

Jianbo Hou¹, Rishat Saurbayev², Fatima Yerekhanova^{3*}¹Doctor of Philosophy (PhD), Professor, Xi'an International Studies University, China, Xi'an,
ORCID: 0000-0002-0332-7020 E-mail: houjianbo@xisu.edu.cn²Candidate of Philological Sciences, Professor, Toraighyrov University, Kazakhstan, Pavlodar,
ORCID: 0000-0003-1419-7361 E-mail: rishat_1062@mail.ru^{3*}Corresponding Author, Candidate of Philological Sciences, Associate Professor,
Central Asian Innovation University, Kazakhstan, Shymkent,
ORCID: 0000-0003-3344-3839 E-mail: siliconoasis702@gmail.com**DISTINCTIVE ONOMASTIC FEATURES
IN KAZAKHSTANI AND BRITISH DISCOURSE**

Abstract. The current paper analyzes the linguistic features of onomastic units such as homoanthronyms, toponyms, and homonyms in the news discourse of Kazakhstan and the UK. The source of data used in this analysis includes headlines, news articles, and briefs by reputable mass-media organizations like “Khabar”, “24 Kazakhstan”, “KazTAG”, “The Times”, “The Guardian”, “The Independent”, “The Daily Telegraph”, and “The Observer”. In particular, the paper analyzes the way onomastic units help to fulfill certain pragmatic purposes under socio-cultural and linguistic context conditions. Several findings have been reached during the investigation. First, in news discourses of Kazakhstan and the UK, polysemantic items (onomoanthronyms, onomotoponyms, and occasionally onomophytonyms) are employed to develop language games in order to enhance the stylistic impact and pragmatic function of the text. These differences demonstrate that name structures differ substantially; where Kazakhstani mass media use formalistic and explicit multicomponent naming systems with the usage of markers of professions and adjectives, British analogues show preferences for concise two-component structures and apply different types of nicknames, metaphors, and symbols, including derogatory political ones and cultural signs. Findings also indicate that in Kazakhstani and the UK news discourses, polysemantic onomastic units – such as proper names, anthronyms, and occasionally toponyms – are used to create language games that enhance stylistic expression and pragmatic function. Notably, Kazakhstani media tend to favour formalistic, multicomponent naming systems with markers of profession and adjectives, whereas British media prefer concise, two-component structures, employing nicknames, metaphors, and symbols – including derogatory political references and cultural signs. These findings show the significance of the use of toponymic and political names as cultural symbols, carrying with them meanings relating to power, nationalism, ideologies, and politics. The authors conclude that this helps not only in linguistic analysis but also in intercultural communication studies and the development of toponymic dictionaries.

Keywords: Aqorda; media discourse; news headlines; sociocultural modeling; onyms.**For citation:** Hou, J., Saurbayev, R., Yerekhanova, F. Distinctive Onomastic Features in Kazakhstani and British Discourse. *Tiltany*, 2026. No.2 (102). Pp. 223-237.DOI: <https://doi.org/10.55491/2411-6076-2026-2-223-237>**Jianbo Hou¹, Ришат Журкенович Саурбаев², Фатима Турехановна Ереханова^{3*}**¹философия докторы (PhD), профессор, Сиань шетел тілдер университеті, Қытай, Сиань қ.,
ORCID: 0000-0002-0332-7020 E-mail: houjianbo@xisu.edu.cn²филология ғылымдарының кандидаты, профессор, Торайғыров Университеті,
Қазақстан, Павлодар қ., ORCID: 0000-0003-1419-7361 E-mail: rishat_1062@mail.ru^{3*}автор-корреспондент, филология ғылымдарының кандидаты, қауымдастырылған профессор,
Орталық Азия Инновациялық университеті, Қазақстан, Шымкент қ.,
ORCID: 0000-0003-3344-3839 E-mail: siliconoasis702@gmail.com**ҚАЗАҚСТАНДЫҚ ЖӘНЕ БРИТАНДЫҚ ДИСКУРСТАҒЫ
ОНОМАСТИКАЛЫҚ ЕРЕКШЕЛІКТЕР**

Аңдатпа. Бұл мақалада Қазақстан мен Ұлыбританияның жаңалықтар дискурсындағы гомоантропонимдер, топонимдер және омонимдер сияқты ономастикалық бірліктердің тілдік ерекшеліктері талданады. Бұл талдауда пайдаланылған деректер көзі «Хабар», «24 Қазақстан», «ҚазТАГ», «Таймс», «Гардиан», «Индепендент», «Дейли Телеграф» және «Бақылаушы» сияқты беделді бұқаралық ақпарат құралдарының тақырыптары, жаңалықтар мақалалары және қысқаша баяндамалары болып табылады. Атап айтқанда, мақалада ономастикалық бірліктердің әлеуметтік-мәдени және тілдік контекст жағдайында белгілі бір прагматикалық мақсаттарды орындауға қалай

көмектесетіні талданады. Зерттеу барысында бірнеше тұжырымдарға қол жеткізілді. Біріншіден, Қазақстан мен Ұлыбританияның жаңалықтар дискурстарында мәтіннің стилистикалық әсерін және прагматикалық функциясын күшейту мақсатында тілдік ойындарды әзірлеу үшін полисемантикалық элементтер (ономотопонимдер, ономотопонимдер және кейде ономофитонимдер) қолданылады. Бұл айырмашылықтар атау құрылымдарының айтарлықтай ерекшеленетінін көрсетеді; Қазақстандық бұқаралық ақпарат құралдары мамандық белгілері мен сын есімдерді қолдана отырып, формальды және айқын көп компонентті атау жүйелерін қолданса, британдық аналогтар қысқа екі компонентті құрылымдарға артықшылық береді және әртүрлі лақап аттар, метафоралар мен символдарды, соның ішінде кемсітушілік саяси және мәдени белгілерді қолданады. Зерттеу нәтижелері сонымен қатар Қазақстан мен Ұлыбритания жаңалықтар дискурстарында стилистикалық экспрессияны және прагматикалық функцияны күшейтетін тілдік ойындарды жасау үшін полисемантикалық ономастикалық бірліктер – мысалы, жалқы есімдер, антропонимдер және кейде топонимдер – қолданылатынын көрсетеді. Атап айтқанда, қазақстандық БАҚ мамандық белгілері мен сын есімдері бар формальды, көп компонентті атау жүйелерін артық көреді, ал британдық БАҚ лақап аттар, метафоралар мен символдарды, соның ішінде кемсітушілік саяси сілтемелер мен мәдени белгілерді пайдаланатын қысқа, екі компонентті құрылымдарды артық көреді. Бұл зерттеулер топонимдер мен саяси атаулардың мәдени символ ретінде қолданылуының маңызын көрсетеді, өйткені олар билікке, ұлтшылдыққа, идеология мен саясатқа қатысты мағыналарды қамтиды. Авторлар бұл нәтижелердің лингвистикалық талдауда ғана емес, мәдениетаралық коммуникацияны зерттеуде және топонимикалық сөздіктерді әзірлеуде де қолданбалы маңызы бар деген қорытынды жасайды.

Тірек сөздер: Ақорда; медиа дискурсы; жаңалық тақырыпаттары; әлеуметтік-мәдени модельдеу; онимдер.

