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FEATURES OF THE BLOG AS A GENRE OF INTERNET DISCOURSE

Abstract. Internet communication, with its interactivity, presence effect, and information content, has become an integral part of modern life. The diversity of social interaction online offers new opportunities and significantly influences society. One of the most popular forms of Internet communication today is the blog, a regularly updated website where authors publish posts to express their opinions, ideas, or information on various topics. Interactions range from simple information-sharing to scientific discussions, commentary, editing, and data input. Official blogs, in addition to informing and interacting with citizens, also contribute to expanding the use of the state language in Kazakhstan. The study aims to analyze various genre features and stylistic characteristics of blogs on "Open Dialogue", the platform for intercommunication among citizens and government agencies of the Republic of Kazakhstan. Particular attention is given to the key linguistic aspects of blog posts, including the analysis of their style, structure, and content. During the analysis, both quantitative and qualitative methods were applied to the official's blog posts. A mixed-method approach was used to conduct the experiment. The blog entries were considered as a specific informational model, and examined in terms of the official's communication with the public in the information space, media culture, and level of interactive engagement. In addition, blog posts were taken as a special information template and examined from the points of view of communication, media culture, and interactive activity of officials with the public in the information space. The study also examines blog posts as a tool for shaping public opinions and contributes to a better understanding of how blogs function in today's digital society. The Kazakhstani experience with the "Open Dialogue" portal demonstrates that a hybrid communication style, which is blending elements of formal authority with interactive, personal discourse, is crucial for transforming official blogs into genuine tools for public engagement. The findings may offer practical insights for content developers, linguists, communication specialists, and policymakers.

Keywords: Internet discourse; "Open Dialogue" portal; blogging; online communication platforms; content analysis

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БЛОГТЫҢ ИНТЕРНЕТ-ДИСКУРС ЖАНРЫ РЕТІНДЕГІ ЕРЕКШЕЛІКТЕРІ

Аңдатпа. Қазіргі уақытта интернет арқылы жасалатын коммуникация өз қарқындылығымен, ақпарат ағынының шексіздігімен және жаппай қолданымдылығымен адам өмірінің ажырамас, маңызды бөлігіне айналды. Интернеттегі байланыс түрлері сан алуандығымен және берер түрлі мүмкіндіктерімен қоғамның барлық салаларын қамтып отыр. Интернет-коммуникацияның ең танымал жанрларының бірі – блог. Блог – бұл авторлар әртүрлі тақырыптар бойынша өз пікірлерін, идеяларын немесе түрлі ақпараттар мен жазбаларды жариялайтын, тұрақты жаңартылатын веб-сайт. Интернет-коммуникация қарапайым ақпаратты қараудан бастап, ғылыми деректерді іздеу, оларға түсініктеме беру, жеке мәліметтерді өңдеу мен енгізу сияқты сан алуан мәселелерді қамтуы мүмкін. Ресми тұлғалардың блогтары азаматтарға түрлі мәселелер бойынша ақпарат беруде, өтініштерге жауап беруде, мемлекеттік тілдің қолданыс аясын кеңейтуге өзіндік ықпалы бар. Бұл мақалада Қазақстан Республикасының азаматтары мен мемлекеттік органдарының өзара әрекеттесуінің ресми алаңы – «Ашық диалог» порталындағы блогтардың жанрлық және стильдік ерекшеліктері қарастырылған. Зерттеудің мақсаты – қоғамдық пікірді қалыптастыру және адам санасына әсер ету құралы ретінде блог жазбаларын талдау. Зерттеу барысында ресми тұлға жазбаларына сандық және

сапалық талдау қатар қолданылды. Аралас талдау түрі арқылы эксперимент жасалды. Блог жазбалары арнайы ақпараттық модель ретінде алынып, ресми тұлғалардың халықпен ақпараттық кеңістіктегі коммуникациясы, медиа мәдениеті, интерактивті белсенділігі аспектісі тұрғысынан қарастырылды. Жұмыста интернет-коммуникацияның бір жанры ретінде блог ерекшелігіне зерттеушілердің көзқарастары сараланды. Аталған жанрдағы ресми тұлғалардың жазбаларының стилі, құрылымы, мазмұны талданды. Сондай-ақ сандық технологияның интернет-дискурсы бойынша зерттеулердің нәтижесі берілді. Зерттеу әдістемесі ретінде аталған блог жазбаларын мазмұндық және құрылымдық тұрғыдан талдау негізге алынды. «Ашық диалог» порталы арқылы көрсетілгендей, ресми блогтар, азаматтармен тиімді өзара байланыс үшін формальды билік элементтері мен жеке, интерактивті дискурсты үйлестіретін гибридтік тәсілді қажет ететіні анықталды. Зерттеу нәтижелері интернет-дискурстың дамуын жан-жақты түсіндіру және болашақ зерттеулерде сандық қарым-қатынас табиғатын тану теориясын кеңейтеді. Бұл зерттеу ресми контент құрушыларға, лингвистерге, мемлекеттік қызметшілерге өз пайдасын тигізеді деп санаймыз.

