



RESEARCH ARTICLE / ARAŞTIRMA MAKALESİ

Multi-layered meaning formation and linguistic-cultural peculiarity of fake messages in the mass-media

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Abstract

The paper investigates the issues and challenges facing the information distortion (the concept of fake news) in the media discourse of Kaznet (Kazakhstani segment of Internet). Particular attention is paid to this phenomenon of the influence and impact of modern "hot media" mechanism and technologies for the perception has been used with the information's user. The research linguistic ways of distorting information were explored and conducted in line with critical discourse analysis. This article reviews the literature to identify the current state of linguistic methods for creating a fabricated and unreliable hot media product to describe in detail. It is proved with specific examples that fake news carries a certain threat to adequate perception of hot news and recognition patterns when person falls into information captivity and cannot free himself from it because the impact on his consciousness is carried out in a complex manner. A framework of Internet search procedure was used to test the hypothesis. Empirical material presented by posts and comments from open sources of social networks to show and clarify the reasons why a media person becomes so vulnerable, there is a transformation of thinking and traditional values are leveled, which allows communication technology and fake news to destroy his worth system. The authors raise and highlight the need for a person of social net to develop critical thinking to express his own rational and emotional attitude to the described situations and facts on the Internet. The obtained data arouse a certain important in the issue of determining the reliability and application of methods for checking information in the media field of Kaznet for its compliance with reality.

Keywords: Media Literacy Education, Fake-News And Factchecking, Critical Media Analysis, Social Network, Cultural-Value Conflict.

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1. INTRODUCTION

Problem Statement

Modern features and trends in the development of the digital environment of the media ecosystem (Postman 2000; Fuller 2005), which functions in conditions of interactivity, personalization, attractiveness (in pursuit of sensation) and increasing the speed of information transfer, have led to the need to rethink the understanding of truth and trust in terms of an adequate interpretation of communication processes. Such trend reduces public confidence in journalism and social media as information platforms and affects public opinion in general (Anand 2017; Carroll 2008; LaGarde 2018; Oldham 2015; Alefirenko, Nur-tazina 2021).

Therefore, recently, the direction that studies media as a medium that structures human interaction has become more active. Thus, Neil Postman (Postman 2000) explains: "The environment is the technology in which culture grows; in other words, it gives form to politics, social organization, and cultural habitual thinking. Based on this idea, we used another biological metaphor – ecology. We put the word "media" before the word "ecology" to suggest that we were interested not just in media, but in how the interaction between media and people gives culture its character and, one might say, helps culture maintain a symbolic balance" (Postman 2000: 10-11).

Media ecologists are studying how media forms influence personal action, interpersonal interaction, and broader societal change "in the spirit of democracy" (Farkass 2020: 1-4). This fact makes it possible to consider and emphasize on examining how new media technologies create new opportunities for social and political interaction, while influencing the dynamics of existing media in both positive and negative ways in methodological approach (Fuller 2005; Farkass 2020: 28-29).

The spread of disinformation and lies is facilitated by the use of specially generated social networks, bots and social messages, media distribution of information, the creation of new communication algorithms in media texts, and

the presence of spatially separated people.

The scale of the hoaxes is enormous. In the context of a holistic understanding of new media's paradigm, fake messages and especially post-truth (by the way, the word post-truth became the word of the year according to the Oxford Dictionary in 2016) can be purposefully distributed in the transforming digital environment of the Internet for various purposes: entertainment, advertising (growth traffic), political (for example, black PR), nationalistic (discrimination against certain groups of people), etc., representing the concept of "viral journalism" (Bebic, Volarevitch 2016: 108; Anand 2017: 108; Farkass 2020: 49-50) which unites all media formats and forms (photo, video, text) into content, screenshots of demotivators, suitable for fast, dynamic and interactive social media forms.

S. Paranko in his essay "Field research of the media workshop: the future" predicts that "the social network is becoming a platform that purposefully and targeted connects the audience and the author" (Paranko 2021).

The content created in such way is aimed at attracting attention and adapting to the media habits of modern users, thereby reflecting the decline in the role of facts and evidence, since it is created as "real news", but is false. This type of media content cannot be defined as news in the traditional sense of the word: it is perceived as viral news, i.e. created in order to attract attention, and is intended to be freely shared and distributed" (Bebitch, Volarevitch 2018: 453). As Yu.M. Yershov pointed out, "a homogeneous information space is created, called echo chambers (distorting the picture of reality), where the alternative opinion does not penetrate. The addressees listen to themselves and agree with themselves" (Yershov 2018: 248).

In the 21st century digital communications have become one of the factors which influence structural changes in the society and now much depends on how well the person is able to adapt to such transformations. In this context, modern media have an increasingly tangible impact on society in general and social communications, in particular. A so-called "media person" (Journal-

ism, Fake news 2019) appears, whose existence is determined by the content of the media. "Mediatization is beginning to define," as V. Fuller mentioned, "social practices in terms of both form and content" (Fuller 2005: 56-57).

In fundamental theory reflected in the work of Herbert Marshall McLuhan "The Medium is the Message: An Inventory of Effects" (in which the word "message" is understood as "a means of communication as a "mass age") (McLuhan 2002: 23) considers the importance of the psychological impact of the media as a value-semantic dominant on the understanding, perception, sensations and behavior of a person. In addition, he raises the question of how to minimize the negative effects of the media environment on a person and how to achieve synergistic and productive interaction between them (McLuhan 2002).

It is known in fakes all materials are specially selected, with the help of which the integration of meanings, multi-layered meaning formation and "mutual consistency" (M. Fuller's term) (Fuller 2005: 31-33) for the manipulation of persons' consciousness occur, namely: those parts that are undesirable for the manipulator to falsify information beneficial to him are blocked, extracted, removed or amplified. A person can no longer free himself from the "networks" of the media environment and begins to act on "orders". Such a niche creates the preconditions for the expression of permissiveness, thereby violating social, cultural, moral and even legal norms.

Of certain importance is the influence of modern media on the way the Internet people's percept the information. Nowadays, the boundaries between the author and the reader are becoming increasingly blurred, for example on social networks, blogs, websites. In this connection issues of digital security, media literacy and digital competence are becoming more acute than ever before. Perception of reality in the media space is exerted by fakes, which transform the mass consciousness. The relevance of the work is due to the importance to study the media impact on Kaznet users.

2. RESEARCH PURPOSE

The aim is to represent the essential characteristics of fake-news 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 and also to consider the criteria for classifying fake news, according to unreliability of news material in them. Moreover, the aim of this study was to identify real media education practices that help reduce the impact of misinformation on the Internet.

3. DESIGN AND ANALYTICAL METHODS

When analyzing the material, an analytical and descriptive method was used, including the techniques of observation, interpretation, and generalization. The survey method was used to understand the need to teach the audience not to trust fake news, which is characterized by the broadcast of destructive meanings, distortion of facts, psychological and linguistic impact (terminological variability) on the audience. A review of scientific sources made it possible to form a classification of fake news. The comparison method allowed us to form a list of steps to improve media literacy in order to combat inaccurate information on the Internet. The following methods also were used: free description; survey methods such as list of personality traits, ethnocentrism scales, diagnostic tests to distinguish fake news. The analysis based on psychosemantic and projective methods was carried out.