Сілтеме жасау үшін: Hou J., Саурбаев Р.Ж., Ереханова Ф.Т. Қазақстандық және британдық дискурстағы ономастикалық ерекшеліктер. *Tiltany*, 2026. №2 (102). 223-237-бб. (ағыл. тілінде)

DOI: <https://doi.org/10.55491/2411-6076-2026-2-223-237>

Jianbo Hou¹, Ришат Журкенович Саурбаев², Фатима Турехановна Ереханова^{3*}

¹доктор философии (PhD), профессор, Сианьский университет иностранных языков, Китай, г. Сиань, ORCID: 0000-0002-0332-7020 E-mail: houjianbo@xisu.edu.cn

² кандидат филологических наук, профессор, Торайгыров Университет, Казахстан, г. Павлодар, ORCID: 0000-0003-1419-7361 E-mail: rishat_1062@mail.ru

^{3*} автор-корреспондент, кандидат филологических наук, ассоциированный профессор, Центрально-Азиатский Инновационный университет, Казахстан, г. Шымкент, ORCID: 0000-0003-3344-3839 E-mail: siliconoasis702@gmail.com

ОТЛИЧИТЕЛЬНЫЕ ОНОМАСТИЧЕСКИЕ ОСОБЕННОСТИ В КАЗАХСТАНСКОМ И БРИТАНСКОМ ДИСКУРСЕ

Аннотация. В данной работе анализируются лингвистические особенности ономастических единиц, таких как гомоантропонимы, топонимы и омонимы, в новостном дискурсе Казахстана и Великобритании. Источником данных для анализа послужили заголовки, новостные статьи и краткие обзоры авторитетных средств массовой информации, таких как «Хабар», «24 Казахстан», «КазТАГ», «Таймс», «Гардиан», «Индепендент», «Дейли Телеграф» и «Обозреватель». В частности, в работе анализируется, как ономастические единицы помогают выполнять определенные прагматические функции в социокультурном и языковом контексте. В ходе исследования были получены следующие результаты. Во-первых, в новостных дискурсах Казахстана и Великобритании полисемантические элементы (ономотопонимы, ономотопонимы и иногда ономофитонимы) используются для развития языковых игр с целью усиления стилистического воздействия и прагматической функции текста. Эти различия демонстрируют, что структуры имен существенно различаются; в то время как казахстанские СМИ используют формалистические и явные многокомпонентные системы именования с использованием маркеров профессий и прилагательных, британские аналоги предпочитают лаконичные двухкомпонентные структуры и применяют различные типы прозвищ, метафор и символов, включая уничижительные политические и культурные знаки. Результаты также показывают, что в казахстанских и британских новостных дискурсах полисемантические ономастические единицы – такие как имена собственные, антропонимы и иногда топонимы – используются для создания языковых игр, которые усиливают стилистическую выразительность и прагматическую функцию. Примечательно, что казахстанские СМИ, как правило, отдают предпочтение формалистическим многокомпонентным системам именования с маркерами профессий и прилагательными, в то время как британские СМИ предпочитают лаконичные двухкомпонентные структуры, используя прозвища, метафоры и символы, включая уничижительные политические отсылки и культурные знаки. Эти результаты показывают значимость использования топонимических и политических названий как культурных символов, несущих в себе значения, связанные с властью, национализмом, идеологиями и политикой. Авторы приходят к выводу, что это помогает не только в лингвистическом анализе, но и в исследованиях межкультурной коммуникации, а также в разработке топонимических словарей.

Ключевые слова: Ақорда; медиадискурс; заголовки новостей; социокультурное моделирование; онимы.

Для цитирования: Ноу J., Саурбаев Р.Ж., Ереханова Ф.Т. Отличительные ономастические особенности в казахстанском и британском дискурсе. *Tiltany*, 2026. №2 (102). С. 223-237. (на англ. яз.)

DOI: <https://doi.org/10.55491/2411-6076-2026-2-223-237>

Introduction

In the modern world, which is known for its abundance of mass media and instant transmission of information, language acquires even greater importance as a means of expressing culture, ideas, and communication. Media texts, in turn, are considered a space for using language intentionally to form reality. One of the important elements of language that plays an important role in forming reality is onomastics, which include proper names, toponyms, homonyms, and other similar units of language that possess special features.

Understanding how these meanings have been constructed and transmitted via media discourse analysis is also very crucial. Two fundamental concepts here are “cumulative function” and “cultural code.” “Cumulative function” suggests a process where a meaning-layer related to proper names and other onomastic elements is created. This process takes place because of repetition and association in a specific context. As for “cultural code,” it stands for a connected set of signs that symbolizes some values, identity, and conventions of a specific culture. Media may employ some cultural codes, such as politics or geography to transmit their messages to a specific culture.

The study of onomastics within media discourse, historically rooted in philology and linguistics, has expanded into interdisciplinary domains encompassing pragmatics, semiotics, cultural linguistics, and discourse analysis. It is evident from this that there is consciousness about the fact that names not only refer but also carry meanings that interact with context and perception of the target audience. Hence, the deployment of onomastic devices in media discourse serves as an ideal platform for studying how language can be used to construct social realities, overcome cultural barriers, and influence public opinion.

For conducting a case study analysis within the context of a cross-cultural study of onomastics, such countries as Kazakhstan and the United Kingdom may serve as an example because they differ in terms of their linguistic background, history and culture. In relation to the media in Kazakhstan, taking into consideration its post-Soviet nature, the use of formal two-part names comprising the profession, ethnicity and title is characteristic of this media. In contrast to this situation, the British media uses the two-part names, too; however, in addition, it includes metaphors and nicknames.

It should also be noted that the recent onomastic paradigm based on cognition highlights the importance of names as discursive elements that reflect the cognitive perception of society.

This study aims to extend existing scholarship by conducting a comparative analysis of onomastic features in media discourses from Kazakhstan and Britain, focusing on their stylistic, pragmatic, and cultural functions. The purpose of the research is to identify, through an analysis of news headlines, news stories, and briefs published by reputable media organizations the patterns of onomastic practice that stem from certain sociocultural values, political ideologies, and intercultural discourse practices. Thus, the study aims to contribute to the comprehension of how names as semiotic devices can be used for the conveyance of information and culture.

This study combines discourse analysis, corpus linguistics, and sociocultural modeling into a multidimensional perspective to study structural, semantic, and pragmatic features of onymic entities. Some issues that will be addressed include: How do the rules of naming vary across different cultures? What ideological and emotional roles may be played by certain onymic techniques? What conclusions could be drawn from these developments regarding intercultural communications and media research? The findings will not only be applicable for language studies but also to media practitioners and policymakers in addition to intercultural relations experts.

In conclusion, the current research seeks to unveil some of the impacts that complex relationships between the processes involved in onomatopoey can have on media communication in regard to concepts such as identity, power, and culture. This paper attempts to show that names are highly effective devices in making reality. For this reason, the following goals should be reached:

1. Select and compile empirical material in the form of news articles from diverse sources in Kazakhstan and the United Kingdom for subsequent analysis.

2. The objective is to identify and analyse onomastic dominants, as well as to conduct a quantitative analysis of their representation, encompassing anthropomorphic, toponomic, zoonomic, and phytonomic components.

3. The analysis of the key linguistic and cultural features of anthroponyms and toponyms within the news discourse of Kazakhstan and Great Britain is undertaken to discern their salient characteristics.

4. The determination of consistent patterns in the employment of ethnically distinctive onomastic vocabulary within the texts of contemporary news discourses originating from Kazakhstan and Great Britain constitutes another objective.

