

Linguistic Analysis of Kazakh and Russian Online Political Commenting Tactics

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Abstract

This study aims to determine the parameters of the person- and text-related generation of Russian and Kazakh online political commentaries and reconstruct the virtual linguistic personality. When studying online commentaries, linguistic descriptions, comparative analyses, elements of linguopersonological and derivatological text analysis, and quantitative data processing methods were used. Taking the criteria of the secondary text content, form, and function as a basis for the classification, we identified the text generation parameters within the subjective and objective strategies of textual activity. Subjectivity is manifested through associativity, emotionality, second-guessing, and indicators of objectivity revealed through the keywords and reiteration of content and form. A comparison of Russian and Kazakh commentaries to their source articles made it possible to identify the types of compatibility of tactics in the speech activity of a virtual commenter. As a result, the set of implemented strategies and tactics served as a basis for rhetoric.

Keywords: Linguistic tactics, political discourse, online commentary, text derivatology, linguistic personality

Introduction

The transition to the anthropological paradigm for studying linguistic phenomena has led to an increasing interest in the active role of a person in the formation and functioning of language (Abdullayeva et al., 2020; Progunova et al., 2019). In recent years, linguistic studies have aimed at understanding personal cognition through the cognition of a language (Ageeva et al., 2019; Lebedeva & Orlova, 2019). Karaulov (2017) interprets this process as it is impossible to learn a language as such, without going beyond its limits, without addressing its creator, carrier, user—a specific linguistic personality. Thus, the phenomenon designated ‘linguistic personality’ has become prominent in studying the humanities in Eastern Europe.

When applying the ‘linguopersonological’ approach, the relationship between personality and language in the process of communication is brought to the fore (Orlova et al., 2015, 2016). The text is considered a carrier of the potential of derivational functioning, the implementation of which depends on the characteristics of the linguistic personality who perceives and generates the text (Melnik, 2010, 2012).

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Studies find that technology creates new cultural meanings and acts as a tool of socialization and personal development. Moreover, a technogenic environment results in changing nature and satisfying human needs (Kulzhanova et al., 2020). Murzin (1984) defined derivation as a process of forming a word, a sentence, grammatical forms of a word, phrases, phraseological units, syllables or speech measures, and generating texts (Murzin, 1984). Derivational theory based on word formation, with the emergence of Chomsky's 'generative grammar' (1962), was transferred to the sphere of syntax and is currently being projected onto the text as well. With the advent of the Internet, new social structures have emerged. Online commentaries, being secondary texts, implement the derivational potential of the original text. Several scholars are studying the texts of online commentaries in various aspects of their manifestation in the language. A similar study conducted in Kazakhstan reveals that blogging does have commentary reflections, especially in journalistic practice. At the same time, the readers have the opportunity to comment on the same (Bulatova, Kungurova, & Shtukina, 2019). However, there is a research gap concerning Kazakh online commentaries, namely, intercultural differences when comparing online commentaries/discourses of two different linguistic cultures. In this study, the ideas of Chomsky (1962), Murzin (1984), and Golev (1998), using online commentary materials for political articles.

Choi, Jeon, and Kim (2020) analyzed the influence of malicious comments posed by social network users. The Daum Agora Korean virtual community was selected to study online commentaries. Their proposed social network analysis method for identifying cyberbullies through real-world applications and evaluations can be applied to the management of discourse in online communities (Choi et al., 2020).

Ivkovic (2013) discussed the linguistic relationships expressed in the comments sections of YouTube web pages. Online commentaries on video-uploaded songs performed in the Eurovision Song Contest (ESC) were the objects of the research. His research showed that singing in a non-native language elicited mostly negative comments. In this regard, he noted that 'the YouTube online forums associated with the ESC have a large number of users from varied linguistic backgrounds who, because of their interest 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' (Ivkovic, 2013, p.2). His article considers folk-linguistic attitudes toward the language and language variations of commenters.

Melnik (2012) believes that the term 'secondary text' is used in the broadest sense as a text created based on another text, starting with the title and ending with various translations and rendering. When analyzing the derivational and motivational development of the text, emphasis is placed on the original, which is reproduced whole or component-wise. At the same time, any secondary text contains an element of innovation, although theoretically, its degree can be zero (Melnik, 2010, p. 149). In such a process, the keywords vary, preserving the content of the primary text; their choice is conditioned, among other things, by the quality of a person's linguistic ability. Therefore, linguistic personality has become a central link in studying language in all aspects of its existence.