Тірек сөздер: интернет-дискурс; «Ашық диалог» порталы; блог жүргізу; онлайн байланыс платформалары; мазмұнды талдау

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ОСОБЕННОСТИ БЛОГА КАК ЖАНРА ИНТЕРНЕТ-ДИСКУРСА

Аннотация. Интернет-коммуникация благодаря своей интерактивности, эффекту присутствия и информационной наполненности стала неотъемлемой частью жизни современного человека. Специфика социального взаимодействия в сети заключается в его многообразии, предоставляемых возможностях и значительном влиянии на все сферы жизни общества. Одним из наиболее популярных жанров интернет-коммуникации в наши дни является блог, представляющий собой регулярно обновляемый веб-сайт, где авторы публикуют посты, выражая свои мнения, идеи или информацию по различным темам. При этом интеракция может варьироваться от просмотра простой информации до поиска научных данных, их комментирования, редактирования или ввода собственной информации и других вопросов. Официальные блоги, помимо выполнения своих основных задач по информированию и взаимодействию с гражданами, также способствуют расширению сферы использования государственного языка. Статья посвящена изучению жанровых черт и стилистических особенностей блогов на портале «Открытый диалог», официальной платформе для взаимодействия граждан и государственных органов Республики Казахстан. Целью исследования является анализ блог-постов как инструмента формирования общественного мнения и воздействия на человеческое сознание. В ходе проводился как количественный, так и качественный анализ официальных постов. Был проведен эксперимент с использованием смешанного типа анализа. Публикации из блогов были взяты в качестве особой информационной модели и исследованы с точки зрения коммуникации, медиакультуры и интерактивности официальных лиц с общественностью в общем информационном пространстве. В данной работе также рассматриваются мнения различных ученых о природе и особенностях блогов как жанра интернет-коммуникации. Особое внимание уделяется лингвистическим аспектам блог-постов, включая анализ стиля, структуры и содержания. Также были представлены результаты исследования интернет-дискурса цифровых технологий. Методология исследования основывалась на содержательном и структурном анализе этих записей в блогах. Опыт казахстанского портала «Открытый диалог» показывает, что для превращения официального блога в настоящий инструмент взаимодействия граждан и государственных органов необходим гибридный подход, сочетающий элементы формального авторитета с интерактивным и персональным дискурсом. Данная работа вносит вклад в понимание эволюции интернет-дискурса и в расширение теоретической базы по изучению цифровой коммуникации. Результаты исследования могут быть полезны для разработчиков контента, лингвистов, специалистов по коммуникациям и государственных служащих.

Ключевые слова: интернет-дискурс; портал "Открытый диалог"; ведение блогов; платформы онлайн-коммуникации; контент-анализ

Introduction

The current Internet-based communication has undoubtedly gained wide popularity and holds huge influence on every walk of life today. Therefore, these trends impact the ways and channels of communication and, most importantly, shift paradigms in traditional understanding of how communication works. Firstly, it is becoming more virtual (as opposed to merely human/face-to-face unwired one); and secondly, digital communication expands into areas and activities that previously have never been thought of, both at local and global levels. These activities may include, for instance, various platforms devoted to discussing a wide range of topical issues, decision-making, information-sharing, doing business, being involved in professional development, and many others. In addition, messengers and social networks have revolutionized the ways people communicate within just one generation. However, most importantly, all these technological advances allow users to reflect and express/share their viewpoints by posting and blogging on various platforms. Thus they serve a very important social function and also play a vital linguistic role, where the active use and promotion of a particular language can contribute to bringing the language to its full-fledged capacity or raising its status and active usage. One of such practices that is being implemented in Kazakhstan is the *"Open Dialogue"* portal on dialog.egov.kz website. Its primary function is to establish mutual communication with the government bodies, local authorities and officials. The site serves as an open platform to exchange and discuss various issues, so they can be brought to the attention of the party concerned and resolved in an open and timely manner. It can also be used for other purposes as well, for instance for public opinion polls, virtual discussions and conferences. Therefore, the current paper aims to explore such examples of electronic discourse to identify patterns, specifics, and possible challenges. A particular attention will be given to the degree and level of utilization of the official state language, Kazakh, on the open-access platforms. Based on the analysis of findings, there could be proposed some practical recommendations for the users at large to increase the efficiency and the quality of mutual informational online interaction.

Materials and methods

As it was mentioned in the beginning, the major source of information for the study and analysis was dialog.egov.kz website, which hosts "Open Dialogue" portal. The platform contains personal blogs of the officials that represent various government bodies, local executive offices, and quasi-state agencies. The content analysis was done with the help of 60 students who took Business Correspondence in Kazakh (in the College of Human Sciences and Education, KIMEP University) as part of their course project over three semesters in academic years 2022-2024. Around fifty official posts and blog entries have been carefully examined. The information sources included, in particular, officials' biographies, various reports, notes related to Public Relations, responses to queries, announcements and notifications in social networks, recorded footage, and featured interviews. The posts have been examined for their specific features in content, layout, functional language use; a content analysis framework was applied to compare and contrast different blogs according to the following criteria:

Table 1 – Content analysis framework
Кесте 1 – Мазмұнды талдау шеңбері
Таблица 1 – Рамки контент-анализа

1	A comprehensive and in-depth comparative analysis of the blog of your choice with another blog. Review of posts, writing style, statistics, etc. & their analysis. Ability to present findings in an engaging manner to the audience.
2	Inclusion of concrete examples: Identifying the advantages and unique features of blog posts in terms of responses to comments, public announcements, news, professional activities, and other types of content (10 examples).
3	Identifying and highlighting weaknesses in blog posts (5-7 examples); providing specific suggestions or correction models for improving these shortcomings.
4	In addition to addressing the identified weaknesses, offering practical and effective recommendations to improve the blog (5 suggestions related to writing style).