4. RESULTS AND DISCUSSION

The study showed that in the dynamic form of social media, a wide range of different types of false information is disseminated which can cause panic and spread in order to destabilize the situation in the country (Issers 2014: 113-114; Novikov 2016: 74; Oldham 2015: 116). It has been found that more often than not, fake news can be disguised as truthful information. This prevents them from resisting, but they must be

fought with. Therefore, the role of media education and media reputation is so important as a key indicator for assessing the reliability of news material and countering fake news. Unfortunately, sometimes journalists themselves spread fake messages, and it is not always possible to distinguish them from the true ones even with the help of artificial intelligence (Farkass 2020: 58). Based on this, the study offers recommendations for the media that see the problem of fake news and post-truth to fight it by teaching readers critical thinking.

It is pertinent to mention here that on the basis of statistic data, language ways used to distort 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. During the study, an Internet search procedure was used to test the hypothesis; a large empirical material, presented by posts and comments from open sources of social networks was collected. It has been demonstrated that fake as a hidden manipulation carries a certain threat, it exerts a manipulative influence, destabilizes the situation, causes indignation, discontent, rejection of information. It is proposed that one of the most effective ways to refute fakes is fact-checking.

So, let's move on to analyzing the results of the impact of the environment of social networks on human consciousness as a synergistic effect on the part of "hot media" technologies which ultimately leads to a transformation of thinking and infringement of traditional cultural values. After all, it is known that media communications in a special way enhance the process of extracting information, and this leads to information overload.

As a result, perception and thinking are based on the pattern recognition mechanism, since a person does not have either time or psychophysiological possibilities for linear-sequential understanding. And then the understanding of the text occurs in the mode of perception of "meaningfully generalizing configurations" (Terin 2014: 69-70). Such information oversaturation and fatigue lead to the fact that human thinking de-

scends to the level of machine thinking. Then it can be controlled, manipulated by using secret components of algorithms. A very important idea is expressed by scientists (Anand 2017: 4; Food 2020; Hachen 2014: 23). They pointed out that "when a social network offers a person an actual topic, he should immediately think over the following questions: what is not told to him, what is hidden, and what is he intentionally focused on?" (Fuller 2005: 111; McLuhan 2002: 78).

And one more idea is very promising and important in the cultural aspect. The fact that a media person is really changing as a linguistic person (Posetti 2020; Potter 2017; Hobbs 2009; Fetzer 2004; Food 2020; Friesem 2019), as a subject who can broadcast and receive media texts, is noted in the works (Manchester 2015; LaGarde 2018; McLuhan 2002). We consider such phenomena to be of certain significant and importance due to the impact of the media on the users of Kaznet.

Fake is considered to be a types of information distortion and misleading the reader in modern media. It should be noted that the very concept of "fake" is interpreted ambiguously, covering a wide range of concepts (Issers 2014) from "hoax", "comic game" to "fraud", "misleading", "deliberate deception". In the issue under study in modern media discourse, the most common related phenomena are "fake news", "media manipulation", "media fake" (Shmakov 2015). As a phenomenon fake attracts the undoubted interest of scientists, as having the potential to affect the broad masses it hasn't been sufficiently studied (McIntyre 2018; Potter 2017; Rasi 2019; Stivers 2011; Terin 2019).

The purpose of this paper is to show the linguistic ways of distorting facts in the Kazakhstani media. This study examines the definitions of fake and mentions fact-checking as the measure to counter it. Modern information space is characterized by the fact that any user can try on the role of the media, that is, create, post and distribute information. Such activity replaces the work of journalists obliged to follow professional ethic principles while working with information not to distort facts but to transmit them as accurately, clearly and unambiguously as possible (Rasopova 2018).

In our country there is a certain collision between freedom of speech on the one hand (Article 20 of the Constitution of the Republic of Kazakhstan): "Freedom of speech and creativity are guaranteed. Censorship is prohibited. Everyone has the right to freely receive and disseminate information in any way that is not prohibited by law" (Constitution 2019), and on the other hand a number of articles of the Criminal Code of the Republic of Kazakhstan (Article 274 "Dissemination of knowingly false information", in a state of emergency, in contrast to normal conditions, is not punished with a fine but restraint of liberty for a term of three to seven years or imprisonment for the same term) (Constitution 2019) as well as the Law of the Republic of Kazakhstan On Mass Media (Article 2).

Freedom of speech, receipt and distribution of information, paragraph 4: "Note. For the purposes of this Law, propaganda in the media means the dissemination of views, facts, arguments and other information, including intentionally distorted, to form a positive public opinion about information prohibited by the legislation of the Republic of Kazakhstan and (or) inducement to commit an unlawful act or inaction of unlimited circle of persons") (Criminal code 2020). At the moment, there is a number of cases of practical application of this article in relation to persons who have created and spread fakes in Kazakhstan since the spread of coronavirus in the republic (Fact and Fakes 2020).

4.1. The Distinctive Features of Fake as a Media Phenomenon

In this regard, it is necessary to identify the distinctive features of fake as a media phenomenon, allowing to differentiate it from news. As a rule, fake news differs from news in a number of characteristics. Thus, the marker of fake news is undoubtedly a bright, catchy headline that aims to attract the reader's attention, in fact diverging in content from the article itself, or even contradicting it ("*the towers themselves transmit the virus along with the signal*", "*the virus is a bacteriological weapon*") (Fact and fakes 2020; Law 2020; Myths 2020).

Another indispensable attribute of fake news is

the anonymization or absence of the news source ("*it is reported*", "*they say*", "*they told me*", "*it was seen that*"), indicating that the information is unreliable. It becomes clear that a fake is "deliberate, disinformation based on selfish motives, if not so we are talking about a mistake in journalism and media space in general" (Myths 2020).

To distinguish fake from error it is necessary to define reliability on the basis of external factors, such as type of publication/channel, their ideological and expressive model, socio-historical and political-ideological context, and internal ones (intention, possibility to verify information, documentary evidence, presence of links, authority of sources, language reliability markers) (Thurman 2016: 840; Sukhodolov 2017; Volkova 2017: 533). Thus, we come to the opinion that by defining fake news as "fabricated news materials that mislead recipients" (Brusenskaya 2018: 102), containing varying degrees of reliability (Sukhodolov 2017: 143) it is a lie or misleading that can be considered as the main criterion to classify fake news into three groups, according to the degree of news unreliability.

4.1.1. The Degree of Perception of the Inaccuracy of Information

Each type of fake news "as a floating signifier" (Farkass 2020: 73) can be divided into three groups depending on the degree of perception of the inaccuracy of the information itself, as well as "the place and time of the events and circumstances described in the news, the set of characters, the goals and objectives of creating and spreading the fake, the level of perception of the reliability of the news" (Sukhodolov 2017: 146-147).

