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# Analysis of linguistic strategies in legal communication (based on the materials of the Kazakhstan online forum "Pravmedia")

The relevance of the topic of this study lies in the growing need to understand the mechanisms of effective legal communication in the context of the digitalization of society. The purpose of the study is to investigate the linguistic strategies implied by lawyers in order to foster the understanding and circulation of legal knowledge by non-specialists based on the analysis of the PravMedia popular Kazakh online forum. The research methodology unites the qualitative and quantitative aspects and involves the content analysis of the forum, the theoretical analysis of linguistic strategies for spreading legal information, as well as the empirical measurement of the practical implementation of these strategies into practice to enable non-specialists to have better access to pieces of legal advice. The obtained results of the study indicate the systemic use of the denomination, definition, reformulation, and other strategies evident in the PravMedia forum to spread legal information.

*Keywords:* legal communication, online forum, linguistic analysis, legal information, digitalization, linguistic strategy, legal advice.

## *Introduction*

This topic is relevant for several reasons in the conditions of the modern world. In the age of digitalization and the accessibility of information everywhere, the Internet is a key information platform in search of legal assistance and advice. Online forums in Kazakhstan, like elsewhere in the world, play their role in the facilitation of contact between legal professionals and ordinary citizens with their legal questions. Furthermore, the variety of legal situations that can be discussed on the forums obviously demand that lawyers do not only have an excellent understanding of the law but also have the ability to adapt complex information. Thus, the linguistic analysis of such interpersonal communication can help to identify how professionals adapt their professional language to the linguistic capabilities of non-specialists and what strategies and means are employed to enhance the degree of understatement of the information and the efficiency of interaction.

The study "The main trend of legal communication in the Kazakh online forum: linguistic analysis" finds its relevance in the works of the authors, who highlight the difficulties in legal communication against the background of anonymity of Internet forums and the inability to use non-verbal means of communication, which makes the dialogue more vulnerable to misunderstanding and conflict situations [1]. Also, the importance of understanding user communication to ensure effective interventions is emphasized in the Andy [2] study, which points to the importance of loneliness forums as a space for seeking support. In addition, Watkins [3] focuses on the formation of discourse in forums under the influence of algorithmic management, which emphasizes the role of forums in knowledge sharing and social support. These aspects make the study of legal communication in Kazakhstani online forums relevant for understanding both the specifics of the interaction between lawyers and non-specialists and the impact of this interaction on legal awareness and access to legal assistance. Scientists approach the study of legal communication in online forums by considering a variety of influencing factors, such as anonymity and its impact on information perception and user interaction. Farnood et al. [1] highlight how anonymity can complicate understanding and lead to conflict situations due to the lack of non-verbal signals. Andy [2] studies the specifics of communication on forums related to loneliness, pointing out the importance of these platforms for providing support. Watkins [3] draws attention to how forum discourse is shaped by algorithmic management, knowledge, and employee identity. Kılınç & Altinpulluk [4] highlight the importance of asynchronous online discussion forums in the context of higher education and distance learning. At the same time, Mann & Carter [5] discuss the role of one-time accounts in promoting emotional disclosure and creating an atmosphere of mutual support. These

studies create a multi-level understanding of the dynamics of legal communication in the online environment, emphasizing the complexity and versatility of interactions in legal forums.

The study by Raiko et al. [6] analyzes the variety of forms of legal information in the digital environment, including legal practice, consultations, and literature, highlighting the importance of awareness of legal communication channels. Protsko [7] continues this conversation by focusing on the shortcomings of official legal support in the rapidly developing distance education sector, emphasizing the critical need to strengthen the legal framework for online educational institutions. A study by Phillips et al. [8] explores the legal and social aspects of online suicide reporting, raising issues of regulating such sensitive topics in the digital space. At the same time, Yanchenko [9] addresses issues related to the limited legal regulation of the Internet and the associated sense of anonymity, emphasizing the importance of observing legal standards in online interactions.

In turn, Ife et al. [10] establish a link between information security and environmental criminology to combat cybercrime, highlighting the importance of legal metaphors in the interpretation of Internet communications. Marques et al. [11] point to the fragmented legal framework governing the exchange of confidential information on the Internet, highlighting the difficulties faced by companies in complying with legal requirements. Studies by Mamac & Bangga [12] and Socatiyanurak et al. [13] emphasize the importance of developing a sound legal framework to combat illegal online lending activities and highlight the lack of specific legal provisions regarding crimes such as sexual harassment on the Internet. Kalra [14] examines the legal complexities associated with online wildlife trade, and Bagenda & Carbonilla [15] explore the impact of information technology on legal practice through the prism of online agreements. Bello [16] contributes to the discussion on the regulation of the online space, focusing on the problem of hate speech on the Internet, emphasizing the need for an integrated approach to developing a legal framework to address issues of privacy, security, and ethics in the digital environment.

