazakh commentators

often use the strategies of conjecture, which occurs (23 instances (57.5%)), and associativity (13 instances (32.5%)), while the strategies of emotionality are presented in a smaller number (4 instances (10%)).

Table 6

The Quantitative Measure of Textual Text-Generating Parameters in Kazakh-Language Political Internet Commentary

| | Practices | Number | Percentage |
|---|------------------------|---------------|-------------------|
| 1 | Keywords | 35 | 52,23% |
| 2 | Copyability of content | 30 | 44,77% |
| 3 | Copyability of form | 2 | 2,98% |
| | Total | 67 | 100% |

Table 6 presents the results of the frequency of use of the text generation strategy of Kazakh Internet commentaries. The keyword strategy dominates over the other ones and is used 35 times (52.23%). The next most frequent strategy is content copying (30 instances (44.77%)), while the least frequent strategy is

form copying (2 instances (2.98%)).

As we can see in Table 7, the textual factor dominates (62.61% of the use of textual tactics), while the frequency of the influence of the personal factor of text generation in the Kazakhs Internet comments is 37.38%.

Table 7

The Overall Index of both Personal and Textual Text-Generating Parameters in Kazakh-Language Political Internet Commentary

| | Text-generation factors | Number | Percentage |
|---|--------------------------------|---------------|-------------------|
| 1 | Personal | 40 | 37,38% |
| 2 | Textual | 67 | 62,61% |
| | Total | 107 | 100% |

The results of the research indicate that Kazakh commentators show their emotional state to a lesser extent and prefer not to step outside of the issue discussed in the original

political text; the reasons for this are also different: the nature, the level of emotional manifestation, national peculiarities, political and economic conditions, etc. All these are

reflected in the everyday linguistic consciousness of the linguistic personalities of Internet commentators.

4.2. Text Analysis

The results of the study were validated based on the linguistic analysis of the texts of Internet comments. Here are several examples that refer to these parameters of text generation.

The parameters of textual (objective) text-generating include keywords, copyability of content, and copyability of form.

Below we consider the texts generated with the help of the "keywords" parameter on the materials of two linguocultures.

Kricket181: *This does not make me feel any better... Rancho Santa Fe is the richest neighborhood in San Diego. So it is STILL "rules for thee, but not for me". I'm happy these kids have a choice now, but it still shows that you can get what you want when you have money. How about the rest of CA kids??*

Aznativeog: *Wake-up, Gruesome Newsome is all about having control. Glad to see this school district FINALLY doing something in the best interest of the kids. The children have been forgotten during this whole pandemic and used as pawns.*

These comments were posted to the political article "California school district makes masks optional for students, breaks with Newsom state-wide mandate" by the news portal Fox news.com. Commentators, disguised under different nicknames, boldly leave their texts to the stated political situation. They produce their texts using keyword strategies.

In the examples, keywords are highlighted in bold. The use of keywords in the interpretation of a political text did not allow the created commentary text to escape from the overall content of the original text. The keywords retain an external and internal connection to the source text. In the texts of commentators under the nickname Kricket181, Aznativeog observed compression at the formal and content levels, but keywords allow the

connection with the primary text to be maintained.

Here are examples from the Kazakh Internet comments on the keywords strategy:

Olik: *Just great news! I fully support our President. Smart, decent, intelligent, and, most importantly, well-educated man. It is not a shame to have a President like that. And again, they remembered and gave an opportunity to perpetuate the name of the great man Kunayev D. A.*

This commentary was posted to the political text "The cost of the trip to Dubai for the delegation with the Akim of the Aktobe region" on the news website Nur.kz. As we can see, the commenter uses the keywords from the original text of the President, Kunayev D. A., which became a prerequisite for the generation of Internet commentary.

If we analyze the form, two circumstances draw our attention: firstly, the contraction of the primary text, and secondly, the variation of keywords, and the analysis of the content shows that the meaning of the primary text does not change. The commentator's idea is stated with the help of keywords, so we can say that this commentary undergoes a surface change, tending to modification innovation; derivation processes take place at the level of surface structures.

In the tactic of content copyability, the original text undergoes a superficial change, reflected in the derivative. Therefore, the texts generated with the help of this tactic are characterized by modification innovation, despite the correspondence to the onomasiological model of text formation.

Let us consider the texts generated with the help of the parameter "copyability of the form".

Boknows807: *California lifted the indoor mask mandate for vaccinated individuals." Why not lift it for those who have been naturally immune through a Covid infection? Because it is no longer about the "science." Control the sheep. Canada isn't even hiding it anymore.*

As you can see, the author interprets the original text using the practice of copying the form, or rather, quoting its heading in full without changing the form. The quote from the title "California lifted the indoor mask mandate for vaccinated individuals" became the impetus for the commentator to react and produce on its basis his attitude to the problem of the text. The text of the commentary was created using the practice of copying the form since the title of the political text is given without changes. The use of personal observations in the text of the commentary allows us to suggest the use of conjecture strategy by the author. Thus, when writing a comment, the author uses two strategies: copying the form and conjecture.