During the research, the style, structure, and content of official representatives' blog entries were analyzed. Using critical discourse analysis, specific corrective models were proposed for improving the

discourse of blog authors. Through analytical discourse analysis, blog entries from several officials were compared; exemplary entries were highlighted, while deficiencies were identified, categorized, and examined. Additionally, the logical coherence of blog texts was analyzed using structural-functional analysis methods. The study employed content and structural analysis of the blog entries as its primary methodological approach.

Literature review

Official blogging is a relatively new genre in the digital space; albeit it has mainly originated from personal blogs or virtual diaries, it has developed into a very powerful tool for shaping public opinion, problem-solving, addressing various concerns, voicing ideas, providing constructive feedback, and as well as many other social functions. This was especially evident during crises as rapid COVID-19 spread, when the fast dissemination of information was of vital importance for the human community (Sutton, Renshaw, Butts, 2020). In the post-COVID world, engaging local communities in digital communication to address various issues e.g. as tourism development of the Swiss Alps (Mele, Egberts, 2023), preventing bushfires in Australia (Roger, Kinsela, 2023), or creating an organization's identity through narratives (Ala-Kortesmaa, Laapotti, Mikkola, 2024) have been explored and practiced among many others. With the recent and rapid development of AI, this field may expand even further encompassing other functions and reaching out into new areas of information creation and exchange.

Theoretical perspectives on Internet discourse

Academic discussions on Internet discourse highlight its hybrid nature, combining elements of oral and written communication. Studies by Nowson (2006) and Schiano, Gumbrecht, & Nardi (2004) describe blogs as semi-structured texts influenced by interactive elements such as hyperlinks, comments, and multimedia content. Additionally, Kurkimbayeva (2021) categorizes Internet discourse into four linguistic models: pragmatic, media-parametric, structural-semantic, and stylistic. Although there may seem to be a variety of opinions among the authors on the topic on the online discourses' theoretical perspectives, yet the wealth of opportunities created by modern-day technology can encourage more of their types and forms in the near future.

Blog genres and their characteristics

Blogging, as a genre, encompasses various formats, including personal, corporate, and government blogs. Ala-Kortesmaa et al. (2024) argue that digital platforms contribute to public identity formation, while Mele & Egberts (2023) examine how travel blogs shape perceptions of heritage sites. In official communication, blogs serve as a medium for transparency and direct engagement with the public at large. It should be noted that this channel of communication is gaining popularity for its wide availability, versatility, and prompt direct feedback, emphasizing the importance of clear mutual communication among the parties involved.

Linguistic Features of Blogs

Numerous linguistic studies emphasize the role of stylistic choices in online discourse. For instance, Ulyanova (2011) and Voyskunsky (2012) discuss the fluidity of Internet language, highlighting trends such as informal tone, interactive structures, and multimodal elements. In Kazakhstan, Kurmanbekova (2024) explores language use in social networks, identifying challenges in bilingual communication and digital literacy. Since blog posts are routinely changing on a regular basis, their discourse is also complex and changing. The reason for its change is the liaison between general interactivity in the online discourse and the activities happening around in life. The highly interactive pattern of activities has had its impact on the web contents and, in its turn, influences established stylistic forms. This may have a negative impact on the diversity of language use and on the overall linguistic legitimacy. Therefore, linguists should create a specialized web content that can be used to generate a formal writing style. The challenges and complexities of the internet-based discourse in blogs lies not only in writing but also in images, emoticons, comments, video content, hyperlinks, and visual representations communicated through texts. An official blog consists of written and verbal texts (e.g. taped video interviews) for the purpose of wide communication. Within certain content parameters, blog posts aim to reach out and influence their target audiences. The current development phase of modern online media has resulted in creation of a universal and unlimited communication space. Such trends in modern communication create a lot of opportunities for research, especially in relation to the use and application of language for particular purposes. It has been noted that the topic of language use within the novel forms of communication that groundbreaking

technologies offer is attracting a lot of attention from researchers in the field.

Ulyanova (2011) in her study confirms that the Internet-based discourse is developing as an interesting genre. In the times of rapid growth of digital technologies, there is a growing need for comprehensive studies of the topic of Internet discourse. This is due to the fact that Internet communication among humans now faces various changes and challenges. In linguistic research, there have emerged and been coined many related terms, such as electronic discourse, virtual discourse, "computerized discourse", electronic communication, Internet communication and others. It is important to distinguish not only the amount of these terms and concepts but also their actual functions. For instance, Gaifullina (2017), by comparing "electronic discourse" and "electronic communication" concludes that e-communication might have a priority over electronic discourse and notes that it is more comprehensive. Therefore, in this study, the concept of "electronic discourse" was considered as "Internet discourse". This is because electronic discourse may well occur without the Internet. The same concept is also supported by Galichkina (2012); in addition, Galichkina states that the next feature of Internet discourse in the near future can be the ability of a communicator to express their emotions and facial expressions through various emoticons. This is a widely used non-verbal method not only to minimize the language use but also to increase the significance of the text and draw attention to communication, the author concludes. It is worth noting that smileys and emoticons may well convey various emotional meanings in addition to main texts.

Voyskunsky (2012) in their study emphasizes that "Internet discourse" ensures the process of information exchange between both parties and highlights the following features of the informal conversational style:

● Firstly, all web-based text get regularly updated, edited, or developed; although these processes may slightly differ procedurally or otherwise;

● The ubiquitous accessibility of online communication reflects its highly communicative nature;

● Connotative value prevails over denotative meaning within the framework of an online text.