Linguistic analysis of legal texts, as noted in the works of Pervukhina & Demchenko [17], Mamac & Bangga [12], Mitchell [18], López-Deflory et al. [19], Komarova et al. [20], plays a key role in improving understanding, simplifying language, and ensuring the accuracy of legal communication. The researchers emphasize the importance of considering the unique characteristics of legal texts, such as shape, timbre of voice, rhetorical structure, and performative capabilities, to ensure a deep understanding of the material. This multidimensional approach to analysis not only challenges traditional doctrinal methods but also encourages researchers to delve deeper into legal texts, ensuring effective communication in a legal context.

*Methodology and research methods*

The data for the research were taken from the PravMedia Forum, which appeared to be a key platform where professionals and the public in Kazakhstan exchange legal knowledge and experience. Its structure and content were closely examined, and it should be noted that the forum can be regarded as a useful resource because it contains 2,723 messages referring to different legal categories. Such a great variety of topics demonstrates the spectrum of users' interests and requests, and they seemed to be focused on "Contracts, Law of Obligations" with 715 messages, "Housing, Construction" and "Consumer Protection" with 337 and 319 messages respectiverly, and "Legal Proceedings" with 520 messages. The data confirm the activity and interest of the users in the discussed issues, such as real estate, consumer rights, law of obligations, and court cases, which highlights their importance for both the familiar understanding of the spheres which matter in life and the practice of law and business. Moreover, the PravMedia forum is distinguished by the fact that the specialists from four different legal clinics are joining the discussions, complementing the views, and providing the forum participants with the access to other professional opinions. The active participation of the specialists of the various clinics supports the emergency of the democratic and interdisciplinary approach to the discussed issues, emphasizing that PravMedia is a unique platform where the legal questions are discussed based on the mutual learning and experience, so that the society can become more aware and legally literate.

The study of legal communication on the PravMedia online platform was based on the use of automated data collection methods. The key tool among these methods was Parsehub, a powerful web scraping tool that allows for efficient and accurate extraction of information from Internet forums. The reason we settled on this program was its competence to process complicated schemes of web pages; this aspect is of paramount importance as long as we aimed at the meticulousness and wholeness of data collection concerning questions of a legal nature. Specifically thanks to the use of Parsehub, a considerable volume of data was gathered which referred to the texts of individual messages, characteristics of authors, the dates of their publication,

and discussion patterns. The dataset included numerous collections of diverse questions to which members of the community provided responses. In the further course, this data was engaged in in-depth language and discursive analysis as a whole. During this analysis, we relied on qualitative and quantitative methods to study the ways of communication and popularization of legal knowledge between users of the forum. The research methodology included the classification of messages by topic, determining the frequency of key legal terms, and analyzing the strategies used to simplify and convey complex legal concepts to non-specialists. This allowed us to identify key mechanisms for effective legal communication on online plat-forms. The analysis of the topics in the study was based on theoretical concepts developed by Anesa [21] and Turnbull [22, 23], who studied how legal information is transmitted in legal forums. These concepts are based on the fundamental works of Ciapuscio [24] and Gülich [25], which are devoted to the classification of cognitive and communicative strategies in expert and non-expert communication. The analysis of popularization strategies is based on the classification of forms of explanation, including naming or designation (introduction of new terms), definition (explanation of unknown terms), reformulation or paraphrase (paraphrasing a given meaning), generalization (drawing conclusions from specific examples), and exemplification (providing specific examples).

The procedure for analyzing the data obtained from the PravMedia forum was a multi-step process, starting with the initial data collection using the Parsehub program. This stage included automated web scraping, which made it possible to extract and organize the texts of messages, information about the authors, publication dates, and discussion categories. The next step was to pre-process and clear the data of irrelevant information, such as HTML tags and advertising inserts, in order to prepare it for analysis. The data analysis was carried out using qualitative and quantitative methods aimed at studying the linguistic and discursive features of legal communication on the forum. During the analysis, special attention was paid to classifying messages by topic, identifying key legal terms, and analyzing strategies used by users to simplify and popularize legal knowledge among non-specialists. The third stage involved a thorough examination of the texts in terms of the linguistic means of denomination, definition, reformulation, and other tools that ensure the deep understanding of intricate legal concepts. Furthermore, much effort was invested in the identification of the shared and contested patterns in the discussions, relevant for the evaluation of the efficacy of the different forms of legal communication in the accessibility of legal knowledge to the broad audience. Thus, the detailed and multistage situated analysis granted an in-depth insight into the mechanisms and application of the efficient strategies of legal communication on the online platform, creating the grounds for the elaboration of the recommendations for the optimization of the dispersion of legal knowledge in the digital era.