The implementation of the derivational potential of the text was presented by Melnik (2014). Various secondary texts were the object of her research, including written reproductions, essays, keywords highlighted by informants, and translations, as multiple forms of the Russian text. As a result, a derivatological model of Russian text functioning was built for text generation and determination of the text derivation degrees. Following Melnik, Russian linguists Savelyeva (2013) and Betz (2013) consider the texts of online commentaries as secondary texts that appear due to the derivational and motivating commenting process.

Savelyeva (2013) examines the texts of Russian online commentaries on political articles in the mainstream of derivatology and linguopersonology. The research results contribute to the identification of symmetry and asymmetry in the ratio of strategies and tactics operating at the stages of text perception and text generation (Savelyeva, 2013; Savelyeva & Melnik, 2019).

The study by Bets (2013) also served to resolve the issue of the reviewed research. Information and analytical articles and commentaries published on the Internet constitute the object of her research. The scholar identifies the dominant virtual communication that influences the axiological activity of an Internet commenter through the keywords used in online commentaries.

The purpose of this study is to compare the versatile text generation strategies of Russian and Kazakh political online commentaries in terms of linguopersonology. To achieve this, we set the following tasks:

- (i) Identify the subjective and objective factors of text generation, which determine the action of different text strategies when creating an online political commentary.
- (ii) Identify the dominants (levels) of subjective and objective factors of text generation in Russian and Kazakh political online commentaries.
- (iii) Identify the types of compatibility of the speech activity tactics, which will serve as a basis for the virtual commentator's speech portrayal.

There are similarities and differences between this research and the publications of the linguists Savelyeva (2013), Bets (2013), and Savelyeva and Melnik (2019), both in the aspects of research and in the objects and materials of the study. Previous studies have been carried out within the framework of one language. In our case, the research refers to comparing the texts of online commentaries of two different linguistic cultures and the derivatological and linguopersonological understanding of their activities, applying the derivatological text description technique to identify strategies and tactics by Russian and Kazakh virtual linguistic personalities. The results obtained will make it possible to contribute to the theory and scientific methodology of linguistics and linguodidactics to the teaching of philological and pedagogical disciplines, teaching the Russian language, and everyday communication.

The practical significance of the results obtained is in increasing the efficiency of speech interaction in political communication. In the context of the global expansion of the information space, the problem of a linguistic personality's existence in the information environment (particularly in politics) arises from the perspective of the formation of a political worldview, an ordinary linguistic world image, and an influence on public consciousness through action (manipulation).

Methodology

The texts of Russian and Kazakh online commentaries on political articles served as materials for this research. Our choice was determined by the fact that the comparative study of political discourse involving data from different languages (Russian and Kazakh) highlights general cultural and national-specific features in this sphere of communication. In addition, we were stimulated by deep integration between Russia and Kazakhstan, the interest of both parties in strengthening scientific ties, and cultural exchanges. Special attention is paid to the linguo-cultural context of the research, which updates the peculiarities of representing national worldviews in political discourse.

Russian and Kazakh news websites were the source of material for linguistic analysis, including gazeta.ru, politrussia.com, segodnya.ua, nur.kz, dixinews, newtimes.kz, andzakon.kz. News headings are categorized as politics, business, society, culture, science, sports, etc.

In this section, Internet users are allowed to leave comments on the political articles of their interest. The choice of these sites is conditioned because they all have the political heading and the most significant number of commented articles since some news website users are not authorized to post their ratings in commentaries. Therefore, they do not make it possible to carry out a linguistic analysis of secondary texts.

First, the most commented articles posted on Russian and Kazakh websites in 2016–2019 were selected in the politics section. Using the continuous sampling method, 500 commentaries in Russia and the same number of Kazakh online commentaries were analyzed. A total of 1000 units of online commentary texts were subjected to linguistic analysis. The methods of derivatological and linguistic analysis enabled the determination of text- and person-related text generation factors and the respective tactics. Second, these texts were subjected to derivatological analysis according to the parameters ‘form - content - function’ proposed by Melnik (2014).