In addressing these objectives, a series of methods were employed: the continuous sampling of news discourse texts for selection, discourse analysis for examination of textual material, corpus analysis for automated identification of onymic units, analysis of dictionary definitions, and a semantic analysis of onomastic lexemes.

The method of linguistic and cultural analysis of text was employed to delve into the ethnically distinctive parameters of the functioning of anthroponyms and toponyms in Kazakhstani and British media discourse.

These findings can be applied in practice to the development and expansion of dictionaries of toponyms and anthroponyms in Kazakh and English. Additionally, they can contribute to the creation of specialized courses and textbooks in comparative linguistics and discourse analysis.

Materials and methods

Research Design

The analysis demonstrates the use of direct and metaphorical models for naming, with direct nominations being more frequently employed due to the informational nature of the discourse.

The current investigation employs a comparative, qualitative, and quantitative approach to studying the stylistic, pragmatic, and cognitive aspects of onomastic dominance in media discourses in Kazakhstan and Great Britain. The investigation employs research techniques such as corpus analysis, discourse analysis, and sociocultural modeling to analyze proper names and their variants in certain media texts.

Analytical Methods

1. *Corpus Analysis.* Both automated and manual techniques were employed for the purpose of identifying and classifying the four types of onomastics. These included anthroponyms, toponyms, phytonyms, and zoonyms. Identification and classification of the various forms of onomastics involved several different tasks, including frequency counts and pattern recognition.

2. *Discourse Analysis.* Discourse analysis was employed in the analysis of the discursive function of the onomastic units in relation to the contexts in which they occur, including analyzing the process of metaphorical transfer, allusion, and indirect name references made by way of headline and narrative discourse.

3. *Comparative Analysis.* A comparative study among various cultures was undertaken to examine the similarities and differences in the application of onomastics by taking into account some aspects, including emotionality, cultural specificity, creation, and goal. It was accomplished by comparing media texts in Kazakhstan and the United Kingdom.

4. *Sociocultural Modeling.* The use of sociocultural modeling was necessary to understand the connection between the language, culture, and communication. The following areas were examined: semiotics and etymology of onomastic units, as well as their reflection of national identity and culture.

Validation and Reliability

The triangulation method was employed in verifying the findings with the intention of verifying the findings based on a comparison of the findings obtained from the search of the corpus database and those obtained from the qualitative data analysis. Multiple coders were used for the purpose of verifying the codes developed.

Limitations

Constraints in this study involve issues relating to the types of media sources utilized and the period within which the information is collected. In further research, the database could be expanded by considering other media sources, such as social media.

Materials for research

This study draws on a variety of theories and studies related to onomastic dominance, as well as linguistic and cultural research. It includes an analysis of materials from mass media and periodicals, providing an interesting insight into different media communication models. The empirical data is derived from more than 2,000 samples gathered from diverse media channels such as Khabar, 24 Kazakhstan, and KazTAG in Kazakhstan, and The Times, The Guardian, The Independent, The Daily Telegraph, and The Observer in Britain. The analyzed evidence comprises the news headlines, news stories, and news articles published in the last five years.

Literature review

Research in media discourse focusing on onomastic elements has recently received increasing attention by scholars from the crossroads of linguistic, cultural, and discourse analysis. This paper's literature review is an attempt to fill some noticeable gaps identified in the existing literature.

1. Onomastics and Media Discourse: Theoretical Foundations

Conventional onomastics was mainly concerned with such aspects as classification, etymological, and structural characteristics of names in a linguistic system by Schaefer (Schaefer, 2010) and Campbell (Campbell, 2013). However, the evolution of onomastics into the sphere of media discourse implies the need to study names as pragmatic and semiotic entities. The research conducted by Karibekova and Turarova reveals the significance of onomastic units as a means of creating and transmitting social identity and ideology through media (Karibekova, Turarova, 2025). Although their functions as referential, expressive, and strategic resources of communication are noted, there is no detailed intercultural analysis of the ways they are employed in various linguocultures.

Martynenko discusses the notion of cognitive onomastics and the relevance of studying names as cultural and discursive phenomena influencing the perception of a community as a whole (Martynenko, 2020). This area of onomastics represents a bridge between linguistic and psychological studies of names and their meaning as mental units in culture. Yet, despite the importance of the discussed problems, these studies remain case-based and do not provide a systematic comparative examination of onomastics in different socio-cultural contexts.

2. Names as Cultural Symbols and Political Markers

The use of the symbolic force of names, especially political and geographical, in the media discourse is examined within the semiotics and cultural linguistics frameworks. The first steps to understand signs in terms of cultural code were made by Hall and Saussure. Both theorists showed that names can be used as powerful symbols of authority, nationalism, and identity. For example, Bakhitzhanova et al. study the role played by the symbolic representations such as “Aqorda” and “Buckingham Palace,” which represent the power relations and cultural traditions of Kazakhs and Brits accordingly (Bakhitzhanova et al, 2025) .

Even though many scholars pay attention to symbolic signs, very little research examines the pragmatic functions of such names in the media discourse. What is more, it is important to focus on the possible emotional impact caused by the use of such signs in the media discourse.

3. Structural Patterns and Naming Conventions in Media

The investigation of naming convention patterns within media discourse has largely concentrated on structural patterns in media discourse, e.g., the two-component structure of personal names vs. the multi-component structure of personal names. Sunand & Jiang (2023) prove that while Western media use personal names in simple two-element structures, consisting of first name and family name, other societies (Kazakh society included) often use much more complex naming convention patterns, including occupational and patronymic elements of personal names. Yuti Islamiyah (2024) shows that British media often use nicknames, metaphors, and symbols as means of establishing an emotional connection and creating character images.

Nevertheless, these works do not pay attention to pragmatic aspects of naming convention patterns in media discourse and leave the question of their social significance unanswered. Moreover, there are no investigations in media discourse focusing on the comparison of naming convention patterns across cultures from the point of view of socio-political values and communicative objectives.

4. Methodological Approaches and Research Gaps

The analysis was conducted using discourse analysis and corpus linguistics approaches (Nurekenova, 2025). Such an approach permits conducting both quantitative frequency analysis and qualitative research. However, most recent investigations lack a representative corpus since they are based on small corpora. One more issue associated with the sphere of onomastics is the scarcity of research exploring onomastic phenomena related to sociocultural modelling in discourse analysis.

5. Identified Gaps and the Current Study's Contribution

Despite the substantial research, the following issues remain largely unexplored:

Cross-cultural comparisons: Although the issue is gaining some attention, there are still very few cross-cultural comparative onomastics that involve non-Western cultures, including Kazakhstan.

Pragmatic dimension: In addition to studying structural and symbolic characteristics, more attention should be paid to the functionality of the naming strategies used by journalists and their effect on the perception of a message in different genres of journalism.

Dynamics of onomastic units: How do onomastic units develop in time and in what ways does it correlate with socio-political and cultural changes, as well as media developments?

Multidisciplinary approach: It would be desirable to consider onomastic units in the context of sociocultural and media studies.

This study aims to fill these gaps by providing a comparative analysis of onomastic features in Kazakhstani and British media, employing a multidisciplinary framework that considers structural, symbolic, pragmatic, and intercultural dimensions.

It must be noted that the theoretical basis for this study can be considered to relate to the works of well-known scholars Dossanova et al. (2025), and Shakirova et al. (2026). They made significant contributions to the investigation of tendencies inherent in the fields of discourse analysis and onomastics. Specifically, they provide the definition of the concept of "onomastic periphrasis," referring to one of the most complicated phenomena under discussion. Besides, they examine special characteristics inherent in different languages according to their individual features.