*Discussion*

As part of the study, we carefully studied the structure and content of the forum, which is a valuable resource for the exchange of legal knowledge and experience between professionals and the public. The platform contains 2,723 messages divided into various legal categories, reflecting a wide range of user interests and questions. At the PravMedia forum, expert support is provided by specialists from four different legal clinics, which emphasizes a multidisciplinary and collaborative approach to discussing and solving legal issues. The biggest contribution to the discussion is made by specialists from the CASPIAN Law Clinic, who provided 1,201 responses. They are followed by experts from KIMEP with 1,042 responses, which also highlights their active participation and contribution to providing quality advice on the platform. The NARKHOZ Law Clinic provided 447 responses, demonstrating significant involvement in the discussion of legal issues. At the same time, specialists from the KazGUU Law Clinic contributed 76 responses, complementing the diversity of opinions and approaches to legal problems. This variety of expert opinions enriches the dialogue on the forum and provides users with access to a wide range of professional advice and perspectives.

Based on the analysis, PravMedia is a unique platform for discussing legal issues, where users can get professional advice and share their experiences. Activity in various categories reflects the key interests and problems faced by citizens in the legal field.

Studying user requests on the PravMedia platform in the section "Contracts, Law of Obligations", we pay attention to a wide range of topics related to the fulfillment and interpretation of contractual obligations. The issues range from specific situations related to consumer rights and supplier responsibilities to more general legal dilemmas such as the interaction between tenants and landlords, rules for the return of goods and services, as well as issues related to intellectual property and land rights.

One of the requests concerns the legality of fines imposed by Wildberries on suppliers for violating the rules of conduct on the company's territory. This issue raises the issue of the legal validity of such fines and the possible consequences of their non-payment, which indicates the need for a deep understanding of contractual relations and applicable legislation.

Another request is related to the refusal of the fitness studio to refund funds for a subscription purchased before its opening. This case illustrates the problems of the pre-sale of services and the rights of consumers to refund funds in case of non-fulfillment of the terms of the contract. The next question concerns a situation in which the defendant, without legitimate grounds, occupies part of the premises belonging to the plaintiff. The possible legal actions of the plaintiff are discussed here, including the choice between vindication and negation lawsuits, which reflects the complexity of resolving disputes related to property rights.

Analyzing these and other requests, we see that users often face a lack of understanding of their rights and obligations within the framework of contractual relations. Questions often require not only knowledge of specific legal norms but also an understanding of the general principles of civil law, as well as the ability to correctly apply this knowledge in specific life circumstances.

Examining the submitted requests and expert responses, we can see that various strategies for popularizing legal information were used, based on the theoretical approach proposed by Anesa [21] and Turnbull [22]. These strategies include denomination, definition, reformulation, generalization, examples and scenarios, intertextuality, narrative and personalization, which make it possible to translate specialized legal information into a more accessible form for non-specialists. The use of these strategies allows experts to translate complex legal information into a more understandable and accessible format, significantly improving mutual understanding between specialists and users of the forum.

Let's look at examples from the PravMedia database for a detailed analysis based on several selected questions and answers. In order to ensure confidentiality and in accordance with the ethical standards of the study, all participants whose posts on the PravMedia forum were analyzed will be anonymized. The authors of the questions and comments will not be identified by name; instead, they will be designated as Participant 1 (P1), Participant 2 (P2), and so on. This approach allows us to review and analyze in detail the content and communication strategies without disclosing personal information of participants, thereby ensuring their confidentiality and respecting the principles of respect for personal data. This solution also meets the requirements for publications and scientific papers, where it is necessary to respect the rights of participants to the privacy of their personal information. The question posed by one of the study participants (P1) concerns the possibility of Wildberries fining suppliers for violating the rules of conduct on their territory, with a particular emphasis on the legality of such a large fine and the consequences of non-payment. The expert begins by clarifying the area of legislation applicable to the situation, pointing to the Civil Code of the Russian Federation and the principles of penalties, which demonstrates a strategy of determination. Then he moves on to the denomination, using the terms "penalty" and "Offer Agreement". Turning to reformulation, the expert suggests a solution by applying to the court to reduce the amount of the fine, thus making the information more accessible.