The literature sources on the topic identify the following similar features of Internet discourse, such as a wide coverage of the topic and content of the text, the presence of hyperlinks in the text, famous quotes, and the frequent updates of pages with new materials (Yudina, 2003). Research studies also reveal the fact that online texts sometimes lack either clarity or coherence or both; there could be structural weaknesses in sentences, poor wording and overall signs of low functional literacy of content creators (Dedova, 2001). Our drawn conclusions of the study on the topic are consistent with these findings. Similar topics about language of the Internet-based texts, role of social network in linguistic communication, speech culture of Internet users, and language of computer communication have been explored by several Kazakhstani authors (Smagulova, Sarseke, Yeskermesova, Zhumatayev, and others). Kurmanbekova (2024) has also studied the features of Internet and online discourse to conclude that Internet discourse is communication over the Internet (global network), while online discourse includes any type of communication, including local networks. Therefore, with the increasing volume of studies in the field, there may still seem to be gaps in theoretical studies on the issue of text in blog messages of individuals and discursive communication online.

Results and discussions

The study primarily analyzes blog posts on "Open Dialogue", focusing on linguistic and structural features. The methodology involves the following course of action:

1. Content Analysis: examining language patterns, stylistic choices, and rhetorical strategies.

2. Comparative Analysis: evaluating blog discourse against previous research.

3. Data Collection: the sample includes 50 blog entries from officials representing various government agencies. Analyses were conducted over three academic semesters (2022 – 2024), with participation from students in a Business Correspondence course at KIMEP University.

To ensure systematic analysis, blog posts were categorized based on the following:

● Writing style and coherence

● Use of formal vs. informal register

● Structural elements (headings, paragraphs, bullet points)

● Degree of public engagement (comments, responses, interactivity).

In addition, for the purpose of the current research, the blog entries samples of various public and state officials have been collected and analyzed from political and social discourse perspectives. In particular, these attributive specifics of their blog communication have been drawn and analyzed:

1. Structural-semantic, whereby the main information provided in the textual content is explained through the meaning of individual lexical units;

2. Linguistic, which considers grammatical structures and phonetic nature of the text;

3. Extralinguistic, or non-linguistic content of the text, which includes emotions, expressions, cumulations, cognitive background, and such.

Within the structural-semantic analysis, the next items were carefully considered, which include shaping message structure, use of overall writing mechanics (fonts, capitalization, spacing, etc.), paragraphing, graphic devices (headings and subheadings, spacing, bulleting), punctuation marks, i.e. features of writing that help emphasize the key words and ideas in a message. As a result of linguistic analysis, the semantic organization of text parts (marked with numbers or letters), conveying the right meaning of the message, correct formulation of ideas, overall cohesion and coherence, semantic brevity, logical patterns of writing and stylistic literacy as well as the use various pragmatic means of conveying thoughts (e.g. rhetorical questions, simile, metaphors, proverbs, regular phrases) have been looked into and discussed. Finally, the applied extralinguistic analysis, considered the use of colorful visual aids, graphics, pictures, videos, and various snapshots.

Previously, proceeding from the literature in the field, the written type of communication has been prioritized over verbal communication. However, in the last decade, there has been a shift in this assumption. It is now hard to make a clear distinction or identify the advantages of one over another. Modern means of communication are multifaceted, and they may combine texts, visuals, and audio in one, and all that inevitably impacts the ways we create written texts. Language is the driving force behind the human mind, and therefore the online language is as important now as the natural language.

Proceeding from modern-day realities and opportunities that electronic means offer, the government and public officials use web platforms for reaching out to wider audiences. These opportunities allow a lot of room for prompt consideration and decision-making, fast exchange of ideas, sharing and receiving feedback, and many other activities that would not be possible in the absence of mass technology that is present today. It should also be noted that the wide use of technology and information sharing go along with the announced Hearing State concept in Kazakhstan, which encourages wider involvement of the public at large in collaboration with government, civil, and public services by means of online communication. What is especially important in these above trends, they help to establish a mutual, two-way flow of communication, where the sender, recipient, and the info text are the integral parts. It is important to mention here that such communication, besides mature writing skills, also required proper functional literacy abilities, analytical skills, and critical thinking.

Through the research, it has been found that blog posts of officials are consistent with the entries such as bios, public requests, and applications. Then, the individual author bios (from around 50 official blogs) were analyzed and the following preliminary conclusions were drawn. It turns out that personal bios followed more of a free/flexible structure of the text composition and mainly revealed the original writing styles of each corresponding author. There has also been observed the tendency to use longer sentence structures, particularly when reporting on past activities. Some other observed text language subtleties included the occasional use of stereotypical assumptions, inconsistencies in information sharing and even small-scale borrowings or self-plagiarism. Given how important the clarity and correctness of any textual information are, a responsible official should strive to maintain a high level of communicative competence to achieve the goals set by the state policy and for the benefit of the public. Therefore, Kurmanbekova (2024), emphasizes the following features of communicative competence such as good level of language proficiency, local awareness, overall intellectual capacity, and cognitive skills.

Since the study was longitudinal, there have been also noted some changes in the observed online texts and materials, yet some remained the same. An illustrative example in Kazakh (with the translation below) could be following screenshot from the page of the Minister of Health of the Republic of Kazakhstan (https://dialog.egov.kz/blogs/851968/welcome):

Kazakh:
Сәлеметсіздер ме, құрметті блог оқырмандары!

Менің жеке блогыма қош келдіңіздер! Мен Сіздермен денсаулық сақтау саласындағы өзекті мәселелерді, халыққа көрсетілетін медициналық көмектің сапасына қатысты сұрақтарды талқылауға дайынмын.