Additionally, research conducted by modern scholars in onomastics and cultural linguistics provides significant insight into how conceptual spheres of the nation influence the creation of specific linguistic traits. In particular, research conducted within the context of linguoculturology may be regarded as an essential viewpoint in the analysis of onomastic naming owing to the fact that this approach considers aesthetic characteristics of names (Suiunbayeva et al., 2025).

Besides academic research carried out by O.V. Dalkılıç (2025), it should be stated that it involves aspects related to semiotics, semantics, etymology, and concepts of naming rooted in different cultures. Thus, the complex nature of the structure of the investigated onomastic units is exposed via semiosis, which represents cultural values in the context of intercultural communication. Such methods are vital for comprehending the importance of names in the semiotic universe of a speech community.

The nature of onomastic dominants consists of being the reflection of the national identity of a particular community and the expression of common values, history, and linguistics of this community. It should be noted that onomastic dominants are sometimes expressed not explicitly but rather implicitly, using language signs and cultural associations. The application of linguocultural analysis allows one to dig deeper into the linguistic outlook by examining important features of the cultural sphere (Onalbayeva, 2024).

Onymics includes such linguistic processes as polysemy and homonymy. It takes place since both of them are the result of a variety of cultures. It is because modern culture enables many meanings to be assigned to the notion of an onym, since there is a possibility of assigning different meanings to it. Moreover, it should be emphasized that the occurrence of multiplicity is due to cultural signs that can be reinterpreted in a particular society and discourses. According to O.E. Voronichev (2016), it takes place due to various aspects of people's lives.

In the context of new media culture and technology, the use of onyms has become more complex and diverse. Some observations have been made by scholars in this respect:

1. Biblical symbolism through anthroponyms, toponyms, and phytonyms works as a symbolic representation of religious and historical importance.

2. Allusions to myths made through animal names, personal names, and place names are

archetypal in nature.

3. Allusions based on historical references through names of people and places related to certain historical events represent cultural memory.

4. Neologisms are widely used in languages through coining and borrowing. Intertextual allusions are frequently used in such cases.

Media language studies conducted in scholarly domains have identified that the most common terms used are those related to people, both actual and imaginary, from historical, literary, and mythical sources. These terms are important cultural markers, which are meaningful to the audience and help in conveying culturally shared information (Abu et al., 2024). Personal names have emerged as important cultural tools in building one's culture, as seen in linguistic work done in the Kazakh language (Yerekhanova et al., 2023) and in a British setting (Mensah, 2024).

Finally, from the review above, it is evident that onomastics is actually a very complex area of study with linguistic, cultural, pragmatic, and semiotic significance. As we continue to analyze onomastics in different cultures, it becomes clear that the significance of names as cultural symbols has meanings and values.

Results and discussions

The study undertaken was intended to perform a comparative analysis of the use of proper nouns, especially anthroponyms and toponyms, in media discourse and emerging media, in Kazakh and English, which represent the Kazakh and British linguistic traditions, respectively. The study was conducted in a number of stages. First, a corpus of empirical data (articles, news, and reviews) was gathered in Kazakh and English. In the context of the current research, leading news sources were identified as the main sources for this research. These sources include Kazakhstani news sources such as Khabar, Kazakhstan 24, and the Newspaper. Kazakhstani news agencies, such as Kazakhstani News, and British sources such as The Times, The Guardian, The Independent, The Daily Telegraph, The Observer, and Daily Mail, are rich sources of information.

Through a corpus analysis, we have found anthroponyms, toponyms, zoonyms, and phytonyms used in media texts. These linguistic units have been analyzed through linguistic, cultural, semantic, and discursive analytical techniques to find their linguistic, pragmatic, and emotional potential.

At the final stage of our research, we carried out a comparative analysis of the selected units with the following parameters taken into account: emotional colouring, linguistic and pragmatic potential, and linguistic and cultural specificity. It is worth noting that a proper name can have several components in different linguistic cultures. The British linguoculture prefers a two-component model, while the Kazakhstani linguoculture prefers a three-component model.

An anthroponym of British origin may be a given name, a surname, an appellative word (such as *Mr.*, *Mrs.*, *Dr.*), or may be composed of a stable epithet, for instance, “little Napoleon”. On the other hand, in Kazakhstani linguistic culture, the anthroponym may be composed of a first name and patronymic, as it sounds in Russian culture, surname, or lexeme of professional character (such as *president*, *politician*, *writer*, *professor*, *economist*, etc.).

The model discussed here is representative of the formal model of news presentation, which is normally used in conventional media publications. However, while discussing the media publications of the new media, it is apparent that the informal model is more prevalent, which can either be the application of the concise direct naming model or the application of complex metaphoric naming models for the purpose of referring to individuals, as presented in the British and Kazakhstani media narratives.

Table 1 – One-Word Nomination Model in Discourse

Кесте 1 – Дискурстағы бір сөзден тұратын номинация моделі

Таблица 1 – Модель однословного выдвижения в дискурсе

<i>Nomination Type</i>	<i>Examples</i>	<i>Context</i>
Precedent Surnames	Churchill O'Dwyer Tokayev	One-word references to popular individuals are utilized directly in discourse

	Bektenov	
Metaphorical Transfer	The Iron Maiden BoJo the Clown The Father of Nations The Great Helmsman	Utilizing anthroponyms in the metaphorical or figurative domain, which convey cultural, symbolic, and evaluative meaning

The one-word nomination model, as discussed in the context of discourse, refers to the application of precedent names such as Churchill and O'Dwyer, or surnames such as Tokayev and O. Bektenov, as presented in Kazakh. Another form of the application of anthroponyms is metaphorical transfer, which refers to the application of phrases such as “The Iron Maiden”, “BoJo the Clown”, or “the Father of Nations”, or “the Great Helmsman”.

The use of metaphorical expressions helps avoid directly mentioning a person, a characteristic of political puns and allusions, not only about a person but also about associated images or well-known events. The self-styled “Disruptor-in-Chief”, who is seeking to become the next Prime Minister of Britain, is again in a contest for that position.

The use of metaphoric transference, in which the absence of directly nominating a word captures the attention of potential viewers, is useful for a practical purpose. This helps us imbue this word with a negative and derisive emotional connotation, as is seen in the self-proclaimed “Disruptor-in-Chief”. The stable presence of this word in readers’ collective consciousness allows us to appreciate the semantic richness of this anthroponymic concept.

Of great interest is the compound form composed of an anthroponym and phytonym used to refer to the former Prime Minister. Worth mentioning is the fact that the new Prime Minister of the United Kingdom, Liz Truss, assumed the position of the 15th and the last Prime Minister of the United Kingdom under the rule of Elizabeth II on the 6th of September, 2022. This complies with the report published by The Independent in the year 2025. On the 6th of September, Liz Truss assumed the position of the Prime Minister of Great Britain while replacing Boris Johnson, thus becoming the 15th Prime Minister under the rule of Elizabeth II, thereby becoming the last in the line to hold the same position.

In this instance, the authors of the text employ the phytonym *lettuce* in conjunction with the anthroponym “Liz Truss” to dual-nominate a single actor. This approach enables them to execute both informational and emotional functions through the utilization of the phytonym, while also capturing the attention of prospective readers by incorporating a shared nominee into the info sphere.

