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**MASS MEDIA AS A MEDIA SPACE FOR CONSTRUCTING THE IDENTITY OF KAZAKHSTAN**

*The XXI century information resource of network technologies is continuously being improved. Consequently, the media space has shaped a significant shift in Internet communication development. Accordingly, the logic is progressing that society is becoming pluralistic of information, living in the golden age of digital technologies. The discourse of electronic versions of the high-quality press operates as the key communication source, as well as an information tool, which is the dominant factor influencing public consciousness.*

*It should be noted that the media texts specific space of the online newspapers discourse provides a complex-functioning communication system, as the typed continuum of linguistic operationalization of the certain information transfer. It is considered, online newspapers discourse functions as a constructed object, as a specific mode of describing verbal as well as multimodal practice, encoding an unlimited range of events and processes. Furthermore, it deserves to be noted that the discourse practice of online newspapers performs the function of persuasion.*

*Firstly, with its relevant content, the media discourse demonstrates a direct impact on the creation of value attitudes among the addressees. Secondly, it constructs the corresponding reality of the surrounding real world and interprets it from a certain angle.*

***The purpose of this study*** *is to identify and determine the specifics of the persuasive communication of linguistic means in the Russian media discourse (electronic versions of the high-quality press).*

***The research question*** *touches upon the problem of constructing the identity of Kazakhstan through the operationalization of linguistic means as tools for the realization of the purpose and function of the text. The media discourse analysis is aimed at and focused on verbal texts.*

*The article is based on* ***the methodology*** *of continuous sampling, content analysis, and discourse analysis.*

*Essentially crucial point regarding the problem under study is the persuasive function of media discourse constructed in a certain conceptual design and implemented by linguistic means of persuasion and arguments. Receiving and perceiving the message (information), the addressee expands his background with the help of extralinguistic factors and creates a private evaluative position to text information reflecting the specifics of the worldview and world perception of a certain national community.*

*The analysis carried out within the framework of the Russian mass media discourse context contributed to Kazakhstan’s identity explication through dominant images such as “image – knowledge”, “image of new Kazakhstan”, “image of a political leader”, “image of the country’s territory”, “image of a mediator”, etc.*

*The conclusion is based on discourse analysis of the media discourse. Russian mass media as a media space construct the identity of Kazakhstan, informing the addressees persuasively about the Kazakh reality, thus, fixing in their mind certain opinion and assessment about the country’s image. Consequently, the identity of the country is being constructed, where the media persuasiveness dominates pragmatically, being realized by linguistic means and creating a specific attitude towards Kazakhstan, its policy, its population, and its values.*

***Keywords****: identity, linguistic means, persuasive communication, discourse, mass media.*