Біз мұнда Сіздермен тікелей байланыс орнатып, сіздердің ұсыныстарыңыз бен идеяларыңызды талқылап, орын алған мәселелердің ортақ шешімін табуға тырысамыз. Мен сіздердің тараптарыңыздан келген сұрақтардың барлығын назарда ұстайтын боламын.

Біз бірлесе отырып Қазақстанның денсаулық сақтау жүйесін жақсартып, отандық медицина деңгейін үздік әлемдік стандарттарға көтеретінімізге, қоғамымыздың гүлденуіне үлес қосатынымызға сенімдімін!

English version:
Dear visitors,

You are very welcome to my personal blog. I am ready to listen to your concerns, to discuss with you topical issues in the health care field, and to address any questions you may have regarding the quality of public medical care.

We are here to establish direct contact with you; feel free to share your suggestions and ideas and we will try to deal with any problem that may arise. I will keep track of each query or concern received so they can be resolved for your best benefit.

I am sure that together we will keep improving the healthcare system of Kazakhstan, raise the level of local medicine to the best world standards, and contribute to the prosperity of our society!

Proceeding from analysis of the Kazakh language text, the entry overall is structurally compact; the tone and formality of the message is appropriate to the context. It follows good structure, all important items for the initiation of communication are present; the message creates a welcoming impression. Some possible weaknesses may include some repetitions (these again primarily concern the Kazakh text).

It can therefore be concluded from various practices and relevant literature that the message clarity, conciseness, appropriate tone and level of formality, among other ones, are priority. Avoiding excessively long sentences, keeping to plain language and using various graphic devices to emphasize the important points of a message are important skills as well. Good knowledge of the target audience is also the key.

The following message has been found by the students as exemplary:
Kazakh:

Құрметті блог оқырмандары!

Менің электронды үкімет порталындағы жеке блогыма қош келдіңіздер!

Ашық үкіметтегі жеке парақшамда мен жоғары оқу орындарындағы білім беру қызметінің сапасын арттыру мәселелерін талқылап, Қазақстандағы ғылым мен жоғары білім жүйесін реформалау бойынша кез келген ұсыныстар мен пікірлеріңізді тыңдауға дайынмын.

Барлық шағымдар мен өтініштер мұқият қаралады. Университеттер мен біздің ғылыми ұйымдармен өзара қарым-қатынас барысында қандай да жағдай туындаған жағдайда кез-келген мәселені бірлесіп шешетіндігімізге сенімдімін.

Дегенмен өзгелерге үлгі болу мақсатында позитивті жағдайларды да бөлісе отыруларыңызды сұраймын.

Құрметпен,

ҚР Ғылым және жоғары білім министрі Саясат Нұрбек

English version:
Dear blog readers,

Welcome to my personal blog on the e-government portal!

Over this platform, I am ready to discuss the issues of improving the quality of educational services in higher educational institutions and listen to your suggestions and opinions on reforming the system of science and higher education in Kazakhstan.

Please rest assured that all your queries and concerns will be carefully considered. I am positive that together we can overcome any challenge or issue that may arise for the sustainable development of our universities and research centers.

You are also very welcome to share to your success stories and exemplary achievements so we can

learn from the best practices as well to be an example emulated by others.

Sincerely,

Sayasat Nurbek

Minister of Science and Higher Education of the Republic of Kazakhstan

(https://dialog.egov.kz/blogs/6029312/welcome)

The Kazakh version of the message is also well-structured and is easy to follow. There is a good use of inclusive language (e.g. "we can overcome…"), and, overall, the message is quite positive and displays a high level of communication proficiency. What might be considered in the Kazakh version of the text is the extensive use of the "I" pronoun in the first paragraph.

Based on some other blog entry samples, official social network pages, posted footages, and relevant online materials, the following conclusions can be made. Firstly, it is the varying levels of involvement of Kazakh language in published material. This may be due to insufficient knowledge of the state, Kazakh, language by some authors which can limit its use in public discourse. Even with the use of teleprompter, a few examples of video interviews reveal pronunciation errors, frequent code-switching or excessive accent; the choice of the language to respond in an interview also depended on the speaker's level of proficiency in the either language, which ended up, for example, two languages being involved in a conversation. All these examples show that choosing the right channel and form of communication with the proper language choice and use may reinforce the message and reach a wider target audience.

Some other technicalities of communication online based on the reviewed examples also include but are not limited to untimely update of the profiles, obsolete information still being present, or confusion in reaching out the right contact person. However, all these items are being noted and systematically reviewed by the parties responsible; and, what is important, the technology here can play yet another important role in proofreading, editing, correcting, improving, updating, and enhancing the quality of communication if applied properly. This is a challenge and at the same time an advantage that modern technology offers. The human factor is still essential because a good quality communication message is the human prerogative at least for now, no matter how advanced AI is.