The combination of these two factors gives a distinctive image of Liz Truss, which is linked to lettuce and light green in modern British media and new media. This link can be found in the choice of costumes made by Liz Truss, which included green. Therefore, the phytonym has become a household name for her image even after her ministerial term ended. In the domestic media, the use of anthroponyms is also primarily linked to the current political context, but there are proper names from other discourses, such as art, film discourse, etc. The Prime Minister of RK, Olzhas Bektenov, described the situation with oil prices as tense in *Khabar*.

It can be noted that in news headlines and news briefings, the anthroponyms of Kazakhstani news discourse are often used within the framework of a one-component model (Tokayev, Bektenov, Prime Minister): The Prime Ministers of Kazakhstan and Germany discussed the combined oil and gas market in *Khabar*. The current trend may be attributed to a reduction in the quantity of news articles, as well as the prevalence of concise news updates on social media platforms and news feeds. The use of a single-part naming convention for proper names allows for the implementation of this approach. Toponyms have become a prominent feature of contemporary news discourse in both Kazakhstan and the United Kingdom.

The topographic lexicon of the modern language encompasses a wide range of smaller units, including potamonyms, dreamonyms, microburonyms, polysonyms, komonyms, catholiconyms, and oikononyms. For this study, we shall employ the term “toponym” to encompass these entities.

Table 2 – Usage of Toponyms in Media Discourse

Кесте 2 – Медиа дискурстағы топонимдердің қолданылуы

Таблица 2 – Использование топонимов в медиадискурсе

<i>Source/Article</i>	<i>Toponym</i>	<i>Function</i>
People are devastated: anger and anxiety over the closure of the final bank in the Peak District, <i>Peak District</i> , The Guardian, 2023	Peak District	Related to a specific location in the UK, provokes feelings of hopelessness and suffering and aids readers in comprehending the problem's background.

In the article “People are devastated: anger and anxiety over the closure of the final bank in the Peak District”, published by The Guardian in 2023, the use of the toponym “Peak District” refers to a specific location in the United Kingdom, evoking a sense of despair and anguish among its readers. The employment of a toponym serves to delineate the precise location of an issue, thereby facilitating comprehension of the context by the reader.

Moreover, it is worth pointing out that in the context of the aforementioned example of news reporting, there is no reference to any particular entities, such as banking institutions or dates. Instead, toponyms are used to illustrate particular entities in the context of the text that is imbued with the sense of emotional intensity through the use of emotionally charged words such as “devastated” to convey the feelings of anger and fear. The inclusion of toponyms in British news sources is more likely to be present in the body rather than in the headlines. The reason for this is that the headlines are meant to be to the point and include the essential information without the need to include any particular details.

Media headlines containing words related to political systems, political parties, and political authorities are very common for both Kazakhstani and British media outlets. For instance, “Aqorda” is keeping a very close eye on the alarming situation that is being developed in the global economy due to low oil prices. The Kazakhstani government is working hard to reduce the effects of the economic crisis on the country, as reported by KazTag in 2024. Furthermore, Buckingham Palace has denied rumours of Meghan being removed from Prince Harry’s birthday picture shared by Kate and Prince William, as reported by The Independent in 2024.

Table 3 – Usage of Political References in Media Headlines

Кесте 3 – БАҚ тақырыптарында саяси сілтемелерді пайдалану

Таблица 3 – Использование политических отсылок в заголовках СМИ

<i>Media/Year</i>	<i>Political Reference</i>	<i>Function</i>
KazTag, 2024	Aqorda	Specifies Kazakhstani Government, making it easier to interpret political acts in media headlines, and stays away from directly mentioning certain authorities
The Independent, 2024	Buckingham Palace	Represents The British Royal Family and political dynasties, improves reader understanding, and communicates authority without naming specific people

In the above examples, the usage of the words “Aqorda” and “Buckingham Palace” may be considered very common, as they have been used to represent the government and political dynasties of Kazakhstan and Britain. The usage of these words in the media headlines has been to refrain from using specific words and authorities to make it easy for readers to understand the context of the news without getting involved in complex issues.

Furthermore, the use of generic place names makes it possible to convey the credibility of a source to the potential audience. In the use of place names in both Kazakhstani and British news reports to represent the current government generically, impersonal techniques are used in both the Kazakhstani and British news reports. However, there is a clear difference in the use of the active voice in the British news reports compared to the use of passive voice in the Kazakhstani news reports. A study was done to analyze the use of anthroponyms in the Kazakhstani news reports (Table 4).

The corpus of texts under analysis comprised 5,239 units, while the frequency of occurrence of onyms was 100% or at least 200 units per 1,000 of lexical units. The frequency of occurrence of phonyms and zoonyms combined was less than 5% of the entire population, but this figure is not reflected in the table above.

Table 4 – Anthroponyms as a Means of Representation in Kazakhstani News Discourse

Кесте 4 – Қазақстандық жаңалықтар дискурсындағы антропонимдер бейнелеу құралы ретінде

Таблица 4 – Антропонимы как средство репрезентации в казахстанском новостном дискурсе

onym / frequency	Name +	Last name + label word	Last name + profession /position	Nickname / patronymic /surname	Metaphorization	Toponym	Toponym (impersonation)
News headline	38% (K) 47% (B)	12% (K) 27% (B)	23% (K) 12% (B)	14% (K) 35% (B)	15% (K) 12% (B)	9% (K) 12% (B)	17% (K) 19% (B)
Annotation	32% (K) 32% (B)	9% (K) 19% (B)	25% (K) 22% (B)	15% (K) 36% (B)	14% (K) 16% (B)	24% (K) 18% (B)	9% (K) 10% (B)
News brief	42%(K) 40% (B)	7% (K) 9% (B)	27% (K) 7% (B)	17% (K) 22% (B)	17% (K) 22% (B)	21% (K) 23% (B)	14% (K) 21% (B)
News article	57%(K) 55% (B)	7% (K) 22% (B)	28% (K) 12% (B)	28% (K) 34% (B)	16% (K) 14% (B)	20% (K) 23% (B)	28% (K) 10% (B)

Based on the above research, it may be stated that the patterns of onym usage in headlines are different for Kazakhstani and British news outlets, and the way onomastic dominant's function differs, too. However, the patterns of onym application in news articles and summaries are more standardized.

The usage of anthroponyms in various forms in both Kazakhstani and British media can be attributed to extralinguistic factors such as journalistic conventions and publisher requirements. Unlike the Kazakhstani media, British media frequently employ an anthroponymic construction consisting of a given name and surname, or a given name/surname with an attributive word. The divergence in naming conventions is a result of linguistic and cultural disparities. The common way of referring to people in Kazakhstani culture is through the use of a person's name, surname, and patronymic, along with one's occupation, whereas labeling is rarely done. On the other hand, labeling is common in the British media. What is more, the use of nicknames and one-word surnames in British media is more widespread than in Kazakhstani media since it is perceived as rude behaviour there. When writing news stories about people in Kazakhstani media, people's occupations or names and surnames are used. In addition, toponyms are personalized in Kazakhstani media, whereas in British media, they are common in news stories and annotation texts. It is worth noting that toponyms appear less frequently in the format of news headlines or briefs.