Online commentaries are produced based on the original text (in our case, a political article) that undergoes derivational changes in the process of commenting; therefore, they are secondary texts. The derivational process manifests itself in *the rearrangement, complication, simplification, replacement, and merging* of text components and texts as a whole. The results of the derivation process can be modified and mutational. Suppose the text of an online commentary is generated using a derivational process as a rearrangement, simplification, replacement, or merging at a surface level. The original text does not lose its meaning, content, and even forms during conversion into a commentary. In that case, this formation can be attributed to modification innovation. If online political commentaries are subject to a derivation at the level of structures (rearrangement, complication, simplification, replacement, merging), and the original text preserves neither the form nor the content during the transformation into the commentary, one can talk about mutational innovation (Melnik, 2012).

Using the matching and comparative method, we compared each text of the online commentaries with their original text, paying attention first to the form, changing the spelling of words, and then content and function. If formal changes did not affect the content, this commentary referred to a modification innovation. When the form and content of the original text change, it can be defined as a mutational innovation.

While comparing the secondary and primary texts, the corpus linguistics software package was used to identify keywords and their frequency of use in the secondary text. Consequently, the quantitative and qualitative data processing technique made it possible to gain a general picture of the text- and person-related potential of both Russian and Kazakh commentaries in percentages, which contributed to the confirmation of the research hypothesis.

Results

Using the sampling method, 500 online commentaries in Russian and the same number of texts in Kazakh were analyzed. In total, the linguistic analysis involved 1000 online commentaries. However, in the course of the linguistic analysis, we came across commentaries generated using two tactics. They consisted of several combinations of tactics; therefore, we added such texts of online commentaries to the number of samples illustrating both tactics.

Derivatological analysis of the text material made it possible to reveal the parameters of text- and person-related text generation of online commentaries to political texts (Yergaliyeva et al., 2020). The results of these analyses are presented in Table 1.

Table 1. Parameters of text generation in online political commentaries

Online commentary text generation	
Text-related	Person-related
Keywords	Associativity
Reiteration of content	Emotionality
Reiteration of form	Second-guessing

Table 2. Quantitative indicators of the parameters of person-related text generation in Russian and Kazakh political online commentaries

Tactics	Russian results		Kazakh results	
	Quantity	Percentage	Quantity	Percentage
Associativity	21	6.3%	15	7.9%
Emotionality	191	57.3%	72	38%
Second-guessing	121	36.3%	102	54%
Total	333	100%	189	100%

Table 3. Quantitative indicators of the parameters of text-related text generation in Russian and Kazakh political online commentaries

Tactics	Russian results		Kazakh results	
	Quantity	Percentage	Quantity	Percentage
Keywords	103	48.8%	206	58.8%
Reiteration of content	98	46.4%	132	37.7%
Reiteration of form	10	4.7%	12	3.4%
Total	211	100%	350	100%

Comparing the ratios of the tabular results (Tables 2 and 3), the differences in the numerical data can be observed. The person-related strategy dominated emotionality, and second-guessing tactics were most frequent in Russian online commentaries. As an indicator of the text-related factors of secondary text generation, commentators prefer the tactics of keywords and content reiteration in the Kazakh online commentaries.

Table 4. The overall index of the parameters of person- and text-related text generation in Russian and Kazakh political online commentaries

Text generation strategies	The number (percentage) of tactics used in online commentaries	
	Russian	Kazakh
Person-related	333 (61.2%)	189 (35%)
Text-related	211 (38.8%)	350 (65%)
Total	544 (100%)	539 (100%)

Comparing the frequencies of person- and text-related tactics, one can notice differences and similarities in the digital data. In Russian commentaries, person-related strategies dominate, and the number of tactics implemented within its framework is 61.2%. The tactics of emotionality and second-guessing are the most frequent, while associativity tactics are used much less by commentators in both countries.

Text-related factors of generating Russian secondary texts account for 38.8%, commenters prefer keywords and content reiteration, and form reiteration tactics are used less often by both Russian and Kazakh commentators.

In Kazakh online commentaries, text-related strategies dominate (65% of commenters use text tactics), and the person-related factor of text formation makes 35% of the applications, as shown in Table 4. The research results indicate that Kazakh commenters show their emotional state to a lesser extent and prefer not to go beyond the scope of the issue discussed in the original text.