The parameters of personal (subjective) text generation include associativity, emotionality, and conjecture.

Consider the texts generated using the "associativity" parameter on the materials of two linguocultures.

Unreal007: *Oh, my eyes seeing the picture of kids in fish tank desks. People are crazy. Talk about Boy in The Bubble.*

StrandedinLaos+FJB: *How sad ... making children wear face nappies.*

Awardwinning: *Masks are for Halloween and bank robbers ...*

Commentators under the nickname Unreal007, StrandedinLaos+FJB, and Awardwinning interpret a political event with the help of associativity strategy, as they focus their attention on keywords or objects presented in text and video materials, then associate them according to their ideas, fantasies, etc. The highlighted keywords in the texts of Internet comments are the associative interpretation of commentators. For example, while commentator Unreal007 associates glasswork school desks with a fish tank, commentator StrandedinLaos+FJB associates a face mask with face diapers, and Awardwinning presents them as party masks and bank robbers.

Firstly, as a result of using this strategy, the commentator reveals the features of his/her

linguistic personality, that is, worldview, values, national characteristics, and everyday linguistic consciousness. Secondly, there is often a distortion of the general meaning of the primary text, a transition in the secondary text to another topic, or the disclosure of another aspect of the problem stated in the original text, which contributes to the emergence of new ideas and thoughts among other virtual interlocutors. Associative strategy leads to the emergence of a derivative of the original text containing mutational innovations of both semasiological and onomasiological types.

What follows are the texts generated using the "emotionality" parameter.

In the texts generated using the strategy of emotionality, the mood of the commentator is reflected. Emotionality can be viewed as a response to the political situation described in the primary text or to the statements of communicants on the Internet. The emotional reaction of the commentator may manifest itself in spirit varieties: a negative reaction is conveyed with the help of irony or insult, and a positive one is conveyed with the help of surprise or admiration.

Consider a series of texts generated with the help of emotionality strategy with negative reactions of the commentator, manifested in irony and insult.

Goonter1: *That would be the case everywhere. The numbers bear it out. The teachers' unions are exposing themselves for what power hungry creatures they are.*

This text of the Internet commentary is the reaction of its author to the texts of other commentators who express indignation at the current state of the army and dissatisfaction with the state of affairs. The assessment given by the previous commentators caused indignation and an emotionally negative reaction in the author, which led to the use of emotionality tactics to produce an expressive text of an Internet commentary. Indicative of this tactic is the use of power hungry creatures — a colloquial scornful word—and the repeated use of an exclamation point. In general, the text is characterized by the use of

emotional tactics that contribute to the emergence of conflict between commentators. When producing an Internet comment, the author does not resort to the use of lexical units of the source text and does not seek to preserve its content, which leads to mutation-type innovations.

Epidemiologist: *Hello? People! Try to work, then there will be no need to rally. No need to "crush the sofa" and "drive bile".*

Khottabych: *Not again!*

BSA: *Super 👍👍👍 Kunayev deserves even more.*

These comments were left to the political text "Tokayev announced the creation of the Abay and Ulytau regions in Kazakhstan" in the Nur.kz news site. As you can see, all texts have signs of emotionality and expressiveness. Commentators use exclamation marks, question marks, icons, and pictures to express anger or joy.

Let's consider the texts generated using the "conjecture" parameter on the example of both linguocultures.

Hotrod556: *Maybe California and other blue states should follow the science. The school my kids attend doesn't require masks or the vaccine. My kids have attended school in-person since 2020. Our sports programs have been wide open (football, cross country, track, wrestling, etc.), and the kids attend homecom ...*

The commenter interprets the question that the California School District voted to make masks optional for students in the classroom, in violation of governor Gavin Newsom's school mask order. The commentator, conjecturing a political question, distorts the main content of the primary text. If you pay attention to the form, function, and content, that is, consider the commentary from the position of derivatology, you can clearly see that it lacks the formal semantic components of the original text. The use of conjecture strategy in the text generation of this commentary contributed to the generation of a derivative as a result of a mutational process,

the connection of the secondary text with the primary one is not of a derivational, but of a deterministic nature.

Below we consider the Kazakhstani texts of the Internet comments generated with the help of this practice.

Abkby: *Well, will people have nauryz this year ??? or we switched to Dzungarian holidays ...*

Abkby: *Nauryz will hopefully be celebrated this year??? why the authorities have become afraid of this beautiful holiday???*

A commentator under the nickname Abkby posted a comment on the political text, "The cost of the trip to Dubai for the delegation with the Akim of the Aktobe region", from the Nur.kz news portal. He leaves the topic under discussion, thereby moving on to another topic of interest to him, that is, the topic of celebrating the holiday of Nauryz.

