**How " Hate" Speech " in Traditional Media and Social Networks Influences Political Events in Kazakhstan and the World**

New technologies provided significant influence on spread of the language enmity " in our society ​With development internet and social networks We become witnesses new level exchange information that​ It has How positive and negative​​ consequences .

One from main reasons spread of the language feud " online is anonymity . People often hide my personality using​ anonymous accounts that​ reduces risk detection or punishments behind their negative emotions and aggression , allowing them free to express their thoughts . This leads to spread hated comments , trolling and appearance sets negative communications ​Due to the emergence new technologies , as well as video , images and audio content​ media files on today's day enough extensively that​ allows quickly and widely spread the language enmity .” Editing video , photoshop and others tools management content allow create fake materials that​ Can use For discredit of people or groups and creation negative moods​

" Language feud " like form manifestations hatred is relevant problem linguistics related to certain​ social problems that​ intensively are developing along with development technologies (Paz, 2020). However should note that​ new technologies allow counteract spread of the language enmity .” Thanks to technologies machine learning and analysis data We Can create algorithms and tools capable​ detect and filter negative content , fake news and misinformation . You Also you can conduct educational work and teach of people critically think and understand influence information technologies ​Generally​ new technologies significantly changed ways distribution negative opinions in society . They provided platform For free expressions negative emotions , anonymity and manipulation information​ However We must actively work above development and implementation technological and educational solutions For fight this​ phenomenon and creation network environment conducive​ mutual understanding and constructive dialogue​

Evolution of " language " enmity " - complex process taking place under influence various factors and changes in society . New technologies and means communications play important role in this process , strengthening and expanding his influence ( Komalova , 2021). Reduction social networks and instant messages led to the emergence abbreviations and emoticons that​ Sometimes are used For gain , emphasizing anger or insult words​ Also costs note that​ evolution of “ language” enmity " includes​​ new forms and strategies communication​ People constantly find new ways express my hostility and aggression words and actions . This Maybe include insult , intimidation , targeting disinformation , trolling and exploitation others methods aimed​ on certain individuals , groups or communities .

However should note that​ evolution language hatred Not is unidirectional process . With growth attention in society Also growing understanding importance constructive dialogue and respect relationships with others people and their opinions​ Education , literacy and the fight against negative online phenomena can help change move this evolution and create more tolerant online environment .

Overall , evolution​ language hate-complicated the process that continues change under influence new technologies and sociocultural factors​ Understanding and acceptance these changes Maybe help us better adapt to them and develop strategies overcoming negative impact language hatred in society .

Social science showed that​ coverage permanent " inhabitants " of the Internet environment , mainly growing up generation , information streams consciousness and games , instead in order to help , complicate processes knowledge human , reduces critical level perception information , calls intellectual dependence , primitivism and laziness . Except that of a person appears psychological attractiveness and psychological addiction . So way , currently time appeared the term " clip" thinking " which characterizes decline capabilities human to analytical perception peace , simplification and preservation primitive glance ( Krasnova , Markov 2018, 105).

By opinion media practitioners and theorists , on the emergence and spread of " language" hate " maybe influence crisis in economic , social and political life society​ This promotes increase level hatred in society , increase aggression​ He straightaway noticeable in the virtual space , in social networks , on pages Internet . " Language hate immediately​ goes over from offline spaces to online . Observations and results research confirm that “ language​ hate " abounds online space . For example , in the Kazakh-speaking Facebook segment regarding common language​ solidary hatred ”, expressing explicit ethnic or religious discrimination , as opposed to from research “ control ” language hate in social networks Kazakhstan ”, held International center journalism MediaNet .

 How noted A. A. Markov , “ information society By least development faces threats as well​ requires search new ways provision protection interests specially oriented post-industrial society " ( Markov 2011, 43). The fight against “ language hatred " demands joint efforts with sides societies , government authorities , media, educational institutions and everyone separate person​

Below are some facts recorded during monitoring of the media, social networks and public statements of opinion leaders of the Republic of Kazakhstan. Topics that contain “hate speech” and disinformation: nationalism (about almost everyone, especially Dungans, Chinese and Russians), Salafism , Sinophobia , language (Kazakh, Russian), self-irony, religion, comparison (in the negative voice) and gender inequality. Examples:

1. COVID-19 pandemic – during the monitoring period, the main topic in the Kazakh media was the spread of coronavirus . In messenger WhatsApp , which is most widespread among the population, various fakes were circulated about the number of infected people in cities, about vaccines and miraculous folk remedies.