Table 5. Types of Internet commenters

Types of Internet commenters		
Internet commenters, preferring person-related strategy for text generation	Internet commenters, preferring text-related strategy for text generation	Internet commenters, applying combined tactics of text-related and person-related strategies for text generation

Results of Derivatological Analysis

As a result of the linguopersonological and derivatological text analysis and applied criteria for the content, form, and function of the secondary text, we identified the text generation parameters within the subjective (person-related) and objective (text-related) strategies of textual activity. The indicator of subjectivity is manifested through associativity, emotionality, second-guessing, and indicators of objectivity are revealed through keywords and the reiteration of content and form. Comparing Russian and Kazakh online commentaries to the original political article made it possible to identify the types of compatibility of tactics in a virtual commenter's speech activity. As a result, the set of implemented strategies and tactics served as the basis for speech description. This technique is based on the theory of derivation and linguistic personality. As a result of this research, it is argued that a secondary text is formed according to the semasiological (modification innovation) or onomasiological model (mutational innovation). The first assumes that secondary texts are created based on formal-semantic units of the primary text, and the second 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 be objective, while those produced according to the onomasiological model tend to be subjective (Melnik, 2014).

Indicators of text-related (objective) generation of online commentaries

Keyword Tactics

Responding to the keywords of the source text, the author of the commentary interprets it and expounds his/her attitude to the political event described in it; the keywords of the primary text are the motivators for the generation of meaning. The secondary text, created using the keywords of the original text without distorting its meaning, is in an intra-textual connection with the primary, making it possible to talk about the predominantly objective perception of the motivating text by the commenter. For example, *about 100 is the entire range: from the top Kremlin officials who decided to send BUK to Donbas to the crew that shot down the Boeing* (in Russian). The commentary was created under the influence of a text-related (objective) factor, as evidenced by the use of keywords: *a hundred, BUK missile, Donbas, crew, and Boeing*. This commentary was left to the original text 'Crash without Names' (<https://www.aex.ru/fdocs/1/2016/9/29/27657/>) Gazeta.ru news portal.

The author of the commentary interprets this element of the text, emphasizing the number of people involved in the launch – 100. Both confused the commenter and encouraged the generation of new thoughts. If the focus is on the content, the commenter retains it, offering a concise version of the events set out in the primary text in an expanded form. The secondary text does not contain any new information and is created using the same keywords as the original text. There is a superficial simplification— the author replaces the words *one hundred* with the digits *100 in 3 digits*. By carving out the keywords used in different sentences of the source text and placing them side by side, the commenter can convey a response to a problem in one sentence using a digital designation instead of words.

It can be argued that the secondary text is generated with the help of text-related factors, and emphasis is placed on the keyword tactics that underlie the derivation processes—simplification, replacement, and compression—which change the secondary text at the level of surface structures. These changes indicate that the modification is dominant in the derivational process, which is a sign of the onomasiological model.

Content Reiteration tactics

The meaning of the source text using content reiteration tactics can be conveyed through derivational processes, such as expansion or summarization, which determine the formal (external) alteration in the text. The denotative (internal) form is not subject to alterations. The components of the source text are replaced by synonyms or described by other units (words), paraphrased by synonymous and descriptive constructions. However, the presence of these does not distort the content of the primary text. Still, it only changes its external form, which indicates the realization of the derivational potential of the primary text, objectified in the texts of online commentaries.

Let us consider a Kazakh online commentary in which the use of content reiteration tactics of the text-related strategy for text generation is obvious. We shall analyze the multilingual comments on the political text ‘Nursultan Nazarbayev called the events in Almaty a terrorist attack’ (<https://dixinews.kz/articles/politika/23218/>) on the DixiNews news portal. *I find it hard to believe that this is happening in our country. Give us back our peace and tranquility* (in Russian). The transformation of the primary text at the level of surface structures led to the formation of a commentary due to several derivational processes. First, in the external form, the replacement by descriptive constructions is obvious in conveying the main idea. And second, in functional terms, the commenter produces the text not only for its interpretation but also to express his attitude or the attitude of a whole group of people tired of the news about the terrorist attacks that have taken place: *Give us back our peace and tranquility*. Such a functional alteration does not lead to the loss of a semantic relationship with the stimulus text since the words *peace* and *tranquility* denote the problem described in the primary text. Thus, this commentary is produced using content reiteration. The original text has changed at the level of surface structures. The applied derivational processes (summarization and replacement using descriptive constructions) allow us to speak of a modification innovation.

Form Reiteration Tactics

The form reiteration tactics are taken to mean the commenter’s copying, citing a fragment of the original text or the whole text, and the text of the previous commenter (communicant). With such duplication, the author retains both the content and a partial form of the original text. At the same time, a functional complication occurs, for example, an intentional one: the commenters express their attitude to a political event in their texts. Citation of a fragment (sentence) of the original text by the commentary authors is often framed in quotation marks and presented as verbatim copying; that is, someone else’s statement is reproduced in an unchanged form.