5. Discussion

It can be seen through the analysis and the results that the index of subjectivity manifests through associativity, emotionality, and conjecture, while the index of objectivity manifests through keywords and content/form copyability. For instance, each generated text in the text analysis reflects linguistic personality, which includes a set of linguistic abilities that govern the investigation of personal factors in the text generation of political comments. For instance, the comment by Gootner1, as discussed in the text analysis, illustrates the commentator's personal factors to govern the linguistic ability. The commentator expresses indignation at the current state of the army and dissatisfaction with the state of affairs in his text. The assessment given by the previous commentators caused indignation and an emotionally negative reaction which led to the use of emotionality tactics to produce an expressive text of an Internet commentary. It was because of this tactic that the use of power-hungry creatures — a colloquial scornful word— was seen in the text, along with the repeated use of an exclamation point. Political Internet comments are produced by unprofessional interpreters. They usually reflect the ordinary consciousness of the

authors along with the level of knowledge related to the political system, national characteristics, and language educational level (Yergaliyeva et al., 2020). As seen in the text analysis of Kazakh Internet comments, one commentator used the keyword strategy to generate Internet commentary. The comment “Just great news! I fully support our President. Smart, decent, intelligent, and, most importantly, well-educated man. It is not a shame to have a President like that. And again, they remembered and gave an opportunity to perpetuate the name of the great man Kunayev D. A.” used the original text from the President’s speech to generate Internet commentary.

The role of emotions in politics is pervasive. This is because emotions allow the contemporary circumstances to be quickly evaluated while also it allows the encoding of past experiences (Barber, 2017). Emotionality in a political situation can be expressed in the primary text in one of two ways. Either as irony or insult as a negative response and surprise or admiration as a positive response. The text analysis comment, “That would be the case everywhere. The numbers bear it out. The teachers’ unions are exposing themselves for what power hungry creatures they are”, expresses the dissatisfaction of commentators towards the state of affairs. One of the characteristics of modern linguistics is the role of the human factor in the production of speech. The development of information and communication technology and the expansion of human communication has exerted a profound impact on linguistics while also contributing to the appearance of texts in different spheres (Gennaro & Ash, 2022). A similar study was conducted by Baldó (2022), where they discussed the reviews posted on the Google search engine related to twenty prisons in US and Spain. It is important to mention that the cultural values of both countries can inevitably be reflected in the use of their language. The analysis supported the notion that the cultural values were reflected in the reviews. Wijayantiet al. (2022) also researched the same, keeping a gender perspective. The research revealed no distinction between the two genders (males and females) when it comes to using positive politeness strategies. However, when it comes to negative politeness strategies, a slight

difference can be seen between males and females. The female lot showed a higher prevalence of humility and collaboration, whereas the males showed a higher prevalence of integrity and judgment. The analysis of the text and the results extracted from the derivative model reveals that the strategies used in virtual spaces follow a distinctive set of practices. Firstly, the keyword strategy, copyability of form strategy, and copyability of content strategy are used as the textual factors in the generation of political comments on virtual spaces. Whereas personal factors in text generation use strategies like emotionality, associativity, and conjectures (Uaikhanova et al., 2020).

Thus, the analysis of comments using Melnik’ derivative model on political events by users of news portals reveals the factors including linguistic personality, tactics of speech, and choice of strategies together build virtual communication. It has also been found that comments and the text source do not always coincide with the content, which signifies the role of subjective factors in the creation of secondary text. The text used in the original political article found on the virtual space possesses the potential for derivational development. Nevertheless, the choice of implementation depends upon the commentators’ preferences to use textual or personal text-generating tactics.

The future implications of the study entail the analysis of primary and secondary texts using a different method that postulates the indispensable role of culture in linguistics. This can be done using the Cultuling model put forth by Pishghadam et al. (2020). Cultuling embarks upon macro social factors, including ethnicity, age, social status, region, and its impact on linguistics.

The political text published on the news portal has the potential of derivational functionality, which is realized in Internet comments. The person uses variable strategies and practices of text generation. The choice of the latter is carried out based on linguistic abilities, national identity, and value orientations of a linguistic personality. The study identifies the factors of text generation of Internet comments on political texts, namely textual and personal factors, which were identified as a result of text-derivative analysis of comments in

formal, content, and functional terms when comparing the primary text with secondary ones. Each strategy is characterized by its own set of practices:

- 1) textual factors of text generation of political Internet comments: keyword strategy, copyability of content strategy, and copyability of form strategy;
- 2) personal factors of text generation: associativity strategy, emotionality strategy, and conjecture strategy.

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