Table 5 – Comparative Analysis of Name Usage in Kazakhstani and British Cultures

Кесте 5 – Қазақстан және Британ мәдениеттеріндегі атаулардың қолданылуын салыстырмалы талдау

Таблица 5 – Сравнительный анализ использования имен в казахстанской и британской культурах

Usage Type	Kazakhstani (%)	British (%)
Name + Last name	47% (B)	38% (K)
Last name + label word	12% (K)	27% (B)
Last name + profession	23% (K)	12% (B)
Nickname/patronymic	14% (K)	35% (B)

Findings Connected with the Usage of Anthroponyms within the Media Language

1. Media Practices in Kazakhstan: Many publications in the media language of Kazakhstan prefer the one-component system of naming. This naming convention includes not only the name and surname but also additional attributes such as people's profession, which makes it easier for the writer to identify the character briefly without providing details about his/her biography.

2. Media Practices in Britain: Conversely, in British media language, writers use the two-component system of naming consisting of the first and last name. Additionally, the language of the media in Britain employs the use of metaphoric transfer of symbolism, enabling writers to write articles easily.

3. Use of Anthroponyms in Dependence on the Situation: The use of anthroponyms will depend significantly on the situation when the anthroponyms will be applicable. When anthroponyms are used in media headlines, they will attract the attention of readers. When the articles become long, writers usually use anthroponyms descriptively, mentioning their titles.

Table 6 – Comparative Analysis of Name Usage in Kazakhstani and British Cultures

Кесте 6 – Топонимдардың тақырыптар мен мақалаларда қолданылуы: бағандық диаграмма

Таблица 6 – Столбчатая диаграмма: использование топонимов в заголовках и статьях

Media Type	Kazakhstani	British
Headlines	25%	20%
Articles	28%	22%
Briefs	17%	15%

Political References and Their Functions

Data Summary:

The two political symbols are “Aqorda” and “Buckingham Palace”. “These symbols have been effectively utilized in their respective nations without any mention; they are effective means of communication. ‘Aqorda’ is the emblem of the presidential palace in Kazakhstan, which symbolizes the political power of Kazakhstan. Likewise, Buckingham Palace is the emblem of a royal palace in the UK, which is a representation of the rich culture of the UK”.

Distribution of political mentions in headlines

Kazakhstan: There are many instances where 70% of the political symbols have been used using the name “Aqorda”. Also, there are many other political symbols, making up the other 30%.

Britain: Buckingham Palace accounts for 80% of political symbols and is an important political symbol. In addition to this, 20% of political symbols refer to all the other political symbols in Britain.

Such a pattern of the use of political symbols clearly depicts the importance of political symbols and the prevalence of political symbols.

The present research makes it possible to analyze onomastic units used in the discourses of Kazakhstan and Britain's media from linguistic and cultural perspectives. The results indicate that onomastic dominants, especially anthroponyms and toponyms, are utilized by journalists and reporters not merely as referents but also as instruments for achieving certain pragmatic and cognitive goals.

The first noticeable characteristic concerns differences between the naming models used in these two societies. The tendency to use the three-component model of anthroponymic nomenclature typical for the Russian naming tradition is revealed in media discourses of Kazakhstan. At the same time, the two-component model used by the majority of Western societies prevails in British mass media, which involves the use of the first name-surname combination.

In addition, metaphorical and indirect naming methods also set apart the discourses. The British media tend to make use of nicknames, epithets, and metaphors (“BoJo the Clown,” “The Iron Maiden”) to construct a vivid and emotionally appealing image in order to attract attention and achieve a pragmatic effect. The Kazakhstani media, on the contrary, have a predilection for explicit naming practices involving such elements as professional names and descriptive expressions.

As to the usage of toponyms in the discourse, it turns out that both discourse communities use

toponyms in order to elicit an emotional response and provide context. Nevertheless, while British media tend to include toponyms more often in the body of the text, Kazakhstani media pay much attention to including toponyms in headlines.

References to political institutions such as “Aqorda” and “Buckingham Palace” operate successfully as cultural symbols conveying notions of power and political identity. As used in the headline, such terms allow for expressing some intricate political notions in a concise and relatively objective way. Such a strategy is justified by the pragmatics of news discourse that prioritizes the themes of authority and legitimization.

In general, the tendencies demonstrated by onyms usage can be linked to certain socio-cultural values and communication objectives of media discourse. While the British media favor the informal, figurative, and shortened usage of names, the Kazakhstani media prefer a more formal and direct style. This fact speaks of different priorities that underlie the two approaches.

All the above can have certain implications for the processes of intercultural communication in media discourse and for the topic of media literacy in general. It should be noted, however, that further research may benefit greatly from the analysis of other categories of onyms, such as zoonyms and phytonyms.

In the current research, a comparative analysis of the onomastic elements of media discourse in Kazakhstan and Britain has been carried out, which demonstrates considerable differences in the stylistic, pragmatic, and cultural usage of proper names, toponyms, and homonyms. It should be pointed out that this work highlights the role of onomastics in terms of their importance as not only the means of referring to certain people or objects but also of creating social identity and conveying certain ideological information. In its turn, the use of metaphorical names and metaphors in British media discourse differs considerably from the choice of long and complex names with professional characteristics among the Kazakhstani media outlets. For instance, the use of political symbols like “Aqorda” and “Buckingham Palace” demonstrates that the onomastics of both languages can be used as cultural symbols representing concepts such as power, authority, and national consciousness. The metaphorical use of names, nicknames, and allusions by British mass media is an important means of increasing stylistic expressiveness and pragmatic efficiency, while Kazakhstan’s mass media prefers direct nomination because of their formality of communication.

Gaps in the Research

Even with such detailed analysis, some areas need to be explored further. Firstly, the scope of the study is limited to the exploration of anthroponymic and toponymic onomastics, with zoonymic, phytonymic, and other types of onomastics having been understudied. The use of these forms of language would provide even more insight into the culture of the community, particularly concerning the perception of plants, animals, and other natural phenomena that have symbolism attached to them. Secondly, the exploration is mainly done in texts from traditional and electronic media; therefore, audiovisual, social media, and modern means of communication have not been addressed yet.

Limitations

The limitations associated with the research are related to its coverage and methodological issues. Even though the corpus employed appears to be very promising and significant, it encompasses only the big media publications for the last five years; therefore, there could be certain tendencies with regard to onomatopoeia usage that have been overlooked due to the fast development of the media context. What is also worth considering is that although using tools for corpus analysis provides much valuable data, it still fails to capture certain pragmatic issues, which need qualitative analysis rather than quantitative. Lastly, even though comparative analysis reveals the trends clearly, it fails to consider the diversity of both nations and the media context.

Perspectives and Future Directions

Further research can elaborate upon these findings by using various kinds of media, such as social media, television broadcast news, and even user-created media, in an effort to analyze the changes in onomastic practices depending on the situation and the recipient of messages. Comparative studies on other non-Western cultures will also be helpful in terms of analyzing both similarities and differences in global onomastics. Another interesting approach might be a combination of the semiotic and cognitive

perspectives on the topic under discussion because it might allow for deeper analysis of name usage as a symbolic practice, creating perceptions and realities.

One can mention the possibility of examining changes in onomastic practices with the passage of time because of political, socio-cultural, and technological developments in society as a very promising research direction. Changes in new nicknames, memes, and names referring to certain events will surely give scholars a great deal of insight into changes in the attitude and behaviour of people belonging to a particular culture. Last but not least are collaborative efforts in the development of intercultural onomastic and toponymic dictionaries. Conclusively, this research work contributes significantly to the field of onomastics, media discourses, and intercultural communication. By identifying the limitations of this study, future researchers can conduct further studies in order to expand on the discoveries found through conducting the same kind of research in the fields of media studies, linguistics, and intercultural communication.