Sinophobia : On April 14, 2020, the Republic of Kazakhstan sent a note of protest to the People's Republic of China (PRC) regarding an article on the Chinese website www.sohu.com entitled “Why Kazakhstan seeks to return to China.” The article notes that Kazakhstan was previously the territory of China and many Kazakhs still dream of reuniting with the PRC. The article caused a great resonance and fueled already existing fears that China was encroaching on the country’s sovereignty ( Kulshmanov , 2020). There were a lot of comments under these publications and the rhetoric was very intolerant: “Return??? We need to overcome the damages caused by the virus along with the rest of the world. The ground is already being prepared by the US and the British. We just need to move. Here we’ll leave the commies without a chance . Pompeo will definitely support. he’ll throw in more money for cooperation.”

1. Discrimination, threats to the life and health of coronavirus patients : Case-harassment of a Kazakh blogger girl who flew from Tbilisi to Almaty ( Smayil , 2020) . After her coronavirus was confirmed , the girl decided to tell people about what was happening, giving several interviews. After which I encountered a wave of hate and hate. People condemned her for flying abroad. There were especially negative comments about the fact that she infected the taxi driver who was taking her from the airport. Later, false information was spread on WhatsApp that the girl was supposedly on vacation in the Maldives and lives not in Almaty, but in Pavlodar. “Some people wanted to burn me and put me in prison because I infected a taxi driver. Although we were immediately released from the airport.” “Someone sent a message via WhatsApp with a link to my Instagram that I am a girl from Pavlodar, who is hiding from the authorities, has flown from the Maldives and is infecting people. A lot of curses rained down on me."
2. Interethnic strife using the example of unrest in Kordai : a conflict between several citizens led to clashes between local residents, Kazakhs and Dungans, mass arson, and the flight of some residents to the Kyrgyz Republic. Among the reasons, the government working commission indicated domestic conflict and criminal illegal border activities of Dungans and Kazakhs. The President’s statement that the Kazakh people and the Kazakh language need to be honored received wide support among the population: “The President spoke correctly about the Kazakh language. Other nations, learn Kazakh and everything will be fine, respect the Kazakhs and their customs and traditions.” This is well illustrated by the main trend in February 2020, where harsh “hate speech” prevailed in public discussion. There were calls for violence and discrimination against Dungans and other ethnic groups who do not know the Kazakh language.

After extensive monitoring, websites and social networks of the Republic of Kazakhstan were identified that most often contain “hate speech”: Abai.kz, Qamshy.kz, Alashainasy.kz, stan.kz, qazaquni.kz., as well as websites and social networks of the Republic of Kazakhstan, which most often contain misinformation: total.kz, Abai.kz, Qamshy.kz, jasqazaq.kz, stan.kz, sn.kz, distribution on WhatsApp , Facebook , Instagram , TikTok .

The media, as an important element of the political system, which is not only included in socio-political processes, but also has an active influence on them, is an important source of information not only about the quality of the political life of society, but also the state of current political conflicts between different countries. The media dimension of political practice is a set of journalistic texts about political phenomena and problems, which “reflect the political life of society in all its diversity.”

Over the years of the existence of independent Kazakhstan, a national mass media market has been formed with its characteristic features and problems inherited from the totalitarian system. In Kazakhstan, all the attributes of a democratic state are observed, there is a large number of different media, 80% of which are non-state, and pluralism of opinions is ensured. However, the country's media market is highly dependent on the state and on the interests of political forces and financial and industrial groups. It should be noted that this trend is also inherent in the mass media of developed democracies, and now the degree of trust in the media throughout the world is falling.

As political scientist A.A. writes Morozov, “...from the very beginning, the main principles of Kazakhstan’s media policy were: the creation of a unified information space of the country; democratic modernization of state and non-state media; creating conditions to ensure political stability and interethnic harmony, information security of the state, and the effective functioning of the country's political institutions " ( Morozov, 2008 )

It should be noted that during the period of independence, the media space of the Republic of Kazakhstan has matured; it has gone through all phases of its formation and growth. The country already has a number of fairly strong and strong mass media , information media holdings , which combine the efforts of the media in order to survive in a competitive market economy. One of the mechanisms for supporting the mass media from the state and, at the same time, a method of control over media policy is the state order for competitive selection. In such conditions, the development of the media space seems very problematic, since, while providing support to domestic mass media with the help of government orders, the state simultaneously exercises control over media policy .

Now Kazakhstan is going through a stage of modernization of the political system, which inevitably causes a clash of interests, on the one hand, of the mass media , protected by the constitutional right to free expression, and on the other, of the state, whose responsibility is to maintain the proper level of national and information security, and to regulate the activities of the mass media .

A comparative content analysis of the media of the Republic of Kazakhstan and foreign countries was carried out in the segment of information flow about the situation on the border between Kyrgyzstan and Tajikistan in 2021. Content analysis showed how positively, neutrally or negatively the news about the border conflict was covered. Having analyzed the media, we can say with confidence that foreign and Kazakh media often use similar methods and methods of representing political conflicts, for example, common methods of presenting material are shifting emphasis when covering a fact, illustrations of a controversial nature, and the desire to use stereotypes in relation to the other side, expressive vocabulary, evaluative opinions, etc.