Since the current study is based on a limited selected sample of written entries of primary sources as online diaries, blogs, and social network posts, it does not pretend to be comprehensive nor does it claim to be exhaustive. To explore the subject matter further, some more in-depth studies and observations need to be made, particularly since this field changes fast due to its technological nature and involved human factors. Therefore, this study also involved some survey questionnaires among university students on the topic of research. The data collected below reflect their responses to some key questions.
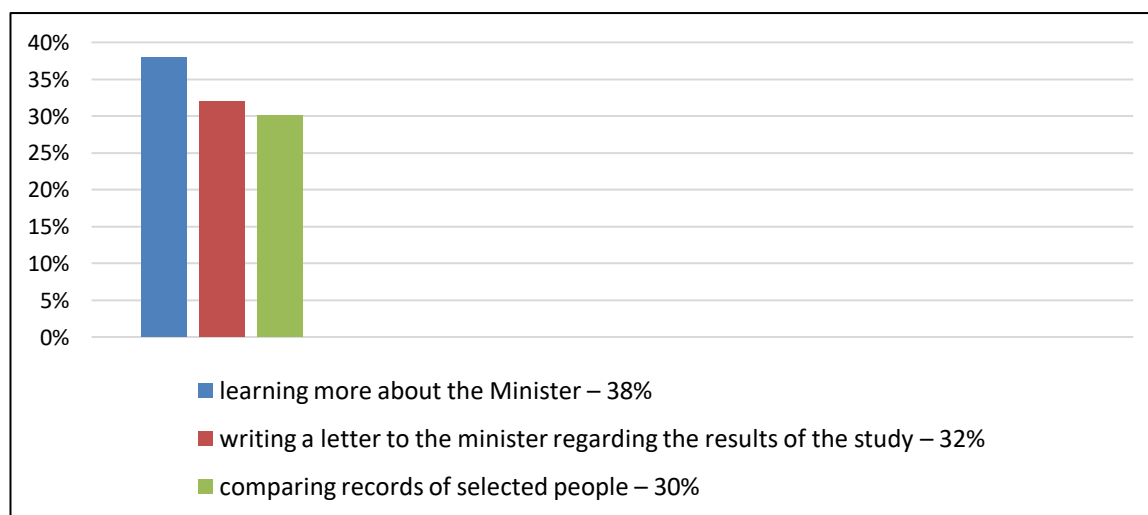

Figure 1 – The blog information that most interesting for the study

Сурет 1 – Зерттеу үшін ең қызықты блог ақпараты

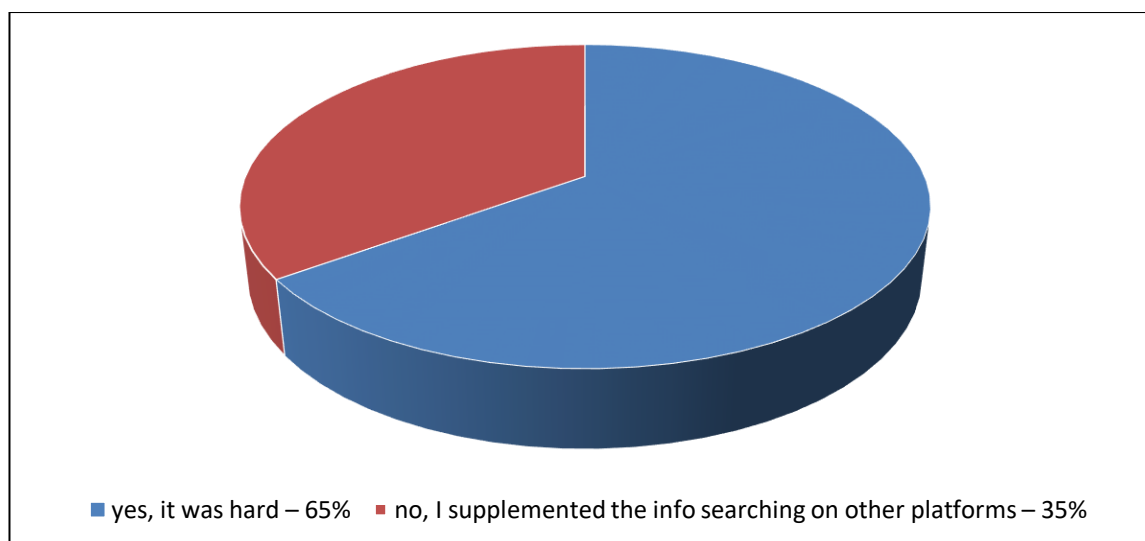Рисунок 1 – Наиболее интересная для исследования информация из блога

Figure 2 – Difficulties in working with authors who publish infrequently
Сурет 2 – Сирек жарияланатын авторлармен жұмыс істеудің қиындықтары
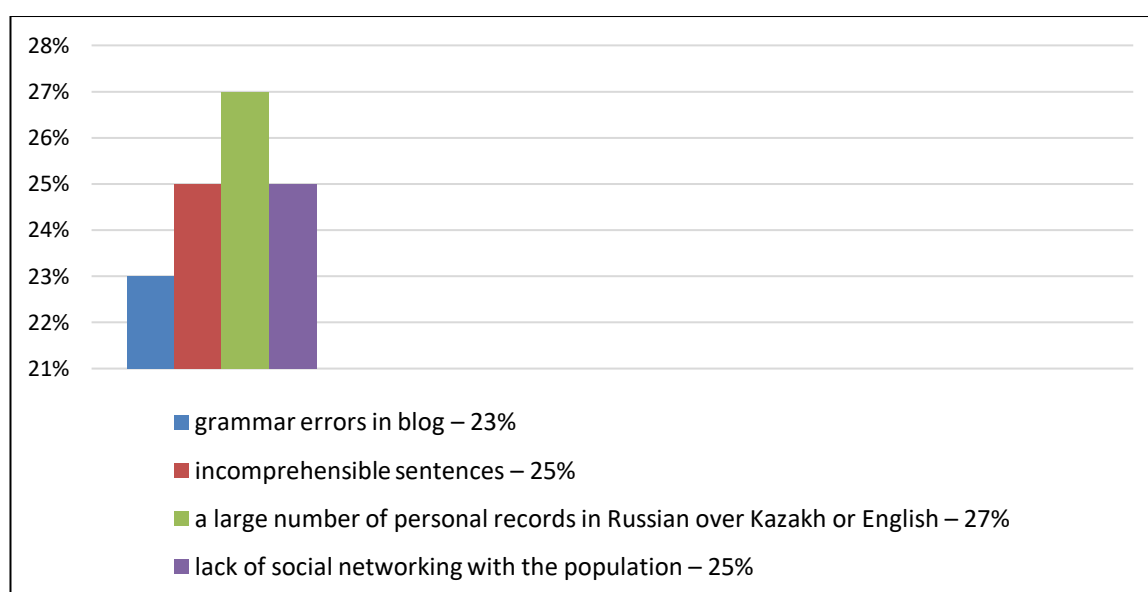Рисунок 2 – Сложности работы с авторами, которые публикуются нечасто