Commentary on the Russian political text ‘Now get lively and go to vote’ (https://www.gazeta.ru/politics/2016/09/23_a_10211861.shtml) from the Gazeta.ru portal: ‘Now get lively and go to vote!’ *The slogan in the next elections to the State Duma of the Russian Federation will be similar to that against the background of a man with AK (Kalashnikov rifle)*(in Russian). As we can see, the commenter interprets the primary text using form-reiteration tactics. More precisely, he quotes the article headline without changing the form. The headline quote became the motivator for the commenter’s response and text generation based on his attitude toward the problem of the text. The commentary was created using the tactic of copying the form by quoting the headline of the political text, which indicates a modification innovation that has occurred, that is, a change in the level of surface structures that preserves the internal and external forms of the primary text while applying its functional complication.

Indicators of person-related (subjective) text generation of online commentaries

Associativity Tactics

The use of associativity tactics is a person-related factor in generating online commentaries in political texts. In this case, the subjective principle dominates rather than the objective principle. At the same time, a modification (as a rule, complication) occurs at the level of the source text content, which the commenters expand according to their subjective intention, proceeding from their emotional state, cognitive worldview, national identity, and so on. This tactic is primarily associated with the mental-cognitive thinking of the subject since linguistic means are selected to convey emotions or express intentions. The commentary reflects a subjective attitude toward the stated problem; the commenter uses associative tactics to describe the keyword.

Here is a commentary on the text ‘Nursultan Nazarbayev Came to the Akmola region on a Working Visit’ (<https://dixinews.kz/articles/politika/24267/>) in the Russian language posted on the DixiNews portal: *Koly kimyldahannyk auzy kimyldaydy’ degen nahyl bar. Zhyl sayyn ashtyk emes, astyk bolsyn* (in Kazakh) (this is a proverb: ‘*The mouth move when the hands move*’ *Let there be a good harvest every year*). As we can see, the commentator interprets the event described in the source text, associating it with the meaning of the saying *Қолы қимылдағанның ауз қимылдайды* (the English equivalents those that don’t work, don’t eat). First, in formal terms, the commentary lacks the lexical components of the source text. Second, the commenter uses the Kazakh language, which contributes to modifications at the external form of the text. Modifications can also be traced in functional terms (compare the text modality: *Zhyl sayyn ashtyk emes, astyk bolsyn* (in Kazakh) (*Let there be a good harvest every year*), and the author uses the information in the source text to express his wishes). This text was modified at the in-depth structures along with the form, content, and function. This indicates the subjective factor of text generation, implemented through associativity tactics, leading to the appearance of the original text derivative containing a mutational innovation.

Emotionality Tactics

The texts generated using emotionality tactics reflect the commenters’ response to the political situation described in the primary text or to the statements of communicants. Their emotional reaction can be manifested both negatively and positively. An adverse reaction is conveyed through irony or insult, while a positive one is expressed through surprise and admiration.

Let us consider the text generated using emotionality tactics with the commenter's adverse reactions, manifested in irony and insult. Commenters often neither understand nor support the position of other communicants on the Internet; therefore, they include insults in their statements, through which they seek to lower the interlocutor's authority. This phenomenon can be seen in the reaction of one of the commenters of the political text 'Crash without Names' (<https://www.aex.ru/fdocs/1/2016/9/29/27657/>) to the secondary texts posted on the Gazeta.ru news portal: *Snakepenis, well, for God's sake, as an exception, writes something clever to the slightest degree at least someday because you have already made us weary with your stupidity...* (in Russian). This secondary text is generated through emotionality tactics, manifested in the fact that one commenter addresses another in a rude form, changing his pseudonym *zmey_na_pensii*, or *snake_on_pension*, to *Snakepenis*. This shows aggression as a purposeful destructive behavior contradicting communication (Temirgazina, 2013), which expresses the commenter's negative attitude toward the virtual interlocutor. Since this online commentary does not contain a single word from the original political text, it is safe to say that the person-related principle dominates in the next generation of this online commentary. However, this commentary, created using emotionality tactics, is a derivative of the original political text, revealing its potential.