During the content analysis, one can see that the media materials were, to put it mildly, unethical. This happened due to duplication of information from social networks, because there were no original reports from the scene.

Mention of the ethnicity of people ( Kyrgyz , Tajiks) was in many materials and very often in the headlines. In the Kyrgyz and Russian languages it always hurts the eyes and ears. In contrast, for example, to headlines in English, where in public discourse references to ethnicity are more correlated with references to belonging to a particular citizenship.

Some media reported that the deceased warrant officer in Batken was an “ethnic Uzbek” or that the Dungans (meaning the Dungan diaspora as an association) are helping the Batken people . How necessary and important was it to emphasize this? It was much more important to put the facts in context.

Coverage of the border conflict gave rise to the “small victorious war” stereotype thrown into the information space, which many media outlets began to replicate.

On September 26, the Youth Information Service of Kazakhstan presented the first results of a sociological study “The Impact of Disinformation on the Society of Kazakhstan.” MISK provided data on what sources Kazakhstanis most often receive information from, in what areas they see disinformation, how they feel about fake news , the January events and the war in Ukraine, and how susceptible the younger generation is to disinformation. Sociologists, political scientists, public figures and representatives of government agencies discussed the data.

According to Kazakhstanis , the greatest risk of propaganda and disinformation occurs in the sphere of domestic politics. When reading news about the internal politics of Kazakhstan, 26-29% of Kazakhstanis trust Kazakh republican and regional media. Russian media cause the greatest distrust among respondents (25%). At the same time, 37% believe that the sources of propaganda and false information are local media and social networks , and 21% noted Russian media.

The January events in Kazakhstan cause anger and fear among respondents:

* for 40% torture and for 36% shooting of protest participants. Interest and enthusiasm: listening state (19%) and President Tokayev's reforms (25%).
* 21% of respondents heard about the creation of a Biological Laboratory in Almaty and 10% believe Russian media that claim that the laboratory was used to create biological weapons.

When covering the January events in Kazakhstan, local media and Western news portals took different points of view on the situation. Analysis of 80 materials, five leading world media ( The Washington Post (USA), The New York Times (USA), Associated Press (USA), The Guardian (UK) and Deutsche Welle (Germany) showed that Western media used predominantly positive (63.9%) or neutral (31.9%) rhetoric when covering the January events.

Moreover, they maintained it throughout the entire study period (January 4-11). Foreign journalists were skeptical about the statements of the Kazakh authorities about acts of terrorism in Almaty - this is evidenced by the low percentage of mentions (4.2%).

At the same time, the West also viewed the events in Kazakhstan in the context of Russia’s participation in them. Mentions of Vladimir Putin and/or Russia are contained in 65% of headlines and leads . At the same time, the CSTO is mentioned 13 times less often. Three out of five media outlets considered called what was happening an intervention/intervention in at least one of their publications.

The most important difference in the presentation of the topic by the Kazakh and Western media was that at the peak of the events, local journalists separated peaceful protesters and destructive groups, maneuvering between them depending on the news and the region in which they unfolded. In turn, the Western media, on the contrary, maintained only positive rhetoric and did not take into account the specifics of the situation.

At the same time, both foreign and non-state Kazakh media feel great distrust and caution regarding the statements of the authorities - both tried to avoid their harsh expressions. In general, the January events in Kazakhstan and the subsequent deployment of CSTO troops caused misunderstanding in the Western press. And numerous news about detentions, torture and killings of civilians significantly damaged the country’s image.

Unfortunately, the media actively act as a means of disinformation and propaganda, as a means of manipulating public opinion to achieve certain and beneficial goals, and also as a tool of pressure on representatives of the opposing side of the conflict.

In the current military situations in the political arena and in the activities of modern media, the study of the serious influence of the media on the outcome of conflict situations, methods and means of representing political conflicts, the use of technologies that contradict the ethical principles of journalism, and linguistic means to create imagery when covering political conflicts is important and relevant research at this stage of social development.

First of all, it was established that the concepts of conflict and political conflict are absolutely natural for public life, moreover, they cannot be regarded as a purely positive or purely negative phenomenon. Conflict is almost always the basis for growth and, with proper and competent management, it can be translated into a constructive channel.

In this study, it was formulated that in the modern world, where the informatization of society is becoming increasingly widespread, the number of television channels and radio stations is growing, and Internet journalism is developing, the media actually play a colossal role in the formation of public opinion. It was also clarified that the media certainly become the main source of information for the international community: the subject has practically no opportunity to become an eyewitness to the events taking place inside a foreign state, thus the priority of the media is obvious.

Thus, it was determined that the media are not the only, but the main source of “propaganda” for each individual, which, in turn, leads to the conclusion that the way the media cover this or that event of a political conflict, and the opinion of the target audience in general and each individual in particular will depend. Forming the image of an entire country in this case is just one example of such influence.

