**Multi-layered Meaning Formation and Linguistic and Cultural Peculiarity of Fake Messages in the Mass-Media**

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**Problem Statement**. One of the factors which influenced the structural changes in the society of the 21st century was the adaptation of a person to the penetration of digital communications into our life, as well as the importance of the influence of modern media on the effective understanding of information by users. Nowadays, the boundaries between author and reader, such as social networks, blogs, websites, are becoming increasingly blurred, in connection with which, more than ever, issues of digital security, media literacy and digital competence are becoming acute. A special influence on the perception of reality through the prism of information entering the media space is exerted by fakes, which in one way or another transform the mass consciousness. The relevance of the work is due to the importance of studying the impact of the media space on users of the Kazakhstani segment of the Internet.

**Research Purpose**. The aim is to represent the essential characteristics of fake, clickbait, post-truth and fact-checking in terms of revealing the multi-layered meaning formation, as well as the linguistic and cultural originality of fake messages in the media. We aimed at showing linguistic ways to distort facts in the media environment. Our purpose was to reveal the distinctive features of a fake as a media phenomenon, allowing to differentiate it from news; to consider the criteria for classifying fake news, according to the degree of presence of unreliability of news material in them.

**Design and Analytical Methods**. The method of free description; survey methods (list of personality traits, ethnocentrism scales, diagnostic tests for the ability to distinguish fake news) were used. The analysis based on psychosemantic and projective methods was carried out.

**Results and Discussion**. On the basis of statistical data, language ways of distorting information were considered. Linguistic methods of creating a fabricated and unreliable media product are described in detail. It is suggested that fake news carries a certain threat to adequate perception of the information content of the segment in question. During the study, an Internet search procedure was used to test the hypothesis; a large empirical material was collected, presented by posts and comments from open sources of social networks. It has been demonstrated that fake as a hidden manipulation carries a certain threat, exerting a manipulative influence, destabilizing the situation, causing indignation, discontent, rejection of information; shows ways to identify, reject and counteract distorted information. It is argued that one of the most effective ways to refute fakes is fact-checking.

**Keywords**: mass media, fake-news, clickbait, post-truth, factchecking.