1. The first group includes completely unreliable news that do not correspond to reality, the second is presented by those that are partially reliable, the last one contains the news that distort reliable facts happened in reality (Fetzer 2004). This news is not true from start to finish. For example, some news aggregators published news about the toxicity of wearing masks during the coronavirus epidemic. Let us give an example (Does not burn 2021): "*It does not burn, but melts: the Ministry of Health of the Republic of Kazakhstan*

denied the statement about the toxicity of the masks." A video is being distributed in Kaznet, in which a group of people is trying to burn a medical mask at the stake".

Another example of a fake is the news about the appearance of the "Almaty" strain of COVID-19 (The scientist denied 2021): *"The head of the vaccinology center at Kaisar University denied the information that appeared in the media about the appearance of "the Almaty" strain of coronavirus".*

As we can see, not always the audience, due to their beliefs, experience and thinking, as well as intellectual and cultural development, can immediately determine that this is a fake, most likely, many will believe in this sensational news.

2. The second type is partially fake news. Against the background of certain events, presented selectively, outright falsification arises. For example, the news that pensions in Kazakhstan will be doubled in 2021 (In Kazakhstan 2021): *"Pensions in Kazakhstan have doubled. Source: Zakon.kz. News is spreading in Kaznet that pensions will double in 2021. But this is not the case, Zakon.kz reports. Stopfake.kz reports that since the beginning of 2021, the amount of pensions in Kazakhstan has indeed increased by 7%. Stopfake.kz urges to trust only official information".*

The prankers who disseminated such fake exploited a complex of distrust to such information. The social significance of such news is quite large, because people begin to worry, worry and worry that the state is deceiving them, therefore messengers in networks may appear, demanding truth and justice about vaccinations.

3. The third type news is distorted the essence of a real event, which can carry a potential and real threat. These can be phrases, quotes taken out of context or formulated selectively and disseminated in false messages and posts (Information about 2020): *"Users of social networks write that they are afraid to wear medical masks in sub-zero temperatures. Some Kazakhstanis claim that it can be dangerous, and even believe that it "can be regarded as an attempted murder by the authorities," reports IA "NewTimes.kz. Stopfake.kz writes that in fact, regardless of the weather, medical masks do not carry any danger".*

Accordingly, the degree the reader perceives the news from various groups changes. Thus, if the news belonging to the first group is clearly interpreted as false, for example the fake about the threat of getting HIV infection when eating bananas, the news related to the third group often inspires the readers' trust as it is impossible to identify it as falsifications distorting reality (the fake-news spread by a resident of the Kostanay region about "quarantine in four cities in the region: Kostanay, Rudny, Lisakovsk and Tobol") (Facts and fakes 2020). A. Fedorov (Fedorov 2020) offers the classification of "fake news", highlighting the varieties on the basis of the following criteria: "the ratio of reliable and unreliable information; the reliability of the circumstances of the time and place of the event; the composition of the persons mentioned in the "news"; purposes of creation and distribution; level of perception of reliability". These features clearly describe the type of news, emphasizing their fabrication and unreliability (Sukhodolov 2017).

The factor provoking the emergence and further spontaneous spread of fake news is a certain media-reflected social or political event in society. S.S. Raspopova define such an event as "a moment concentrated in space and time, visual, relevant, socially important, occurring in the presence of a large crowd of people. The moment that excites them, can neither be repeated nor reproduced, but determines the further development of the phenomena of reality" (Raspopova 2018: 34-35). V. Novikov understands the term "event journalism" as a format that is associated with the dissemination of information on specific events in the lives of people, individual countries and regions (Novikov 2016).

Such informational events are of great interest to readers as they cover events that directly concern everyone, are relevant at the time of their appearance and existence, and are actively discussed in various groups of society. Largely, the initiation, maintenance and dissemination of fake news are facilitated by the desire to be involved in the situation, be aware of the news. People have the illusion that they are given the possibility and ability to influence the course of

events, to change something in society and the country.

4.2. The Importance of Investigating the Issue of People's Awareness of Algorithms

Mentioning current situation in Kazakhstan, the first fake news related to the pandemic appeared the media as early as in January 2020 (the fake news spread by a doctor, an employee of the Central Hospital Enbekshikazakhsky district of Almaty region (Law 2020), although the coronavirus infection COVID-19 was officially registered as late as on March 13, 2020 and a state of emergency was introduced on March 16. At the pre-pandemic the topics of false news were mainly

– **political** (“a 193-meter monument of Nazarbayev will be installed in the capital. It will be made by the famous sculptor Zurab Tsereteli”; fake about “Nurlan Koyanbayev, a popular Kazakhstani showman, humorist to participate in electoral race”; “All Kazakhstanis will be given the obligatory prefix “Nur” to their surname”). The news was spread via WhatsApp messenger with ‘irrefutable’ proof – a “new type “identity card”);

– **economic** (“an advertisement from well-known banks that offer to take a survey for a substantial fee – from 140 to 700 thousand tenges”);

– **social** (“Khremitonol in sunflower seeds”, “after a Kazakhstani had gone to a manicure salon, gangrene was developed due to dirty tools. It led to infection. Amputation and disability ahead”) (Law 2020).

However, since the beginning of 2020, almost all the fakes that have appeared on Kaznet have topics one way or another related to the spread of the coronavirus and the state of emergency introduced in this regard. Accordingly, it becomes obvious that the methods of countering fake news are

– **technological** (measures taken by Facebook social network and Google search engine),

– **legislative** (articles of Codes and Laws) and **discourse** (reliable statement and adequate interpretation of events). It is these methods can make it possible to eradicate cases of “deprofessionalization, discrediting of media workers and journal-

ism” (Checked 2020; Conspiracy 2020; Shmakov 2015).

In many ways, the definition of fake is closely connected with such a phenomenon as “fact-checking”, borrowed by the modern media environment from traditional journalism. Guided by the principles of impartiality and objectivity, the journalist has to maintain accurate transmission of information without deforming or falsifying it, in order to counter “gossips, rumors, speculation, manipulations, irresponsible and malicious fakes, technical errors”. In his work O.S. Issers proposes to search for the original source and verify the information presented in several sources; represent the opinion of all participants in the situation; display facts; not distort information to make it sensational; carry out verification through social networks (Issers 2014).

The World Association of Editors also offers practical recommendations on fact-checking: determine the time the account was created on the social network, user activity, the presence of the user accounts on various social platforms on the Internet, directly contact the author of the information, determine the location of the author of the information, verify images for their reliability (Manchester 2015). The recommendation to verifying the visual component of fake news is also justified. Often fake news is represented by a polycode, creolized text that combines the “sum of semiotic signs”, the meaning of which “forms a complexly integrated meaning” (Oldham 2015). Frequently such news is a combination of a verbal component presented by a text and a non-verbal one in the form of a photograph, video, drawing, etc. Differentiating from reliable news is the discrepancy between verbal and non-verbal, since in fake news what is displayed graphically often does not coincide with the subject matter, or it has been previously and intentionally processed using special programs (for example, graphic editors such as Photoshop).