Second-Guessing Tactics

Second-guessing is another person-related tactic for generating online commentaries in political texts. Using this tactical technique, the commenters interpret the primary text and create their commentaries based on their own experience, going beyond the topic or content of the source text.

Let us analyze a commentary on the text 'Residents of Kazakhstan invited to come to the elections on March 20' (<https://dixinews.kz/articles/politika/19556/>) published on the Dixinews news portal.

I do not know where we will come, and we need to raise the country! [...] the Urals have become shallow to nothing, the floodplain forest is cut out, and the last animals are killed... (in Russian).

The commentary is a response to political texts on the preliminary results of the elections in Kazakhstan. The commenter is worried about the future; he models the consequences of the elections for the country based on personal life experience. However, in conjecturing the problem according to his idea, he departs from the original political text, both in form and content. The commentary contained missing components of the source text. The secondary text, created based on second-guessing tactics, is a derivative of the original text that has undergone modification at the level of in-depth structures.

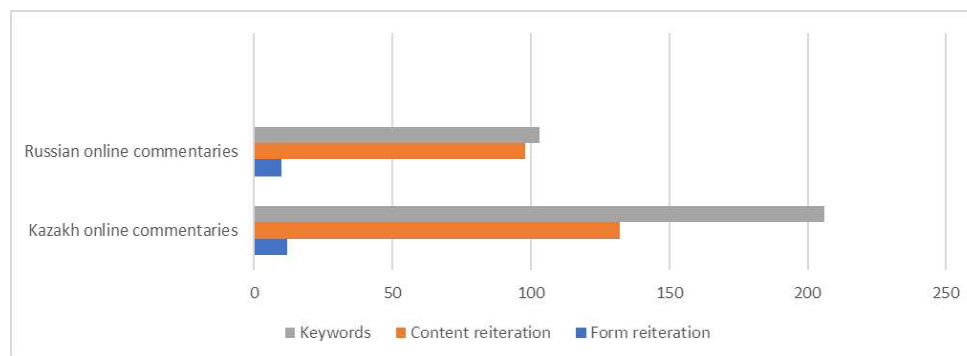


Figure 1. Text-related (objective) text generation parameters

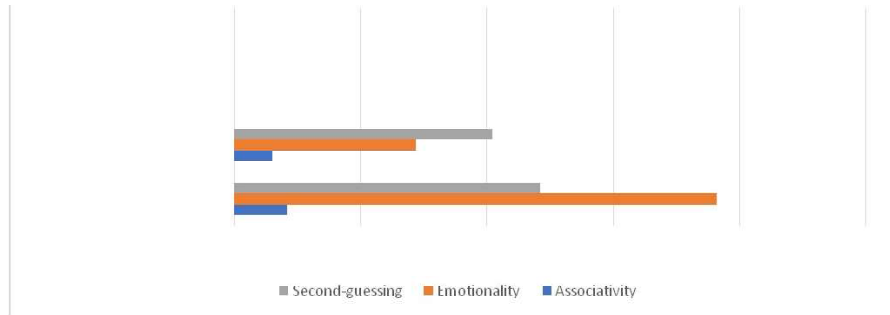


Figure 2. The level of person-related (subjective) text generation parameters

Preferences of the Internet commenters in selecting a strategy for text generation

Internet commenters, preferring person-related strategy for text generation

A commenter known under the pseudonym 'Andrey Muysky' left several commentaries on Putin's stimulus text *named the most important life principle* (<http://dev.forbes-client.forbes.ru/news/328807-putin-nazval-samyi-vazhnyi-zhiznennyi-printsip>). The first example is:

Love your neighbor until the far-off one falls in love with you. Keep the neighbor near and the far-off one far away, for the love of the far-off one is the hatred of the neighbor [...] (in Russian).

The linguistic personality of this commenter creates his texts in an unusual inner form. He conjectures the words of the Head of State about love for one's neighbor and, assuming the pose of a preacher, writes an informational text that outwardly resembles the Gospel precepts. His unusual text presents the peculiarities of the perception of the stated problem, which reflects the worldview, creative thinking, national identity, and the features of the everyday consciousness of an ordinary person. In expanding his thought, he departed from the formal content of the original text. Muysky is inclined to ascribe to himself the role of a person who has learned the truth; the commenter prefers the tactics of associativity and second-guessing, which contributes to the generation of a creative online commentary text. Here is the second example:

And he or she will come to you and say love me more than others, more than your father, sister, and mother, remember not a man came to you, but the spawn of Satan [...] (in Russian).