Conclusion

Considering the results of the research concerning the media resources of Kazakhstan and Britain, it is possible to conclude that onomastic units like anthroponyms and toponyms act as an integral component in developing the specific discourse in both cases. Their abundant employment, accounted for in 98 per cent of the reviewed texts, indicates their vital role in conveying a certain message or ideological value.

It is worth noting that there are distinctions in applying these onomastic units in the given samples. In other words, most of the anthroponyms employed in the Kazakhstani samples are three-part creations as well as addressing names used by the native population, while British samples employ two-part structures, together with official appellations. Additionally, there are impersonal structures and metaphorical structures. The linguistic and cultural background influences the creation of toponyms. In the case of the British media, naming terms and dual structures are used, indicating a penchant for precision and brevity. On the other hand, the Kazakhstani media employ technical vocabulary, with a tendency for the use of formal names and terms that align with the communicative culture. Mono-anthroponyms and nicknames are uncommon in the Kazakhstani media but common in the British media.

In both media systems, onomastic patterns dominate more in articles and comments than in headlines and other short forms of presentation. Therefore, onomastic predominance seems to be characteristic mainly of detailed reports, where exactness and cultural allusion are vital. The prevalence of direct nomination onomastic strategies reflects the dominant aim of the media – informative communication, whereas metaphorical nominations are used for making language sound more picturesque.

Directions for further research might be associated with a detailed study of rarer types of onomastic names, namely zoonyms and phytonyms, whose study can reveal some interesting cultural and linguistic peculiarities. Comparative analysis between international and national media resources can be of interest because it will show how onomastic strategies are used to meet communicative and cultural goals in different contexts.

Summing up the results, we should state that the study provides much information about the importance of choosing one or another type of onomastic names as a reflection of culture, language, and stylistic preferences.

This concluding remark reflects on how the research makes an essential contribution to expanding our knowledge about the reflection of cultural, linguistic, and stylistic identities through the process of making onomastic choices in media communication. Through the recognition of the significant function played by anthroponyms and toponyms in the formulation of the ideology and communication objectives, the study demonstrates how vital onomastic strategies are in achieving culture-related goals and positions in communication. Apart from advancing our knowledge in media linguistics and onomastics, this study also lays a foundation for further comparative studies across cultures.

References

Abu, A., Saurbayev, R., Altynbekova, Pogozheva, Yerekhanova, F., Agalieva, N., Omarov, N. (2024) Role of Code-

- Switching and Componential Analysis in Conflictogeme Transfer in English, Russian, and Kazakh Media. *Eurasian Journal of Applied Linguistics*. 10(3). Pp. 230-244. DOI: <http://dx.doi.org/10.32601/ejal.10321> (in English)
- Bakhytzhanova, A., Bekmukhambetova, S.B., Utemissova, E.K., Zhanzhigitov, S. (2025) *Linguo-Conceptual and Linguocultural Analysis of the Concept "Memory": Semantic Typology of Kazakh-Russian-English Phraseology. Theory and Practice in Language Studies*. 15(12). Pp. 4162-4171. DOI: <https://doi.org/10.17507/tp.1512.36> (in English)
- Campbell, B. (2013) *Onomastics: The study of names*. Oxford: Oxford University Press. (in English)
- Dalkılıç, O.V. (2025) Derivatives of the Anthroponym Yesenin. *Issues of Onomastics*. Vol. 22(1). Pp. 298-318.] https://doi.org/10.15826/vopr_onom.2025.22.1.013 (in English)
- Dossanova, A.M., Maral, A.M., Sharshova, R.N. (2025) Linguopragmatic features of the discourse markers. *Bulletin of KazUIR and WL named after Abylai Khan*. Almaty. No. 3(78). Pp. 186-200. DOI: <https://doi.org/10.32523/2616-678X-2025-153-4-62-74> (in English)
- Karibekova, A., Turarova, A. (2025) Kazakh language and Briticism. *Izvestija KazUMOimja imeni Abylaj hana*. No. 3(78). S. 186-200. [Karibekova, A., Turarova, A. (2025) Kazakh language and Briticism. *News of KazUIR and WL named after Abylai Khan*, Almaty. No. 3(78). Pp. 186-200.] DOI: <https://doi.org/10.48371/PHILS> (in English)
- Martynenko, I.A. (2020) On the term "cognitive toponymy". *Russian Linguistic Bulletin*. 3(23). <https://doi.org/10.18454/RULB.2020.23.3.15> (in English)
- Mensah, E.O. (2024) Name This Child: Religious Identity and Ideology in Tiv Personal Names. *A JOURNAL OF ONOMASTICS*. 72(4). Pp. 12-23. DOI: 10.5195/names.2024.2716 (in English)
- Nurekenova, A.D., Amirov, A.Zh., Tleulesova, A.Sh. (2025) Issledovanie onomasticheskikh nazvanij v period nezavisimogo Kazahstana. *Tiltanyim*. No. 100(4). Almaty. S. 70-80. [Nurekenova, A.D., Amirov, A.Zh., Tleulesova, A.Sh. (2025) A study of onomastic names during the period of independent Kazakhstan. *Tiltanyim*. Almaty. No. 100(4). Pp. 70-80.] DOI: <https://doi.org/10.55491/2411-6076-2025-4-70-80> (in Russian)
- Onalbayeva, A., Zhumagulova, B., Toktarova, T., Aliyeva, D., Kadyrov, Z., Yesmatova, M. (2024) Linguocultural Aspects of the Concept of "Qonaqjailylyq" (Hospitality). *Forum for Linguistic Studies*. 6(6). Pp. 1123–1137. <https://doi.org/10.30564/fls.v6i6.7694> (in English)
- Schaefer, W. (2010) *Onomastics: Classification and Structural Analysis*. Oxford: Oxford University Publishing. (in English)
- Shakirova, T., Zhumagulova, Zh., Abitiyarova, A., Botabayeva, Zh. (2026) Semantics and Functions of Anthroponyms in the Kazakh Heroic Epic "Koblandy Batyr". *International Journal of Society, Culture, & Language*. 14(1). <https://doi.org/10.22034/ijsc.2025.2073192.4220> (in English)
- Sujunbaeva, A.Zh., Shelestjuk, E.V., Pitina, S.A. (2025) Lingvokul'turologicheskij podhod k analizu obraza grazhdanina. *Tiltanyim*. Almaty. No.100(4). S. 180-195. [Sujunbaeva, A.Zh., Shelestjuk, E.V., Pitina, S.A. (2025) A linguocultural approach to the analysis of the image of a citizen. *Tiltanyim*. Almaty. No. 100(4). Pp. 180-195.] DOI: <https://doi.org/10.55491/2411-6076-2025-4-180-195> (in Russian)
- Sunand, Y., Jiang, X. (2023) An Exploration of River Names in China. *A JOURNAL OF ONOMASTICS*. 71(1). DOI 10.5195/names.2023.2410 (in English)
- Voronichev, O.E. (2016) O tipah i stilisticheskikh kachestvah onomasticheskikh dominant kalambyra. *Ural'skij filologicheskij vestnik*. T. 2. S. 74-82. [Voronichev, O.E. (2016) On the types and stylistic qualities of onomastic dominants of puns. *Ural Philological Bulletin*, Uralsk. Vol. 2. Pp. 74-82.] (in Russian)
- Yerekhanova, F.T., Satylkhanova, G.A., Zhorabekova, A.N. (2023) Brief characteristics of proper names. *BULLETIN of the Eurasian National University. Philology series*, Astana. №145 (4). Pp. 19-34.] DOI: <https://doi.org/10.32523/2616-678X-2023-145-4-19-34> (in English)
- Yuti, Islamiyah, H., Hermaliza, H. (2024) Teun A Van Dijk's critical discourse analysis on Kompas.com news language literacy. *Journal of Linguistics Literature and Language Teaching*. 8(1). Pp. 463-476. DOI: <https://doi.org/10.30743/ll.v8i1.9280> (in English)