It is worth mentioning how information is commented in Kaznet media. Thus, in video reports when the presenter interprets officials and authorized persons, they use *specific vocabulary* (terms, clericalism, professionalism, borrowings,

e.g.: “media space”, “media fakes”, “strong immunity”, “thermometry”, “strict sanitary standards”, “digitalization”), while commenting on rumors and fakes, the presenter uses a completely different layer of lexemes: colloquial and reduced (“to be in quarantine”, “horror”, “lie!”).

Moreover, such interpretation contains lexemes with *negative semantics* to convey negative connotations in order to intimidate the viewer (“*deafens the mind*”, “*aggressive virus*”). In addition, the presenter manipulates the viewer’s consciousness, forcing them to change their way of thinking and purposefully prompts the deliberately necessary reflections (“*it’s scary to go on the social network*,” “*buy the last mask at the pharmacy*,” “*more panic on social networks*,” “*if the Internet were turned off, we wouldn’t panic*”). This is done to diminish the role of social networks and emphasize the importance of information obtained from official sources as those in the program are official representatives of ministries and agencies (Arnur Nurtayev, Director General of the National Center for Expertise of Medicines and Medical Devices, Aizhan Esmagambetova, Chief Sanitary Doctor of the Republic of Kazakhstan, Bayan Ospanova, epidemiologist) (Checked 2020; Conspiracy 2020).

The lexis of the interviewees is a combination of clichéd phrases, clericalisms and vernacular vocabulary included to achieve the effect of “*one of the same type*” and reduce the distance between the speaker and the listener or viewer (cf. “*Aerosol occurs when sneezing or coughing*”, “*please observe information hygiene*”, “*psychological effect*”, “*direct interaction of the virus with erythrocytes disrupts the communication of hemoglobin with oxygen*”, “*at the level of theory*”, “*the virus attaches to a protein on the cell surface*”, “*collective immunity*”, “*implement quarantine measures*” and “*I myself grieve*”, “*according to genetics, we see*”, “*smearing the peak of the disease*”, “*‘happily’ got sick in China*”, “*the virus wants to break out*”, “*tough ‘pandemic’*”, “*for good*”, “*let’s just say*”, “*also free*”).

For the same purpose, namely to be more understandable and accordingly closer to the viewer, the pronouns “*you*” and “*we*” are often used: “*you will at least be a hero 3 times*”, “*you do not need to kill the virus*”, “*we see*”, “*we understand*”. For persuasiveness quantitative expressions and

references to authoritative publications are used, e.g.: “*the virus exists on surfaces for up to a week*”, “*scientists said as much as 18 times*”, “*74 companies put their vaccines for testing*”, “*in 2015 there was an article in Nature*”, “*the cost of the test is 10 dollars*”, “*15 thousand free tests*”, “*99 percent of tests*”.

In addition to the verbal component of the materials, the reports are accompanied by visual elements as they show scientific and medical laboratories, employees at work, the work of hospitals in quarantine mode, emergency rooms, consequently enhancing the role and influence of the information provided. The combination of visuals and directly verbal information has a greater impact on the recipient of information making it more convincing. Thus, the presenter skillfully softens the accents in her reportage and the incriminating rhetoric manipulates consciousness and leads the viewer to certain conclusions via a special selection of lexical means and opposition of information.

It is most difficult to fight with such type of fake, even sophisticated people can fall for it, since a fake is a well-defined communication strategy and a meaningful destructive action, therefore there was a threat of “transition to the world of formatted peoples, where any number of necessary types of the required proportion can be fashioned from people (The language of the media 20024).

Currently, there are different views on how to combat the spread of disinformation. It seems important to increase the level of media literacy (Bebitch 2016; Yershov 2018; Fetzer 2004; Volkova 2017) to develop critical thinking skills, to understand that, for example, a computer program - a bot (robot) - was created as a source of disinformation to imitate people’s behavior in social networks.

So, in 2017, Facebook formed and distributed ten steps to detect fake news as an advertising guide: 1) skeptical attitude towards headlines; 2) careful examination of the URL (Facebook publishes 2017); 3) research of sources; 4) highlighting unusual formatting; 5) careful examination of the photo; 6) date check; 7) analysis of evidence; 8) comparison with other reports; 9) Is this story a

joke? 10) some stories are deliberately false (satirically). Can these tips help the audience determine if the news is true? (Fedorov 2020). In addition, Facebook has banned users from posting heavily manipulated, computer-generated videos known as deep fakes to stop the spread of a new form of disinformation. The problem is that if the audience reads the news that presents an obvious lie, people will have no doubt that it is disinformation.

Modern media can use more than one manipulation technique in one text (Fedorov 2020; The language of the media 2004; Frisem 2019): for example, such techniques as an appeal to power, the exploitation of slogans, myths and stereotypes, distortion of facts, a false alternative, and others (Fedorov 2020). News based on slightly distorted information is the hardest to verify. They require not just the development of media literacy, but constant monitoring of the media space and the identification of fakes, as people continue to spread rumors for various reasons: the desire to strengthen social ties; find a way to deal with personal stress and reduce your sense of control over life; mistrust of the authorities and official sources of information; wanting to know if the other person thinks the news is true.

Students today are spending an unprecedented amount of time on the Internet; they are familiar with the diverse possibilities of the Internet for communication, shopping, searching, and more. However, they lack a technical understanding of how algorithms personalize information flows on the Internet, their underlying structures and mechanisms that govern its search functions, and the implications of using these algorithms.

Our research (survey and focus interviews with students) (Alefirenko, Nurtazina 2021) that undergraduates and doctoral students (as opinion leaders), differing in a sufficiently high level of scientific knowledge and cognitive abilities, are able to differentiate real news from fake news and are not always ready to send and disseminate knowingly false information, since they are aware of the media work processes, technologies for creating media viruses, when the number of links to other sources can be a marker of information reliability. They become a "reference point"

for the audience and a source of information for self-education in the field of media literacy, as they know the issues of multimedia, visualization and interactivity.

In the classroom on the discipline "Language of modern advertising and the media", they demonstrate knowledge not only on the quantitative and qualitative complications of specific spheres of speech communication and media genres, but also on various issues of verifying the reliability of media texts: issues of algorithmic personalization, the ability to track in social networks such words that indicate the malicious intent of users; reveal the characteristic signs of the permissible content of the text: excessive emotionality, the presence of evaluative vocabulary or aggression (trigger words); sensationalism of the statement in the title and the absence of this information inside the text; lack of links to official sources or quality media.