It is also worth noting that the course of a political conflict as a whole is impossible without interaction and receiving feedback from the public. Having the tools to create an information and media background in society, the media have the ability to manipulate informative pretexts and attract attention only to certain events or factors.

Based on the theoretical works studied, it was found that the image of the state can be created actively or passively, personally or indirectly. For example, indirect, inactive creation of the image of the state is carried out when news about a particular country is covered by foreign media.

As for the practical conclusions of the work done, the articles of domestic and foreign media were analyzed, united by the theme of the same political conflicts that have occurred in recent years. It was found that these media often use similar methods and methods of representing political conflicts, for example, common methods of presenting material are shifting emphasis when covering a fact, illustrations of a controversial nature, the desire to use stereotypes in relation to the other side, expressive vocabulary, evaluative opinions, etc.

Thanks to the above conclusions, this study revealed that the activities of these media do not contribute to the settlement and resolution of the political conflict, but perform the task of presenting and creating favorable images of the parties to the conflict. This is how public consciousness is manipulated.

Summing up, we can say with confidence that the one-sided presentation of material and violation of the principles of the professional code of journalists has been and remains the main problem of modern journalism. This makes it possible to succeed in manipulating public consciousness, conveying to the viewer an opinion that would be beneficial to certain political circles, but violates many professional and ethical norms and rules of the journalist.

Below are practical guidelines for reporting conflict:

Journalists should not sit and wait for conflict to break out. Instead, they should observe the communities in which they work and look for signs of emerging conflict. If journalists see conflicts moving from latent to formative, they should start talking to people on the ground to get as much perspective as possible on what is happening.

Journalists can be forward-thinking if they have informants on the ground and connect with people who know what's going on in the community. This can only happen if journalists get out of the newsroom and spend time meeting people and networking with a wide range of organizations. Find out about local NGOs and community organizations that work in the area, talk to small business owners, and make contacts with local churches, mosques and temples. If journalists take the time to get to know people, they will have valuable sources they can turn to when conflict breaks out. This is especially important if conflicts become violent and parts of the area become off-limits.

For journalists working in multilingual societies, there is always the danger of translation errors that can distort the essence of people's opinions. It is very important for journalists to be as careful as possible when translating quotes into another language and to double-check everything. Even if the translation is technically accurate, there is always the possibility that the slightest nuance that a person is trying to convey may be lost. Whenever possible, it is recommended to paraphrase rather than quote people. Journalists can also make it clear that a quote is a translation, thereby alerting the audience to the possibility that the translation may not be perfect.

Sometimes journalists must rely on others to gain access to a conflict scene, and in these circumstances it is important for journalists to clearly articulate reporting requirements. Journalists accompanying military or police patrols into conflict zones are often accompanied by "controllers" who ensure they do not talk to certain people or go to certain places. In these circumstances, journalists must understand the fact that their reporting is unlikely to reflect what is happening on the ground. The same can be said about situations where journalists accompany humanitarian organizations or embassy delegations to the field.

Interviews are the basis of conflict-sensitive reporting. It is only through interaction with people that journalists can truly understand people's real needs and interests and why they matter to them. Only through heart-to-heart conversations can journalists understand how the parties are experiencing the conflict, what they are afraid of and what is needed to drown out these fears. Conflict-sensitive coverage involves talking to people at all levels in conflicting groups, from the leaders making the decisions to the people on the ground who are most likely to feel the consequences of those decisions.

When groups are involved in peace processes, journalists can do a lot to keep audiences informed without interfering with the process. The first step is to recognize that although the parties try to resolve the conflict, the processes they use may not always be appropriate or well thought out. These processes can promote people in power and undermine the interests of certain groups. Journalists must be attentive and closely monitor these processes.

When reporting on peace processes, journalists can help the parties reach lasting agreements:

Journalists should not simply go along with it because the people involved in the dialogue are sincerely seeking solutions. There were conflicts, due to which the parties entered into peace negotiations only to gain time to regroup and prepare for further struggle.

While journalists are focused on what's happening at the negotiating table, they should also be keeping a close eye on other parties' activities.

While negotiations continue and parties communicate progress, journalists must keep audiences informed of progress being made. They should also ask people what they think about the agreements they are making.

Journalists should be aware that negotiations can be extremely complex and that sometimes the parties will not be able to inform the public about what is happening until agreements are formally concluded. Identify people who have been excluded from the process and ask questions about how these people will be met halfway.

Recognize that the process of peacemaking is time consuming. People often become impatient during negotiations, and journalists can help people understand that good agreements cannot be rushed.

Remain critical of the processes used by peacekeepers. Peace processes are not always successful, not because the parties are not ready to make decisions; but because the peace process is poorly planned.

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