Figure 3 – The main limitation of the analyzed blog posts
Сурет 3 – Зерттелген блог-посттардың негізгі кемшілігі
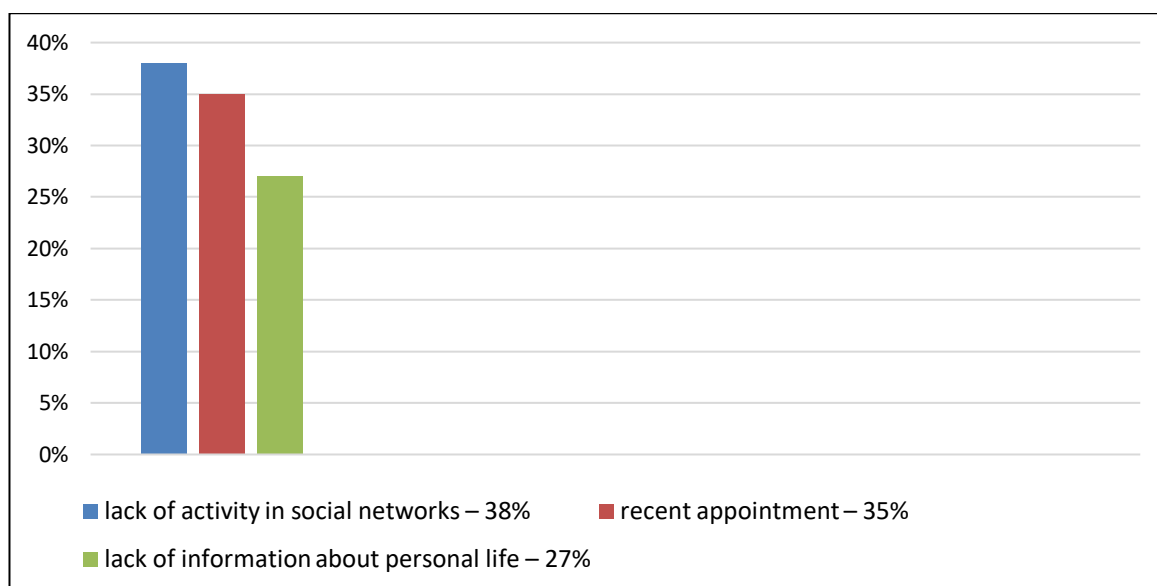Рисунок 3 – Основной недостаток исследованных блог-постов

Figure 4 – Difficulties in finding information about the selected minister
Сурет 4 – Таңдалған министр туралы ақпаратты іздеудегі қиындықтар
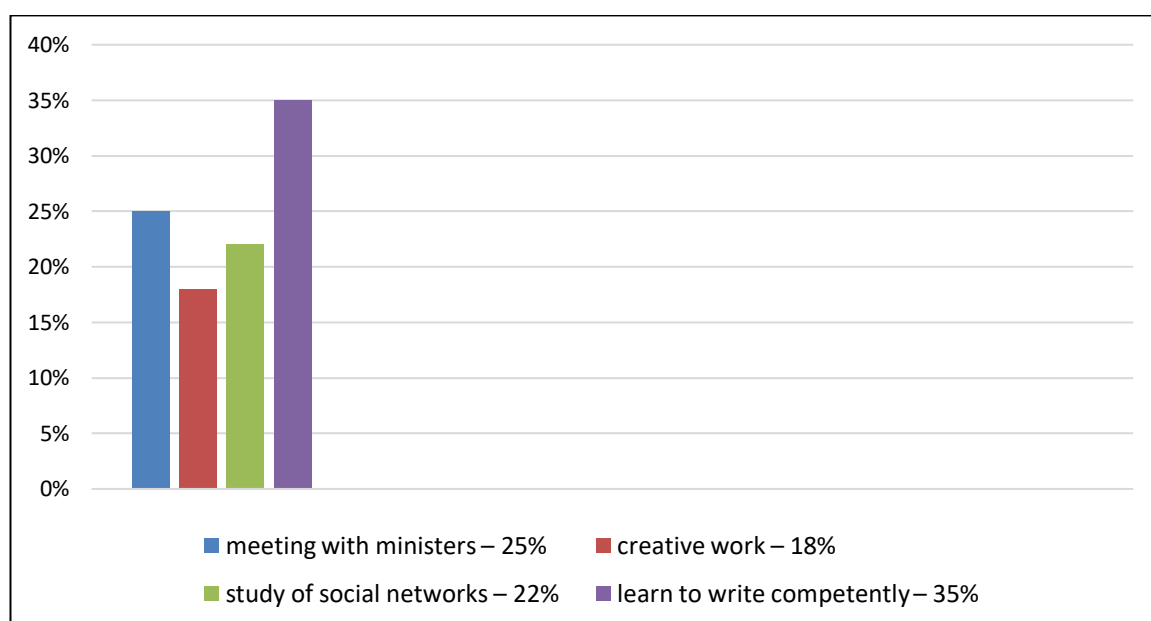Рисунок 4 – Трудности при поиске информации о выбранном министре