The trainees are aware of the existence of reputable news agencies. That information can only be accessed on social networks, but not on the big Internet. The likelihood of the existence of such narratives about the event that reflect only the interests of one party (there are no parties to the conflict and it is not mentioned that the information was requested). In the course of research, students demonstrate a high level of media literacy, but their knowledge was not always associated with awareness of algorithms. Comparative study of the experience of specialists dealing with the fight against fake news (LaGarde 2018; Tretyakov 2018), showed that it is necessary to use a set of methods: information technology (creation of a platform for checking the facts); regulatory (creating responsibility for the dissemination of false information in space, for example, blocking an account on a social network); reputation for the media (sanctions from search engines and services with a recommendation for media found in spreading false messages); educational (media literacy courses to improve the qualifications of journalists and for the people most prone to spreading disinformation).

The steady growth of the youth Internet audience of millennials as representatives of the digital age contributed to the fact that they, com-

pletely absorbed in “fake life”, got free access to shaping the news agenda, creating websites, blogs, personal pages, measuring the needs and moods of the target audience, sociological surveys and voting. There is another extreme: in this case, a person already loses his immunity to try to draw a dividing line between good and evil, which leads to the emergence of post-truth.

An online survey of undergraduates in the discipline “The language of modern advertising and the media” found that most of them did not know that the information in the news feed Facebook and Google News was personalized using algorithms. It is known that media literacy education aims to improve the ability of learners to access, analyze, evaluate, create, reflect and act on media content. These guidelines often emphasize that the content is created for the target audience, can be biased and interpreted from different points of view, and can vary in its presentation of reality.

Today algorithmic personalization is present almost every time when users apply the Internet, generating sentences that are displayed for information, entertainment, and persuasion. Digital platforms are carefully designed to remain sticky (intrusive, contagious) so that people can use digital devices for as long as possible. Personalized recommendations for entertainment, persuasion, and social media are a key part of a business strategy to increase the likelihood that people will use media for longer periods of time, allowing companies to profit from selling audience attention to advertisers.

4.3. Principles and Methods for Analyzing Fake News

Is it possible through rules and directives (removal of illegal and inappropriate content from the website), tracking on social networks of evaluative lexical markers of trigger words (provocative words), social jargons and other veiled linguistic metamorphoses, precedent phenomena, metatextual means and reflexives, which can indicate the malicious intent of users, provoke a person to certain emotions or actions, through continuous monitoring and analysis of the impact, reduce mistrust and regulate the rhetoric of

hostility and hostility and predict future trends?

To combat the damage caused by false stories and minimize the negative phenomena associated with the spread of fake news, it is necessary to critically understand the content of the media, especially by young people in the post-truth era, when the line between reliable information and fake is blurred, and emotionally minded young generation find it difficult to understand what information is presented. in the message: true or false. Significant public discourse has emerged about solutions such as AI detection, human fact-checking, and public empowerment through information literacy education. However, the main problem is likely to be in determining what factors contribute to people tending to believe false content in an online context. This topic is experimentally investigated by us in (Alefirenko, Nurtazina 2021).

However, fake content creators often change their methods to improve the perceived authenticity of the content and avoid detection. The use of such strategies leads to constant competition with fake news detection technologies. Fact-checking, as fact-checking, is the process by which the validity of data or documents is verified and established; thus, it is intelligent, time-consuming and highly dependent on human effort, and its effectiveness and scalability are limited. In addition, fake news online has been found to spread significantly faster and more widely than traditional media. Both artificial intelligence algorithms and fact checking are not always the best methods of dealing with fake news. Therefore, since humans are more likely than robots to spread false information, special attention should be paid to individuals when addressing the threat of false news.

The study of creative technologies for creating files (creating false content: text fakes, videos, photos, audio fakes); tendentiously selected details create the unreality of the construct; therefore, the creators of such content develop a defamation strategy (tactics of exposing and creating an image of the enemy).

That is why it is important to spread a culture of fact-verification even in cases where the fake

is the result of the sender's unintentional nature: the pursuit of a sensation, low level of professionalism, inability to verify factual data). It is necessary to constantly monitor the entire information field of the media and thereby identify potential threats; identify the main channels and source of stuffing that disseminate information, and also try to generate a possible forecast of the situation.

There should be an "integrative approach to measuring the content of new media" (Aboulkacem 2018; Bebic, Volarevic 2018; Demidov 2021; Journalism, Fake news 2019; Posetti 2018), taking into account extralinguistic and linguistic markers, providing for an individual analysis for each specific situation, for example, the use of speech technologies: speech strategies (intimidation, ideological polarization, misleading), tactics (concealment of facts, fabrication of facts, false operation of concepts, unsubstantiated statements, assertion and repetition, departure from certainty), techniques and linguistic means that implement them), with the help of which media aggression is carried out. So, I. Volkova predicts that the question is raised about the need for "the development of automated computing systems for the identification of fake news" (Volkova 2017: 99) and presents the author's concept of a method for automated detection of fake news with elements of artificial intelligence and machine learning.

Can information literacy play a deterrent role that can reduce this vulnerability?

Media reality and ideological engagement are modeled and conceptualized using frames. This mostly concerns journalists as agents of media discourse, when they selectively (focusing on the target audience, taking into account the background knowledge of the recipients, their experience and attitudes, the communicative context, biased details, operating with different rhetoric) select information for coverage in discourse and frame it in accordance with the existing ideological guidelines, transmitting a "custom image" to a "weak-willed" audience (Friesem 2019; Tatarnikova 2017; Wehmeyer 2000).

Since fake news is created based on malicious

motivation, it can be difficult to distinguish it from other false information through content and linguistic analysis alone (LaGarde 2018; Thurman 2016 p. 839). For example, when viewing an ad with a consumer's image and text, the audience is likely to be the first to notice the image, i.e. visual component (video interviews, infographics, photos), since images are processed in the mind faster and spontaneously than texts, due to the direct connection between the image and its meaning (Oldham 2015). However, numerous studies confirm that images, together with background audio components, can create meaningful congestion, although they play an important role in advertising and have a significant impact on customer attitudes and behavioral outcomes.

It is no coincidence that there is now an increased worldwide attention to the problem of "algorithmic personalization", propaganda and persuasion in the context of media literacy education, which, of course, can also help people cope with sponsored content, bots and other forms of propaganda and persuasion that are now spreading on the Internet. Usually in the scientific literature, literacy is understood as cognitive and social practices associated with understanding and using the printed language (Potter 2017; Rasi 2019; Stivers 2011), and therefore some teachers and scholars are interested in a broader conceptual understanding of literacy. The literacy community has long recognized the link between literacy and culture, and the potential of media and communication to transform educational structures and practices (McIntyre 2018).

The spread of the Internet has led scholars to conceptualize the practices of searching, accessing, creating and sharing content as literacy practices relevant to work, life and citizenship (McLuhan 2002). In this context, "algorithmic personalization" is the creation and testing of special software algorithms designed to work with social networks (McLuhan 2002). For example, Social Sensor is able to identify news trends in networks, and they are designed to work not only with print, but also with visual information (Potter 2017: 17-19).

