ABSTRACT

thesis for the degree of Doctor of Philosophy (PhD)
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"Language Innovation in the Virtual Communication:
Codification and Lexicography"

Relevance of the research. Since the second decade of the 21st century, the rapidly evolving digital environment and technological processes have fundamentally transformed the structure, function, and content of language communication, giving rise to new linguistic realities and phenomena. Internet-based communication virtual communication has emerged as a distinct and active form of modern linguistic space. In particular, the new linguistic phenomena and structures that have developed in online environments such as social networks, messengers, forums, and blog platforms have extended beyond traditional linguistic norms and systems, forming new code systems with unique characteristics. This trend is also distinctly observed in the Kazakh-language virtual space. One of the main features of today's information society is the continuous advancement of communication technologies and the expansion of the digital environment under globalization. These changes influence not only the social functions of the language but also its structure, areas of application, and directions of development. In this regard, virtual communication has become an object of interdisciplinary linguistic research as a new form of language interaction. New word usages, transformed structures, and texts integrated with graphic and audiovisual elements emerging among Kazakh-speaking internet users are urgent subjects requiring systematic linguistic analysis. These texts are presented as integrated structures that utilize not only linguistic codes but also visual, sound, and graphic elements in a complex, multi-layered, creolized manner, deviating from traditional linguistic models.

Today, there is a strong need to study the nature and structure of linguistic innovations in the Kazakh-language virtual environment for several reasons. First, the communication arena clearly reflects the dynamic development, adaptability, and social functionality of the language. Second, these linguistic changes and innovations encompass new forms of pragmatic functions such as expressing emotions, resentment, humor, agreement/disagreement, exclusion, and negotiation. Third, in the context of the country's state language policy aimed at preserving language culture and norms, and expanding the use of Kazakh in the digital space, the systematic codification and lexicographical documentation of linguistic innovations in virtual communication has become especially significant.

Although neologisms, graphemic abbreviations, borrowings from foreign languages, and hybrid linguistic constructions are increasingly active in internet communication, they have yet to be systematically classified scientifically or included in linguistic standards and normative lexicography. The State Program for the Implementation of Language Policy for 2020–2025 of the Republic of Kazakhstan sets objectives to create a favorable linguistic environment, modernize the Kazakh language, and expand Kazakh-language resources in the digital space. From this perspective, the codification and lexicographical documentation of linguistic innovations in virtual communication is a critical step for the development and adaptation of the Kazakh language, as well as for strengthening linguistic security and the national linguistic space.

Object of the research. The object of the research is the linguistic innovations that have emerged and been adopted in Kazakh-language texts in virtual communication.

Subject of the research. The subject of the research is the typology, structure, and functional scope of linguistic innovations in Kazakh-language virtual communication texts, and the methods for their codification and lexicographical processing.

Purpose of the research. The purpose of the dissertation is to identify linguistic innovations from Kazakh-language texts in the virtual communication space and to define the issues of their codification and lexicographical representation.

Objectives of the research. In order to achieve the stated purpose, the following objectives were set:

- To systematize, classify, and develop a typological categorization of the linguistic innovations emerging in Kazakh-language virtual communication from a linguistic perspective;
- To determine the motivations behind the emergence of Kazakh-language linguistic innovations in virtual communication from a comprehensive linguistic standpoint, and to substantiate the adaptation of English borrowings and graphemic-emojis in the Kazakh-speaking environment from socio-pragmatic perspectives;
- To define the scientific and theoretical foundations for codifying linguistic innovations in accordance with language norms, and to analyze the relationship between linguistic innovations and the normative system of the modern Kazakh language;
- To propose linguistic methods for codification based on the frequency of use, contextual pragmatics, and expressiveness of linguistic innovations in virtual communication texts;
- To establish the criteria and requirements for integrating linguistic innovations that have emerged and are used in virtual texts into the lexicon of the Kazakh language,

based on the theory and practice of lexicography, and to explore the linguistic possibilities of lexicographical processing.

Research methods. The dissertation employs comprehensive linguistic analysis methods, specifically: systematization and processing of linguistic material, classification and selection techniques, linguistic observation, comparative and typological description methods, statistical analysis, semantic analysis, projection, text interpretation, modeling, and corpus analysis methods.

Sources of the research. The sources of the dissertation include a dictionary of neologisms and materials from 9 open Instagram accounts conducted in Kazakh, with follower counts ranging from 1 to 9 million. Approximately 800 posts and around 90,000 comments were collected. In addition, posts from the Threads social network were used as linguistic material.

Theoretical and methodological basis of the research. The theoretical and methodological foundation of the dissertation is based on the scientific conclusions and ideas of both Kazakhstani and international scholars. It encompasses:

The development of the Kazakh language and the emergence of linguistic innovations in the virtual space;

The linguistic foundations of codification and lexicography of these innovations;

The genres of virtual communication and the relationship between oral and written elements;

The forms and linguistic features of virtual communication.