Again, Muysky expresses his ideas in the form of a sermon, which provokes the aggressiveness of other virtual interlocutors, who considered him inadequate, and this contributes to the generation of a new creative text. He demonstrates his skills in constructing a religious text and conjectures on the content of the stimulus text, setting out his ideas about life. There is a profound modification in terms of form and content; the functional role of the primary text undergoes mutation when transformed into a commentary text, which is pseudo-religious and contains a call to the people for truth. This is how the author's intention is manifested through creative conjecture and associative tactics to arouse interest and indignation in his virtual interlocutors, resulting in the appearance of many emotional secondary texts.

The linguistic personality of Muysky is distinguished by particular texts, which reflect the creativity of the author, who produces secondary texts using person-related tactics for text generation strategy.

Internet commenters, preferring text-related strategy for text generation

Let us analyze the commentaries created by the linguistic personality known under the pseudonym 'Bach,' an active participant in virtual communication, showing a particular interest in political issues of the news portals: DixiNews, and Nur.kz.

Consider Bach's response to the political text 'Nazarbayev proposed to ban the use of science to create weapons' (https://www.dixiNews.kz/articles/politika/21059/?sphrase_id=469908): *That is, science should not be used to create atomic weapons. In general, everyone must renounce this evil as our president did* (in Russian). As we can see, the linguistic personality, interpreting the political event on the prevention of the creation of new types of weapons, agrees with the general idea of the text. The commentary text contains the keywords: *science, creation, and atomic weapons* from the source text. The use of keywords contributes to maintaining a formal and semantic link with the source text. The commenter produces his text using keyword tactics, which allows the derivational potential of the political text to be realized in the commentaries.

Consider the text of this commenter in the political text 'The Minister of Defense of the Republic of Kazakhstan Outlined the Main Areas of Training for Troops' (<https://newtimes.kz/silovoj-blok/38501-novyj-ministr-oborony-rk-oboznachil-osnovnye-napravleniya-podgotovki-vojsk>): *I served under the CJCS (Chairman of the Joint Chiefs of Staff) (Zhasuzakov). I know, I am sure that this man will put everything in its place! Proud of him!* (in Russian). The commenter interprets the issue of maintaining the high combat readiness of the Kazakh army. He draws attention to the fragment of the source text — 'A conference call with the command staff of the Armed Forces under the leadership of the head of the Defense Department Colonel-General Saken Zhasuzakov was held at the Ministry of Defense of the Republic of Kazakhstan' and generated his text on its basis. The commenter expresses his positive emotional utterance using exclamation marks and an uplifting cue *Proud for him!* indicating an emotionality tactic.

The analysis showed that the linguistic personality Bach produces texts of online commentaries using a text-related strategy, or rather, using keyword tactics that reflect the derivational potential of the source text.

Internet commenters applying combined tactics of text- and person-related strategies for text generation

A linguistic personality who prefers combined tactics to produce commentary under the pseudonym 'Alex Kachanov' is a regular user of the Gazeta.ru news website. Consider the online commentary on the political text 'US Intelligence Reported on Assad' (https://www.gazeta.ru/politics/2017/07/12_a_10782974.shtml): *I have evidence that all evidence is disinformation. I am sure of this. However, the evidence is secret ...* (in Russian). The commentary reflects the connection with the source text; however, the author of the commentary does not resort to the use of the form and content of the original text, does not employ keywords from it, but only conveys his opinion on this issue using synonymous constructions in a summarized form. Responding to the interlocutor's commentary, Kachanov distances himself from the form of the text while maintaining a connection with its topic; therefore, it can be assumed that this virtual linguistic personality creates commentary content reiteration tactics: *However, they have not yet caught me on a lie. They have. I am sure of this. However, the evidence is secret* (in Russian). This commentary was produced for the exact political text. The author interprets a political statement using synonymous constructions that convey the general meaning of the primary text; thus, he uses content reiteration tactics.

However, when analyzing, he copies a fragment of the previous commenter's text, which is also in the process of discussion. For example, *they have not yet caught me on a lie. And I did not show any test tubes with white powder...* (emphasis added). Kachanov copied the selected fragment and interpreted it, showing the contradiction between the statements. In the text of this linguistic personality, the use of the content and form reiteration tactics and reiteration can be traced.