That is why evidence, corrections and denials in

the media are not enough, even if they worked promptly with their retaliatory actions; all the same, it strengthens the reader's initial ideas, "disinformation retains its permissive charge" (Fetzer 2004: 238), and a large-scale cascade of false information can become viral in a matter of minutes due to the fact that people have shared with others and have already managed to "retweet" or "re-posted". Therefore, it is necessary to constantly monitor the media environment and use such information technology as crowdsourcing to solve problems, using the mass experience of people because we agree with Johan Farkas and Jannick Schou that "only technology can save us" (Farkass 2020: 97). Thus, in combination with other methods, it is possible to solve the problem of determining a high level of reliability in detecting fake information.

4.4. Creolized texts in Kaznet

One of the features of the Internet is a playful way of designing communication, which is characterized by a positive attitude, laconicism, the possibility of self-expression of the user, increased emotiveness, a frequent combination of verbal and non-verbal components, which allows more to realize the user's creative potential and has a strong degree of influence on the recipient. In the typology of texts developed by N.M. Tatarnikova (Tatarnikova 2017). The term "polycode text" is considered more commonly used, containing visual signs that differ in their semiotic nature: verbal and iconic (Rasi 2019).

Such a combination is called creolized texts, that is, messages transmitted by means that differ semiotically, including verbal text and a graphic part in the form of drawings, photos or videos with the predominant influence of the second component. The non-verbal component is interesting in that it has both denotative meaning (depicting what really exists, familiar to the reader or viewer) and connotative (reflecting a part of the picture of the world of the recipient of information that exists in his culture and society). Another name for such a discourse is "polymodal" got this name, thanks to the use of more than one channel of information transmission. According to N.M. Tatarnikova, the non-verbal part in creolized texts performs the following functions:

attractive (the function of attracting attention), informative, aesthetic and expressive functions (Tatarnikova 2017). The latter is the most important, since the emotional potential is realized in it, and therefore, such a text "effectively appeals to emotions, since it affects the recipient's subconsciousness" (Tatarnikova 2017: 116).

Creolization in Internet communication is represented by demotivators, web comics, comic video verbal texts, Internet memes, quotes, photos and video fakes, etc. or phenomenon), which is supported by a number of plausible evidence, serving as a bright informational occasion for the media" (Shmakov 2015: 295).

The common type of falsification is the technique of WhatsApp mining, that is, the spread of false information by sending messages in messengers, usually WhatsApp, less often Telegram, Messenger. The essential difference between a creolized text and a verbal one lies in its perception by the recipient, since the perception of linear verbal texts is carried out by cognitive mechanisms that are different from the mechanisms of perception of creolized texts, which means that the latter have a greater degree of influence, due to the effect of the influence of both its individual parts and their combination (Stivers 2011: 11-12). The most commonly used terms are creolized, polycode, polymodal, heterogeneous, video verbal, multichannel, contaminated, intersemiotic, etc.

4.4.1. What Are The Reasons for The Emergence of Creolized Fakes?

There are several reasons for the emergence of creolized fakes, among which: the desire for self-expression, self-affirmation, the desire to draw attention to the event, influence the recipient, satisfy vanity, accept the role of an informant in society, make oneself important as a source of sensational information. However, in the situation of the spread of coronavirus infection in Kazakhstan, at the initial stage, there was an outburst of false, falsified "news" due to a lack of information from official sources. This vacuum was quickly filled with photos and video fakes, fueling the excitement and provoking doubts and panic among the population o-koronaviruse-604689 /].

So, in January-March 2020, fakes in one way or another related to the epidemiological situation in the country began to appear in the Kazakh segment of the Internet space. In most cases, their distribution took place by sending messages in the WhatsApp messenger, which is not surprising, since in addition to its ubiquity (almost every smartphone user has this messenger), an important role is played by the sender's desire to warn addressees (usually close, familiar people) whom the sender warned of a possible danger, thereby contributing to further mailing to a close circle of the recipient. Here are just a few examples:

- "On March 28, the Taldykorgan Transport Prosecutor's Office received a message about the spread of fake WhatsApp. The newsletter talked about the removal from the train at the Ushtobe station of two citizens with suspected coronavirus. Two days later, on March 30, the transport police identified a 48-year-old resident of the city of Ushtobe, a teacher at a local high school, who confessed to distributing the mailing list" [<https://factcheck.kz/glavnoe-en/kazaxstanskaya-uchitelnica-priznalas-v-rasprostraneni-feeding-ka-o-covid-19/>].

- "On January 29, unknown persons spread a message on WhatsApp about two people admitted to the Kapshagai hospital with suspected coronavirus. During the check, the information was not confirmed, in connection with which the law enforcement officers began to look for distributors of rumors" [<https://factcheck.kz/glavnoe-2/za-sluxi-o-kitajskom-koronaviruse-v-kapshagae-zaderzhali-voditelej-skoroj-pomoshhi/>].

- "The suspect admitted the spread of the fake: "I posted on WhatsApp, in a group of my classmates, my friends ... that there is a virus ... a coronavirus. There I said that my friends would know and be a little scared. I admit my mistake about what I said there: "About 70 people ...". I heard fleetingly from my comrades, from my friends. I want in front of my republic, in front of my people, I want to tell everyone not to post all kinds of videos like mine. I beg your pardon, henceforth I will be extremely careful" [<https://factcheck.kz/glavnoe-2/fejki-o-koronaviruse-policejskie-almatinskoj-oblasti-zaderzhali-vracha/>].

"Employees of the Al-Farabi District Police De-

partment have identified a resident of the city who, during a fire-fighting tactical lesson by the Emergency Situations Department, recorded a video message with false information about the detection of a coronavirus patient in the Shymkent Plaza shopping and entertainment center and disseminated it via messenger," the press reported. service of DP of Shymkent" [<https://www.caravan.kz/news/pogranichnye-rasstrojstva-i-zakrytost-gosorganov-pochemu-v-kazakhstane-rasprostranyayutsya-fejki-o-koronaviruse-604689/>].

"A nurse from the Zhanaozen city hospital sent a video message to her relatives in which she said that a student from South Korea had been admitted to the medical facility with suspected coronavirus. The information quickly spread across social media. The woman's identity was established.

- There have been no cases of coronavirus infection in the Mangistau region. The nurse has already written a letter of resignation, - noted in the press service of the regional health department of Zhanaozen" [<https://www.caravan.kz/news/pogranichnye-rasstrojstva-i-zakrytost-gosorganov-pochemu-v-kazakhstane-rasprostjyayutsya--o-koronaviruse-604689/>].

- "Currently, information is being disseminated on social networks and the WhatsApp messenger about the allegedly held emergency meeting in the Government of the Republic of Kazakhstan on coronavirus infection, where the Ministry of Health of the Republic of Kazakhstan does not exclude the spread of coronavirus in Kazakhstan, that it is planned to send schoolchildren and students on vacation, all public events are canceled that a check of public transport will be carried out and from March 2, all government agencies will switch to a strict regime (masks). The Ministry of Health of the Republic of Kazakhstan officially informs that this information does not correspond to reality" [<https://informburo.kz/novosti/minzdrav-rk-informaciya-ob-ekstrennom-zasedanii-pravitelstva-po-koronavirusu-feyk.html>].