Moreover, the research draws on established linguistic studies, practices, and case studies in the fields of: linguistic philosophy, lexicology, neology, sociolinguistics, onomasiology, normative lexicography, neography, the application of computer technologies in linguistics.

Theoretical and practical significance of the research. The theoretical significance of the work lies in its contribution to contemporary Kazakh linguistics, particularly in the fields of lexicology, the theory and practice of orthological codification, lexicography, and social linguistics. The dissertation enriches these areas with new data. The research results can be used: In specialized courses and lectures on linguistics; In compiling explanatory and neologism dictionaries; For the development of linguistic annotations, especially for the lexicon and phraseology tagging in the National Corpus of the Kazakh Language (NCKL); In showing the stylistic-functional features of neologisms in dictionaries; In creating IT solutions and applications aimed at language cultivation and language teaching.

Scientific novelty of the research. It has been identified that under conditions of virtual communication, real models of language interaction adapt to the new digital environment, resulting in structural and pragmatic changes in traditional linguistic units and the formation of new usage norms.

Indigenous words that had fallen out of use in historical Kazakh language but have re-entered active usage in the virtual space preserving their original semantics under the influence of national-cultural codes and social trends have been described as semantic innovations.

It has been proven that in contemporary Kazakh-language virtual communication texts, lexical-level innovations—neologisms, hybrids, and borrowings—are more frequent and pragmatically active compared to semantic innovations.

It has been substantiated that in the codification of Kazakh-language innovations emerging in virtual communication, a "relaxed norm" prevails, and this phenomenon is justified as a factor demonstrating the dynamic and adaptive nature of the language system.

It has been revealed that modern Kazakh-language virtual communication texts are "compressed," shortened, and form a multi-coded complex; in addition, these texts are presented as an integrated complex with illustrative materials such as illustrations, tables, infographics, and videos to enhance visual impact.

Main provisions submitted for defense.

1. Contemporary Kazakh-language virtual communication texts are characterized by the integration of heterogeneous writing systems and are recognized as polycoded texts in the virtual environment. Various visual enhancement tools (emoticons, stickers, GIFs, audio, video, numbers, symbols, infographics) used to influence the recipient are considered integral parts of virtual communication texts, and these are perceived as a unified complex.

2. Among the linguistic innovations in virtual communication texts, there are neutral words used in real-life communication as well as archaic lexical items that have been pragmatically revived. These linguistic innovations carry contextual loads and have become attributes of Kazakh-language virtual communication texts, functioning as complexes of pragmatic, stylistic, and cultural codes.

3. The majority of lexical innovations in Kazakh-language virtual texts consist of loanwords borrowed from English. Lexical innovations occur more frequently than semantic innovations in virtual texts. This trend responds to the users' need for speed and economy in internet discourse. Additionally, the blending of functional styles, widespread use of language games for expressive-emotional effects, and the increase in figurative expressions and pragmatic nuances highlight the complex, creative, and multilayered nature of modern virtual linguistic communication.

4. Kazakh-language virtual communication texts frequently display deliberate or subconscious deviations from traditional language norms, as well as the use of relaxed norms. This is linked to the prevalence of non-standard forms and errors that do not conform to traditional grammatical requirements. Such linguistic deviations result from the pursuit of brevity, speed, expressiveness, and personal freedom in

communication. Consequently, this process leads to an increase in linguistic innovations in virtual communication texts and promotes an individualistic and non-standard character in communication.

5. In the virtual communication space, the formation of linguistic innovations both enhances the adaptive capacity of the language and facilitates the emergence of new usages and forms, while also contributing to the weakening of traditional linguistic norms. Spoken language structures dominate written communication, and the spread of orthographic and grammatical illiteracy increases. Therefore, maintaining linguistic stability and a normative system must be closely connected to the codification process, which should be supported by neographic dictionaries and lexicographic tools adapted to digital communication. These tools can serve as effective mechanisms for systematizing and standardizing linguistic units, taking into account new communicative realities.

6. Modern lexicography is not merely about recording and describing linguistic units; it is a multifaceted process aimed at enhancing the relevance, adaptability, and functional potential of the language by integrating digital technologies and the socio-cultural dynamics of society. From this perspective, modernizing the Kazakh lexical space by combining traditional methods with contemporary resources such as artificial intelligence, machine learning, and big data processing is a requirement of the times and a vital mechanism for securing the future of the national language.

Approval of the research. The materials and key findings of the dissertation have been approved through publication. One article has been published in a scientific journal indexed in the Scopus database, and eight articles have been published in journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan.

Structure of the research. The dissertation consists of an Introduction, two Chapters, a Conclusion, a List of References, and an Appendix.