ANNOTATION

The relevance of the dissertation research is due to the need to analyze and comprehend such an important area as the Internet from the point of view of linguistics. It is especially important to study the impact of texts on two audiences that are different in nature: the human reader and the robot reader in the context of the problems of anthropocentric and robocentric approaches to creating texts of articles for websites. In modern times, the habits of content consumption in the Internet environment are rapidly changing towards a decrease in readership, but long texts remain relevant. Thus, the linguistic aspect of the text plays an important role, especially when influencing different audiences: human and robot readers, since search engines and linguistic factors affect the perception of texts by different audiences.

With the development of information technology and Internet communications, the importance of effective creation and distribution of text content on the Internet is becoming increasingly relevant. Rewriting and copywriting are the two main approaches to creating text content that are actively used in the Kazakh Internet space. Understanding and studying the linguistic features of these approaches will not only help to increase the effectiveness of Internet communications, but also contributes to the development of Kazakhstan's Internet culture and information space. The conclusions of this work allow us to assess the degree of implementation of the principles and approaches to the problems of copywriting and rewriting on the Internet at the present time.

The purpose of the dissertation research: the purpose of the performed research is to determine the linguistic features of rewriting and copywriting in the Kazakh Internet space.

To achieve the purpose of the study, it is necessary to solve the **following tasks:**

– definitions of the concepts of copywriting and rewriting;
– summarize the types and place of use of copywriting and rewriting;
– to analyze the linguistic features of rewriting and copywriting in the Kazakh Internet space;
– to establish the influence of copywriting and rewriting on the communicative effectiveness of texts in the Kazakh Internet space;
– to identify similarities and differences between rewriting and copywriting as processes of creating texts of articles in the Kazakh Internet space.

The object of the dissertation research: linguistic features of copywriting and rewriting on the Kazakh Internet.

The dissertation research subject: linguistic and contextual aspects of copywriting and rewriting as processes of creating text content for corporate and thematic websites.

The scientific novelty of the dissertation research lies in the fact that:

– for the first time, the influence of copywriting and rewriting on the communicative effectiveness of texts was studied;
– the problem of long texts on the Internet has been investigated for the first time;

- for the first time, the phenomenon of semantic-dominant problematic of long texts on the Internet has been identified and described;
- for the first time, a new method of semantic-dominant optimization of texts based on the concept of a semantic ladder has been developed.

The work is based on the following **scientific hypothesis:** the quality of the text of an article for a corporate or thematic site directly depends on the semantic effectiveness of the text, which is expressed in semantic dominance, i.e., the hierarchy of semantic parts in the text.

The theoretical and practical significance of the research will contribute to the theoretical understanding of the processes of creating text content on the Internet and will allow us to develop recommendations for improving the effectiveness of Internet communications in the Kazakh Internet space. In addition, an IT product has been developed that allows you to quickly analyze the meanings of text on the Internet and determine its semantic-dominant index according to the proposed methodology, its concept is described in this work. In modern media realities, Internet users have a pronounced need to understand the meaning of a large amount of information, for example, expert articles, instructions, etc. The user most often just needs to understand the key and auxiliary meaning, as well as the general logical conclusion. The Semantic Scan website project developed during the research (a mobile application is expected to be developed in the future) allows you to quickly meet this need, which, of course, has practical value for consumers. The theoretical significance of the research lies in solving the problems of modern Internet communications in the field of corporate websites, issues of the quality of text content, its linguistic features and effectiveness from the point of view of search engines and Internet users. The study of texts created within the framework of copywriting and rewriting has practical significance for web projects, as well as for understanding the impact of various approaches on the quality and content of texts. This makes it possible to better adapt the content to the needs of the audience and ensure effective interaction with readers.

The practical value of the research is also determined by the fact that the results of the research can be used in teaching students the basics of copywriting and rewriting as demanded professions of the XXI century. The materials and results of the conducted research may be of interest to specialists dealing with the problems of text linguistics in the modern Internet environment.

Research prospects. The results of the conducted research can become the basis for the development of recommendations for the creation of cognitively and communicatively effective content in the Kazakh Internet space. It is assumed that an improved understanding of the linguistic features of rewriting and copywriting will improve the quality and effectiveness of Internet communications in the region.

The linguistic features of copywriting and rewriting, as shown, in our opinion, the research material includes the following: 1) latent semantic indexing (LSI) is the basis of technologies for evaluating and ranking texts by search engines; 2) genre, stylistic and pragmatic features of content types are a product of copywriting and rewriting, 3) the communicativeness of the text is the most important sign of an effective text and, accordingly, the cognitive and

communicative effectiveness of the text is an indicator of the quality of the text in the modern Internet space, 4) indicators of the SEO effectiveness of texts and their relationship with communication.

The actual material was the texts of articles from Kazakhstani corporate and thematic websites www.sluh.kz, www.budokan.kz, www.kmg.kz (KazMunaiGas) because of the regular updating of articles on these resources on the site, which makes them interesting within the framework of this study. In addition, these sites represent industries that are inherently different, which also seems important from the point of view of research. The total volume of the corpus of texts amounted to 203 units. The specifics of the dissertation research topic dictates the choice of a website in such a way that this Internet project is reliable and understands which texts were written in the order of copywriting and which in the order of rewriting, since there is a fairly significant difference between these two approaches to creating texts, which can critically affect the research. The texts of these web resources were involved in the study and conversations were held with their representatives on the subject of creating texts of articles. As a result, an idea was obtained about the process of writing articles, during which combined approaches were used to varying degrees, namely, copywriting as creating texts from scratch and rewriting as rewriting finished texts. This ensures the reliability of the present study. In addition, it should be noted that the existing practical long-term experience in the field of copywriting and rewriting allows you to comprehensively and deeply evaluate texts as a product of copywriting/ rewriting and directly copywriting and rewriting as a process of creating texts.