- "In the North Kazakhstan region, through WhatsApp, they began to spread a message about doctors who, accompanied by police officers, offer residents to be vaccinated against coronavirus. "This information is not true. According to the first deputy head of the NKR Police Department, Kanat Aitbaev,

police officers do not accompany doctors in door-to-door rounds, but are engaged in protecting public order and ensuring road safety in a state of emergency. Also, during the state of emergency, law enforcement officers are on duty at checkpoints around the clock, guarding hotbed areas of coronavirus infection" [<https://kapital.kz/gosudarstvo/85116/feykovaya-informatsiya-o-koronaviruse-rasprostranyayet-sya-v-kaznete.html>].

As it becomes clear from the above examples, the authors of fake mailings are addressees of different ages, social status, educational level, and what these examples have in common is the response of the authorities, the provision of refutation by officials and competent persons.

Next, we will consider two types of fake information, photos and video fakes that appear in Kaznet in 2020, and those that are directly or indirectly related to the spread of coronavirus infection in the country. According to the fact checker dictionary, "photo fake is a deliberately distorted image" [<https://liter.kz/avtor-fejkovoj-novosti-publichno-popr/>], which seems to be the most easily verified type of creolized text, since there are many ways to determine its authenticity.

When verifying a photo or video of a fake, you can independently determine their reliability, relying on the details of the non-verbal part (weather, buildings, clothes, uniforms of special services, such as uniforms of military, doctors, firefighters, border guards, objects, license plates, street signs) or identify location using Google Maps, Panoramio, Geofeedia. If self-verification is not possible, fact checkers use services such as Findexif.com, FotoForensics, Google Search by Image, 4. JPEGsnoop, which determine the origin, date, device, parameters, location, and the presence of image editing. To check the author of the distributed fake and to identify him, you can use the Pipl.com resource by entering the first and last name in Latin letters, to determine "web visibility" - WebMii, in Runet - the people.yandex.ru service. Furthermore, to recognize a photo fake, the Google Chrome browser is used, in which it is enough to select a suspicious image and apply the function "Find this image in Google", or use the plugin Who stole my pictures (in

Russian version "Who stole my pictures") Google, and also check in Yandex and Tineye [<https://adindex.ru/news/adyummy/2015/10/8/128695.phtml>].

Let's consider examples of photos and videos of fakes that appeared during the coronavirus infection (CVI) in Kazakhstan. Note that in the public domain it is not always possible to find an example of such creolized texts for analysis, since such material is often removed or referred to, but not posted on the network. The few examples we found in Kaznet reveal the peculiarities of Kazakhstani fakes.

Photos of fakes look convincing when viewed superficially, since, as a rule, they are informative, emotional, and relevant.

- *"The WhatsApp messenger quickly spread a photo fake in the form of a photo of a page of an unknown Kazakh-language newspaper, which claims that a "member of the National Council of Public Trust (NCPC)" allegedly advises to drink vodka every day to protect against coronavirus. It was not possible to identify the publication or obtain official information from the NSOD"* [<https://rus.azattyq.org/a/kazakhstan-coronavirus-fake-news/30478798.html>].

In the same WhatsApp messenger, a fake photo was actively disseminated, accompanied by an explanation that "American scientists have developed a vaccine against coronavirus and an injection can cure a person in three hours." According to the fake post: *"Great news! Karon's viral vaccine is ready. Able to cure a patient within 3 hours after injection. Hats off to American scientists. Trump has announced right now that Roche Medical Company will launch the vaccine next Sunday, and millions of doses are ready"* [<https://www.uralskweek.kz/2020/03/25/soobshhenie-o-vaccine-ot-koronavirusa-rasprostranyaemoe-v-internete-okazalos-fejkom/>]. This message (which originally appeared on the Internet in English and sent out to the US) was based on a video conference in which "Roche Diagnostics Director Matt Sousse spoke about testing, not a vaccine."

However, in reality, the photo shows a coronavirus test kit.

Some photo fakes have used terrain maps showing the spread of the virus to make them more convincing. So, in Aktau, the distribution of the list of “dangerous areas due to coronavirus” was actively distributed among residents. The list was accompanied by a screenshot of the city map with the places of detection of foci of infection indicated on it. This “news” was designated as unreliable by the head of the quality control and safety of goods and services of Aktau [https://www.lada.kz/aktau_news/society/78504-rassylku-so-spiskom-opasnyh-uchastkov-v-aktau-sanitarnye-vrachi-nazvali-feykom.html].

Often, the photo fake about the virus in Kazakhstan looked convincing, thanks to the creolization of the text, especially if such a text included a table, infographics, digital data, diagrams. Such a photo fake was the list of “additional organizations in the capital, which will allegedly be allowed to work from April 15 during an emergency”, whose reliability was denied by the Nur-Sultan Akimat [<https://newtimes.kz/obshchestvo/108453-feikom-nazvali-rassylae-my-i-spisok-razreshennykh-dlia-raboty-organizatsii-v-nur-sultane>].

The recipient’s trust was largely won by the visual design of the fake news: infographics that clearly demonstrate the main content of the “news”, graphic markers separating information, clericalism in the text, the official tone of the message, the presence of the Nur-Sultan logo, digital data in the form of dates (April 15, 2020), frequency (2 meters, 2 times per shift), time interval (from 9-00: 18: 00); abbreviation (ARVI, KVI), topographic data (Nur-Sultan), which together gave the information reliability and credibility.

4.4.2 Video Fake as a Type of Creolized Falsified Text

Another type of creolized falsified text is video fake. Determining the original video or not is more difficult, since you have to use either the transition to the logo of the video service in the lower right corner) or by determining the date of comments under the most popular video (with the highest number of views, since users often leave links to the original videos in their comments, with the aim of exposing the fake). The

third way, as in the case of the photo fake, is an attempt to prove the falsification of information when paying attention to details that give out inaccuracies, the falsity of the interpreted. Also, by analogy with the verification of a photo fake, you can take a screenshot of the video and check its authenticity on the appropriate resources [stop-fake.org/ru/kak-raspoznat-fejk/].

One example of a video fake on social networks is a video about the alleged extension of the state of emergency until July 24, 2020. This video quickly received a large number of views, as it is a fragment of a plot from the country’s popular TV channel Khabar 24, the news channel of the Khabar Agency, the first round-the-clock digital information TV channel in Kazakhstan. The on-air policy of the information channel is formed according to the principle of “news every half hour”, and between them the airtime is allocated to thematic programs. Founded in 2012, the channel broadcasts in two languages, Kazakh and Russian, and distributes broadcasting in Kazakhstan [<https://24.kz/ru/>].