Figure 5 – Additional advantages for the course that such research may provide
Сурет 5 – Мұндай зерттеулердің курсқа бере алатын қосымша артықшылықтары
Рисунок 5 – Дополнительные преимущества для курса, которые могут дать такие исследования

To sum up, the analysis reveals that blog discourse exhibits distinct linguistic characteristics, influenced by official tone, stylistic consistency, and audience engagement. Key observations include, e.g. in regards to grammatical and stylistic features, the assumptions that government blog posts maintain a predominantly formal tone though occasional informal phrasing may appear in responses to citizen inquiries. In addition, sentence structures may vary, with some entries featuring complex language, while others adopt a more accessible style. It should also be noted that code-switching between Kazakh and Russian is common, which may influence readability and inclusivity.

Concerning structural organization, most blog entries follow a structured format with clear headings and subheadings. Paragraphing may sometimes be inconsistent; some posts are dense, while others use

bullet points for clarity. Interactive elements (e.g., hyperlinks, embedded videos) may seem underutilized. In regards to public engagement and impact, the following conclusions can be drawn that blog posts related to public services receive higher engagement (e.g., education, healthcare policies); also, the use of visual elements and accessible language increases interaction rates.

Conclusion

Online media texts of various forms and aims, play an important role in the life of the society today, which is supported by the examples drawn from open platforms such as Dialog and others. It was revealed that they help establish mutual communication in different fields of human activity and give access to a wealth of information which could be used for different purposes, such as e.g.

● decision-making,

● informing,

● clarifying,

● explaining, and others.

Thanks to the variety of cutting-edge technology available now, this information could spread quickly across the borders and reach its target audience. Never before has information acquisition been so fast and convenient.

The analysis reveals that online communication platforms are also becoming very influential from the social point of view, whereby they could facilitate open exchange of opinions, argumentation, raising issues and resolving them, and increasing overall awareness for effective dialogue, consensus or decision-making.

This is why blogging can be advantageous for the following reason:

● it can spread quickly across borders and reach its intended audience;

● it is convenient and handy;

● it operates on online communication platforms which are becoming socially very influential;

● it can facilitate open exchange of opinions, provide arguments, raise and resolve issues, and increase general awareness of effective dialogue, consensus, or decision-making.

However, this poses a lot of challenges, particularly to the quality, style and form of the message being created and shared. Misunderstanding and miscommunication may well occur on the global level due to some linguistic or cultural specifics; they can also happen within the local societies as well because of ambiguity, lack of clarity, ways of expression or composition of shared message, and other factors. This is why communicating online effectively, as one of the key skills in the 21st century, should be embedded in higher education curricula and professional development; for instance, there are studies on how to involve students in social media projects through video, podcasting, and blogging (Shrader, Louw, 2021) or about building public collaboration with local governments (Maziashvili, Pleśniak, Kowalik, 2023) that have been put into practice among many others. Therefore, the practical implications of this study encompass, in particular:

● the ability to create a clear and concise, grammatically and stylistically correct message that would appeal to the target audience;

● the proficient use of technology are truly competitive advantage skills that need to be mastered and practiced;

● finally, online blogging, as part of a wider successful public communication strategy, cannot be underestimated; it requires more insight and further studies to understand and enhance its practical application and use.

In regards to the study limitations, it acknowledges some certain ones, such as the sample size which was limited to 50 blog entries, restricting broader generalizations. The overall analysis primarily focuses on a single platform, necessitating comparisons with other government blogs. In addition, the impact of AI-driven content generation on digital discourse remains an open question.

Hence, the main conclusion which can be made is that this study underscores that blogs, as a central genre of internet discourse, are powerful tools for shaping public opinion and influencing consciousness, extending far beyond simple information sharing. The research on Kazakhstan's "Open Dialogue" portal demonstrates that official blogs, while fulfilling their primary role in public information and citizen engagement, also serve linguistic and societal functions, such as promoting the state language. The analysis reveals that blog posts are complex informational models whose effectiveness highly depends on

their stylistic, structural, and content-related linguistic features. Overall, the findings contribute to understanding the specifics of digital communication, providing a theoretical framework for content creators, linguists, communication specialists, and government officials aiming to navigate and utilize the global communicative space effectively.

In addition, drawing from the Kazakhstani experience with the "Open Dialogue" portal and international parallels like the UK's gov.uk blog or Estonia's e-governance communication, a key deduction is that the most effective official blogs synthetically blend formal and informal discourse. Therefore, this study implies that simply transferring traditional or formal language into a digital format may not always be efficient. Instead, official communication should adopt the interactive, personal, and responsive nature of successful international models while strategically maintaining the requisite authority and promoting linguistic policy successfully, as seen in the Kazakhstani context. This hybrid approach is crucial for transforming an official blog from a one-way information channel into a genuine tool for effective communication in the digital age.

As for the future research, one of the promising directions for exploration could be cross-platform comparisons of government blogging strategies and also the influence of cultural and linguistic factors on digital communication styles.

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