The reliability of the results of the analysis is ensured by the representative amount of studied material on selected topics, the volume of collected and researched practical material (203 texts of articles posted on Kazakhstani corporate-themed websites), the choice of adequate methods of analysis, as well as the theoretical basis of the study.

The methodological basis of the research was the works of domestic and foreign linguists in the field of media discourse theory and discourse analysis, cognitive linguistics, copywriting, Internet communication. The following **research methods** are used in the work: linguistic analysis of the text and the method of semantic ladder proposed in the work.

The research methods are determined by the goals and objectives of this study. The fundamental method is cognitive discourse analysis and the author's method of the semantic ladder. D.V. Shapochkin conducted research in the field of cognitive analysis of discourse, which became fundamental for our research. Teun A. van Dijk, well-known in the field of discourse analysis, also applies cognitive approaches in his research. In addition, L.A. Kaufova and A.V. Kashcheeva worked with cognitive-discursive aspects in their research. Among Kazakhstani scientists, it should be noted such authors as Ekshembeeva L.V., Ihsangalieva Zh.A., Musataeva M.Sh., Nurshaikhova Zh.A.

In addition to these methods, experimental, comparative, observational and descriptive methods were used. The experimental method allowed us to test the hypotheses put forward and study how various factors influence discourse. The

comparative method is used to compare different discourses or linguistic structures, which made it possible to identify common patterns and distinctive features. The observation method made it possible to analyze discourses in their natural habitat, without the intervention of a researcher. The descriptive method made it possible to systematize and classify the observed discursive phenomena.

The degree of development of the topic. The problem of linguistic features of copywriting and rewriting in the Kazakh Internet space has been partially investigated in separate works on copywriting and Internet marketing. However, a deep, comprehensive analysis and comparison of these approaches to content creation in the context of Kazakhstan's Internet culture and language features require further research. In this dissertation, an attempt will be made to systematize and expand existing knowledge in this field. To solve the tasks set, the works of domestic and foreign authors such as Altynbayeva A.O., Ekshembeeva L.V., Ihsangalieva Zh.A., Musataeva M.Sh., Nurshaikhova Zh.A., Tsvetkova L.S., Ten Adrianus van Dyck, Gulshina A.E., Shirinkina, L.V., Gorelov I.N., Sedov K.F. are analyzed. Oganesova I.S., Zaletova, M. A., Ivanov, A. P., Krasnova, E. V., Smirnov, V. I., Petrova, O. N., Grigoriev, S.D., Orlova N.V., Butakova L.O., Maria Garcia, Richard Walker, Michael Johnson, Andrew Thompson and many others.

The main provisions to be defended:

– semantic dominance and hierarchy of semantic parts of the text is a key factor in the communicative effectiveness of the texts of articles on the Internet;

– the dominant meaning of the text should be at its very beginning, and then the less significant semantic parts should be located along the descending line to the end of the text;

– the semantic ladder method is based on semantic dominance and hierarchy of meanings in the text, increases the communicativeness of the text in the context of its coherence, which makes the text more understandable and interesting for the reader, as well as more valuable for search engines.

Approbation of the work. The dissertation research was carried out in line with the problems identified by the research plan of the Al-Farabi Kazakh National University. The results of the research were discussed at linguistic seminars, meetings of the Department of Turkology and Language Theory and were reflected in domestic and foreign publications in the form of the author's publications. The main provisions, results and conclusions of the dissertation have been tested:

– Linguistic Features of Copywriting and Rewriting in the Field of Text Content for Corporate Websites: Semantic Aspect. Journal of Psycholinguistic – 2024. – 53(1), https://link.springer.com/article/10.1007/s10936-024-10051-2

– ИИ-копирайтинг и ИИ-рерайтинг для создания текстового контента корпоративных вебсайтов: лингвистический аспект и новые вызовы. Вестник ЕНУ, филологическая серия. – 2024. – № 3 148 – С. 117-126 https://bulphil.enu.kz/index.php/main/article/view/858/556

– Язык в координатах медиа: современные реалии, тренды и роль мультимедийного контента. Медиалингвистика. Язык в координатах массмедиа. – Санкт-Петербург. – 2024. – №11. – С. 61-65.https://medialing.ru/vypusk-2024-11/

– Лингвистические особенности копирайтинга и рерайтинга в сфере текстового контента для корпоративных сайтов: лингвопрагматический и психолингвистический аспекты. Наука и жизнь Казахстана. –2020. – №6/4 – С. 313- 320. https://www.naukaizhizn.kz/index.php/journal/article/view/97

– Типология текстового контента для корпоративных сайтов и их жанровые особенности. Наука и жизнь Казахстана. –2020. – №6/4 – С. 320-326. – Лингвистические особенности копирайтинга мультимедийных лонгридов. I-SCIENCE. Актуальные научные исследования в современном мире. – 2020. – №4 (60) – С. 56-63.

– Лингвистические особенности копирайтинга и рерайтинга как части маркетингового дискурса в современном интернет-пространстве. SCIENCE. Актуальные научные исследования в современном мире. – 2020 – №5(61). – С. 232-237.

– Понятия копирайтинга и его особенности//Материалы Международной научно-теоретической конференции XXI Ахановские чтения «Язык, межкультурная коммуникация». – 2018. – С. 47-48.

– Понятие копирайтинга и рерайтинга и их лингвистические особенности в современном интернет-пространстве. Наука и жизнь Казахстана. – 2018. – №60, – С. 168-172.

The dissertation work consists of an introduction, three sections, conclusions, and a list of sources used.