The video “is a cut-out fragment of a full video, which deals with the spread of the coronavirus in France and the extension of quarantine there. The fragment is deliberately “taken out” from the general context, because of which the measures described in it may be mistakenly regarded as related to Kazakhstan. “The fake video material was officially confirmed and designated as the dissemination of inaccurate information. “We officially declare that this is a fake. Speech in the material was exclusively about France, where the government proposed to extend the state of emergency until July 24. The initiative will be considered by the French parliament next week, “Khabar 24 reports [[inform.kz https://www.inform.kz/ru/feyk-o-prodlenii-rezhimachp-v-kazahstane-do-24-iyulya-rasprostrany-aetsya-v-socsetyah_a3645641](https://www.inform.kz/ru/feyk-o-prodlenii-rezhimachp-v-kazahstane-do-24-iyulya-rasprostrany-aetsya-v-socsetyah_a3645641)].

On January 24, 2020, a video fake about the alleged “Coronavirus is already in Almaty” became widespread on the network, since the video material showed people in overalls transporting an isolated person on a stretcher. In fact, the video showed a teaching on the hospitalization of a patient with a dangerous virus, according to

the Akimat of Almaty region, on the basis of this fake, a photo fake and clickbait article were later generated [https://ratel.kz/perimeter/fejki_i_pravda_o_novom_koronaviruse_v_kitae].

The video of the evacuation of people from the shopping and entertainment center “Shymkent-Plaza” in Shymkent, due to the registration of a case of infection with the virus, turned out to be the same fake. In fact, the video report showed the conduct of fire-tactical exercises, which was confirmed by the group of internal and external communications of the Emergencies Ministry of Shymkent [<https://otyrar.kz/2020/03/videorolik-s-evakuatsiej-lyudej-v-shymkente-iz-trts-shymkent-plaza-fejk/>]. According to Pavel Bannikov, editor-in-chief of Factcheck.kz, the theme “life, death, child safety, religion” contributes to the rapid spread of fakes on the Internet, since these topics affect any person, that is, their effect is emotive and not logical. It is not surprising that any information directly or indirectly related to China against the background of the coronavirus epidemic instantly itself becomes “viral”, rapidly spreading, sensational. One such example is a video about “the Chinese allegedly converting to Islam en masse. And recently a fake has appeared that the Italians are massively adopting Islam” [<https://otyrar.kz/2020/03/videorolik-s-evakuatsiej-lyudej-v-shymkente-iz-trts-shymkent-plaza-fejk/>].

In addition to these topics, according to the Institute for War and Peace Reporting Project information, the most “common fakes about the coronavirus are [<https://cabar.asia/ru/fejki-na-fone-pandemii-koronavirusa-vo-chto-veryat-zhiteli-tsentralnoj-azii/>]: “*Coronavirus was specially created by the authorities*”, “*COVID-19 infection can be avoided by drinking water every 15 minutes*”, “*Cocaine, baby urine and garlic will help protect against coronavirus*”, “*If you find hair in the Quran and drink with water, you can protect yourself from coronavirus*”, “*85 million flowers were smuggled to Nur-Sultan, into which viruses were introduced*”, “*Kazakhstani committed suicide due to coronavirus*”, “*Disinfectants will be sprayed from helicopters*”, “*Bleach and cow urine protect against coronavirus*”, “*The Chinese massively convert to Islam, as the coronavirus bypasses Muslims*”, “*The*

Chinese authorities are killing those infected with the coronavirus”, “*The Chinese infected with the coronavirus go to Russia through Kazakhstan*.”

One of the video fakes spread far beyond Kazakhstan, following tweets in English, and the fake was posted in French, Spanish, German and Chinese as of February 2020. The most popular publications received “160 thousand views and over 1000 retweets in total” according to factcheck.kz as of February 2020. According to the video fake, “pogroms and burning of Chinese restaurants and houses began in Kazakhstan due to the panic over the spread of the coronavirus in the country. Some reports also claimed that the impetus was the death of a Kazakhstani from the coronavirus”, however, in fact, on February 7, 2020, riots broke out in the Zhambyl region, almost at the same time, videos from the pogroms in Kordai began to spread on Twitter, but the description said that and smash Chinese restaurants and homes because of the spread of the coronavirus in the country. “It is noteworthy that this fake was mistaken for the truth by journalists of some news outlets, such as Al Jazeera, the video began to spread on YouTube, Periscope and Telegram [<https://factcheck.kz/metodika-fch/boty-pravye-i-nejroseti-kak-rasprostranyalsya-fejk-o-sozhzhyonnyx-iz-za-koronavirusa-kitajskix-restoranax-v-kazaxstane/>].

It becomes obvious that, despite the relative ease of self-checking the reliability of news, users do not always really question certain news, especially if they are accompanied by photo and video materials, since in this case the degree of trust in such material increases. In Kazakhstan, the practice of verifying information in the media space is represented by both individual sites and columns in news portals. Since September 2018 Khabar 24 website (the news portal of the Khabar Agency) has been showing ten-minute video reports on socially significant local events in the country or videos revealing inaccurate or false information (topics of video reports: paid parking, the introduction of compulsory health insurance, meals in school canteens, the quality of housing construction, the working hours for civil servants, the readiness of public transport for the winter period, health insurance, the work

of the traffic police, a reduction in utility tariffs, vaccination of the population, water quality).

The host of the program Vera Zakharchuk covers the Republican current events in videos consisting of interviews with officials and competent persons (interview of May 28, 2020 with Yerlan Ramankulov, General Director of the National Center for Biotechnology) (Yershov 2018) and comments of the host on fake news and myths which appear on Kaznet.

It is noteworthy that since the appearance of fake news and fake messages on social networks (January 2020), the main topics of the issues have been the spread of coronavirus and quarantine measures in Kazakhstan (for more information, see the website 24.kz under the tags: #checked, #misinformation, #fake, # coronavirus), while other topics are either also related to the introduction of quarantine measures or are no less relevant (Journalism, Fake news 2019).

5. Conclusion

The importance of studying fake and phenomena related to it is undeniable, since in addition to direct distortion of facts and information, disorientation of the reader, manipulation of data, and other methods of substitution of concepts, fake carries a certain threat, exerting a manipulative influence, destabilizing the situation, causing indignation, discontent, rejection of information.

In a constantly and avalanche-like increasing information flow, it becomes more and more difficult for the user to define, differentiate, and reveal the facts of creating fabricated news content. To counter the negative impact of fakes and fake news in their various forms, such as photo and video materials, it is necessary to raise users' awareness on the existence and impact on consciousness, the risks of exposure to such information, hidden manipulation and as well as to show the ways to identify, reject and counteract distorted information. Fact checking is one of the most effective ways to refute fakes and the topic of our further research. Furthermore, it is necessary to know about the existence of expert knowledge and the points of view of those people who are included in the search algorithms, to recognize the fragmentation mechanism, relying

on a rational interpretation of facts, and not on emotional meanings.

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