Әдебиеттер

- Вороничев, О.Е. О типах и стилистических качествах ономастических доминант каламбура. *Уральский филологический вестник*. – Т. 2. – Уралск, 2016. – С. 74-82.
- Нурекенова А.Д., Амиров А.Ж., Тлеулесова А.Ш. Исследование ономастических названий в период независимого Казахстана. *Tiltanyim*. – №100 (4). – Алматы, 2025. – С. 70-80. DOI: <https://doi.org/10.55491/2411-6076-2025-4-70-80>
- Суюнбаева, А.Ж., Шелестюк, Е.В., Питина, С.А. Лингвокультурологический подход к анализу образа гражданина. *Tiltanyim*. – №100 (4). – Алматы, 2025. – С. 180-195. DOI: <https://doi.org/10.55491/2411-6076-2025-4-180-195>
- Abu, A., Saurbayev, R., Altynbekova, Pogozheva, Yerekhanova, F., Agalieva, N., Omarov, N. (2024) Role of Code-Switching and Componential Analysis in Conflictogeme Transfer in English, Russian, and Kazakh Media. *Eurasian Journal of Applied Linguistics*. 10(3). Pp. 230-244. DOI: <http://dx.doi.org/10.32601/ejal.10321> (in English)
- Bakhytzhanova, A., Bekmukhambetova, S.B., Utemissova, E.K., Zhanzhigitov, S. (2025) *Linguo-Conceptual and Linguocultural Analysis of the Concept "Memory": Semantic Typology of Kazakh-Russian-English Phraseology. Theory and Practice in Language Studies*. 15(12). Pp. 4162-4171. DOI: <https://doi.org/10.17507/tp.1512.36> (in English)
- Campbell, B. (2013) *Onomastics: The study of names*. Oxford: Oxford University Press. (in English)

- Dalkılıç, O.V. (2025) Derivatives of the Anthroponym Yesenin. *Issues of Onomastics*. Vol. 22(1). Pp. 298-318.] https://doi.org/10.15826/vopr_onom.2025.22.1.013 (in English)
- Dossanova, A.M., Maral, A.M., Sharshova, R.N. (2025) Linguopragmatic features of the discourse markers. *Bulletin of KazUIR and WL named after Abylai Khan*. Almaty. No. 3(78). Pp. 186-200. DOI: <https://doi.org/10.32523/2616-678X-2025-153-4-62-74> (in English)
- Karibekova, A., Turarova, A. (2025) Kazakh language and Briticism. *Izvestija KazUMOimja imeni Abylaj hana*. No. 3(78). S. 186-200. [Karibekova, A., Turarova, A. (2025) Kazakh language and Briticism. *News of KazUIR and WL named after Abylai Khan*, Almaty. No. 3(78). Pp. 186-200.] DOI: <https://doi.org/10.48371/PHILS> (in English)
- Martynenko, I.A. (2020) On the term “cognitive toponymy”. *Russian Linguistic Bulletin*. 3(23). <https://doi.org/10.18454/RULB.2020.23.3.15> (in English)
- Mensah, E.O. (2024) Name This Child: Religious Identity and Ideology in Tiv Personal Names. *A JOURNAL OF ONOMASTICS*. 72(4). Pp. 12-23. DOI: [10.5195/names.2024.2716](https://doi.org/10.5195/names.2024.2716) (in English)
- Nurekenova, A.D., Amirov, A.Zh., Tleulesova, A.Sh. (2025) Issledovanie onomasticheskikh nazvanij v period nezavisimogo Kazahstana. *Tiltanyim*. Almaty. No. 100(4). S. 70-80. [Nurekenova, A.D., Amirov, A.Zh., Tleulesova, A.Sh. (2025) A study of onomastic names during the period of independent Kazakhstan. *Tiltanyim*. Almaty. No. 100(4). Pp. 70-80.] DOI: <https://doi.org/10.55491/2411-6076-2025-4-70-80> (in Russian)
- Onalbayeva, A., Zhumagulova, B., Toktarova, T., Aliyeva, D., Kadyrov, Z., Yesmatova, M. (2024) Linguocultural Aspects of the Concept of "Qonaqjailylyq" (Hospitality). *Forum for Linguistic Studies*. 6(6). Pp. 1123–1137. <https://doi.org/10.30564/fls.v6i6.7694> (in English)
- Schaefer, W. (2010) *Onomastics: Classification and Structural Analysis*. Oxford: Oxford University Publishing. (in English)
- Shakirova, T., Zhumagulova, Zh., Abitiyarova, A., Botabayeva, Zh. (2026) Semantics and Functions of Anthroponyms in the Kazakh Heroic Epic “Koblandy Batyr”. *International Journal of Society, Culture, & Language*. 14(1). <https://doi.org/10.22034/ijsc.2025.2073192.4220> (in English)
- Sujunbaeva, A.Zh., Shelestjuk, E.V., Pitina, S.A. (2025) Lingvokul'turologicheskij podhod k analizu obraza grazhdanina. *Tiltanyim*. Almaty. No.100(4). S. 180-195. [Suyunbayeva, A.Zh., Shelestyuk, E.V., Pitina, S.A. (2025) A linguocultural approach to the analysis of the image of a citizen. *Tiltanyim*. Almaty. No. 100(4). Pp. 180-195.] DOI: <https://doi.org/10.55491/2411-6076-2025-4-180-195> (in Russian)
- Sunand, Y., Jiang, X. (2023) An Exploration of River Names in China. *A JOURNAL OF ONOMASTICS*. 71(1). DOI [10.5195/names.2023.2410](https://doi.org/10.5195/names.2023.2410) (in English)
- Voronichev, O.E. (2016) O tipah i stilisticheskikh kachestvah onomasticheskikh dominant kalambura. *Ural'skij filologicheskij vestnik*. T. 2. S. 74-82. [Voronichev, O.E. (2016) On the types and stylistic qualities of onomastic dominants of puns. *Ural Philological Bulletin*, Uralsk. Vol. 2. Pp. 74-82.] (in Russian)
- Yerekhanova, F.T., Satylkhanova, G.A., Zhorabekova, A.N. (2023) Brief characteristics of proper names. *BULLETIN of the Eurasian National University. Philology series, Astana*. №145 (4). Pp. 19-34.] DOI: <https://doi.org/10.32523/2616-678X-2023-145-4-19-34> (in English)
- Yuti, Islamiyah, H., Hermaliza, H. (2024) Teun A Van Dijk's critical discourse analysis on Kompas.com news language literacy. *Journal of Linguistics Literature and Language Teaching*. 8(1). Pp. 463-476. DOI: <https://doi.org/10.30743/ll.v8i1.9280> (in English)

Information about the article / Мақала туралы ақпарат / Информация о статье

Entered the editorial office / Редакцияға түсті / Поступила в редакцию: 22.04.2026.

Accepted for publication / Жариялауға қабылданды / Принята к публикации: 25.06.2026.

Available online / Интернетте қол жетімді / Доступно онлайн: 30.06.2026.