Kachanov left several comments on the political text 'The Crimean Voice of Erdogan' (https://www.gazeta.ru/politics/2016/09/25_a_10214633.shtml): *Do not worry, it will not last long. They want to mate with each other once, but so far, they cannot find a place—they know that only one person will be pleased* (in Russian). The commentary shows the reaction of Kachanov to the political text, despite the presence of keywords that convey the formal and narrative structure of the primary text. A description of the situation using content-reiteration tactics, which consists of synonyms and descriptive constructions to convey the content of the source text, a functional complication dominates because of the use of emotionality tactics. The author's ironic attitude to the described situation testifies to his application of a person-related strategy for text generation:

It is essential to pay attention to the development of culture, for which minimal funds are allocated today. The singer believes that it is precisely because of the lack of funding in the cultural sphere [...] (in Russian).

Here, Kachanov interprets the political event described in the primary text using second-guessing tactics. Referring to the Russian singer Iosif Kobzon, he touches upon developing the socio-cultural community in the country. Using a person-related strategy for generating online commentary text leads to mutational innovations because it is associated with transforming the original text content at the level of in-depth structures.

Thus, the virtual linguistic personality Alex Kachanov prefers to produce online commentaries through person-related and text-related strategies when implementing the latter, especially when using content reiteration, form reiteration, and keywords tactics that reflect his perception of the political world.

Conclusion

The primary characteristic of political communication is its manipulative nature and political events in mass media and cyberspace. This research shows that ordinary readers comprehend political issues in the virtual space from a text-derivatological perspective. Using derivatological analysis, we were able to identify the parameters of objective and subjective factors of text generation and reveal the linguistic peculiarity of text generation through a comparative analysis of the texts of online commentaries in two linguistic cultures.

A comparison of the primary text with the commentary makes it possible to determine the degree of objectivity and subjectivity and identify the tactics of text-related (tactics of keywords, reiteration of content and form) and person-related (tactics of associativity, aggressiveness, second-guessing) strategies for text generation. The peculiarity of using text-related tactics in the production of online commentaries is manifested in their formal and semantic components, more precisely, in the preference of the linguistic personality to use specific linguistic means: keywords, synonymous and descriptive constructions, copying of the stimulus text or its elements, etc. The signs of person-related tactics are reflected in online commentary texts' semantic basis and practical orientation. The texts are produced through creative, emotional transformations with the help of associative thinking, under the influence of national origin and the commenter's value attitudes.

All these factors contribute to the creation of an everyday political, linguistic world image. Comparing the texts of Russian and Kazakh commenters with the primary text enables us to identify the compatibility of tactics in the commenter's speech activity. As a result, the set of implemented strategies and tactics can become the basis for speech portraying. Three types of Internet commenters were identified: (i) a person-related text generation strategy (with a typical set of tactics); (ii) a text-related comment generation strategy (with a typical set of tactics); and (iii) a combination of both the strategies mentioned above. The differences are objectified in the products of speech activity—the texts of online commentaries—and are identified using text derivatological analysis techniques in formal, content, and functional terms.

The research results show how a political text affects a linguistic personality and how a linguistic personality, as a bearer of national characteristics, realizes itself in the virtual space. The results obtained will make it possible to contribute in the theoretical and scientific-methodological planes to the improvement of the scientific methodology of linguistics and linguodidactics, to the teaching of philological and pedagogical disciplines 'Stylistics,' 'Lexicology,' 'Rhetoric,' and methods of teaching the Russian language,' and to everyday communication.

The practical significance of the results obtained is in increasing the efficiency of speech interaction in political communication. In the context of the global expansion of the information space, the problem of a linguistic personality's existence in the information environment (particularly in the sphere of politics) arises from the perspective of the formation of a political worldview, an ordinary linguistic world image, and an influence on public consciousness through action (manipulation).

Thus, we have achieved the primary goal of this research: a comparison of the strategies for generating texts of Russian and Kazakh political online commentaries from a linguopersonological aspect. The data analysis has proved the hypothesis that Russian commentaries are created predominantly under person-related factors. Kazakhstani commentaries written in both the Russian and Kazakh languages are generated under the dominant influence of text-related factors.

Limitations of the study: The implementation of person-related and text-related strategies for text generation and respective tactics may not have only linguopersonological understanding and linguo-cultural specificity since any commenter represents a particular nation, brought up according to national traditions, morals, and living principles. This study opens the way for further scientific perspectives in terms of the axiological nature of commentaries because any motivating text contains value-based components for commenters.

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