*1) According to paragraph 1 of Article 330 of the Civil Code of the Russian Federation (Part One) No. 51-FZ of November 30, 1994 (hereinafter referred to as the "Civil Code of the Russian Federation"), a penalty (fine, penalty fee) is a monetary amount determined by law or contract that the debtor is obliged to pay to the creditor in case of non-fulfillment or improper fulfillment of an obligation, particularly in case of late execution. Upon request for payment of a penalty, the creditor is not obliged to prove that losses have been caused to him.*

*2) It is important to note that in the situation under consideration, the fine is not administrative, but civil in nature, and serves as a way to ensure the fulfillment of obligations under the Agreement "Offer for the sale of goods on the Wildberries website" (hereinafter referred to as the "Agreement"). In case of disagreement with the amount of the penalty, you can contact the contracting company under the Contract to agree on a reduction in the amount of the penalty, or go to court.*

The expert's answers to the participants' questions (P1) emphasize the importance of clarity and accuracy in legal communication. The use of terminology and its definitions allows users to better understand their rights and obligations. However, the complexity of legal terminology can make it difficult for laypeople to understand, making reformulation key to simplifying information. The expert also focuses on the possibility of dialogue with the company and a legal solution to the problem, adding an element of narrative and personalization, creating a deeper understanding and empathy for the user's situation.

The question from the participant (P2) concerns a refund for a canceled order in the Caspi application. The expert's response uses identification and denomination strategies, clarifying the legal basis for refunds and consumer rights through the Civil Code of the Republic of Kazakhstan. Furthermore, turning to generalization, the expert examines the general principles of consumer protection, as well as examples and scenarios of possible actions by the consumer to protect their interests.

*1) We believe that the legal relations in this situation are governed by the provisions of the civil legislation on the contract of sale. According to paragraph 1 of Article 406 of the Civil Code of the Republic of Kazakhstan (Special Part) dated December 27, 1994 (hereinafter referred to as the "Civil Code of the Republic of Kazakhstan"), under the contract of sale, one party (seller) undertakes to transfer property (goods) to the ownership, economic management, or operational management to the other party (buyer), and the buyer undertakes to accept this property (goods) and pay a certain amount of money (price) for it.*

*2) If the situation with the seller is not resolved, you can also contact the Consumer Protection Department of the Ministry of Trade and Integration of the Republic of Kazakhstan (hereinafter referred to as the "Department") at your place of residence. The appeal can be submitted via: 1. The Telegram application, namely the bot @kzpp_bot; 2. The Egov e-government portal.kz or E-otinish.*

The answer to question P2 demonstrates how experts use various strategies to facilitate understanding of complex legal processes. Providing a clear definition of the actions that the consumer should take and summarizing consumer rights helps the user form a strategy to protect their interests. Giving examples of actions that can be taken and various scenarios for the development of the situation make the information practically applicable.

The question from P3 concerns the refund of the prepayment for the procedure in the beauty salon when the service was not provided within the agreed time frame. The expert's response uses generalization, referring to the provisions of the Civil Code of the Republic of Kazakhstan regarding the fulfillment of obligations and the return of funds. The expert also uses a scenario strategy, suggesting possible steps to solve the problem, for example, going to court in case of non-repayment of money.

*1) In beauty salons, as a rule, the conclusion of written contracts is not provided. However, it should be borne in mind that there are oral transactions that, according to paragraph 2 of Article 151 of the Civil Code of the Republic of Kazakhstan (hereinafter referred to as the "Civil Code of the Republic of Kazakhstan"), can be concluded orally if the legislation or agreement of the parties does not establish a mandatory written (simple or notarial) or another form for the transaction.*

*2) We believe that any salon procedures are governed by a single agreement and recommend that you familiarize yourself with it regarding the time limits set for visiting after payment is made. If the contract was concluded orally or it does not provide for this period, we believe that the salon should have warned you about the need to use the services within 7 days. Based on the above, we believe that you have the right to demand the provision of a service (procedure), unless otherwise specified in the contract between you and the salon.*

The answer demonstrates how an expert can use generalization to clarify the legal principles regarding refunds for non-rendered services while offering specific action scenarios that help the user understand what steps they can take. This approach not only improves the understanding of the rights and obligations of the parties to the contract but also provides practical recommendations for solving the problem.

The question from the next user (P3) of this platform concerns a difficult life situation related to the need to be dismissed for family reasons, in order to care for minor children after a divorce. P3 is faced with the refusal of the leadership, referring to the norms of the Marriage and Family Code, emphasizing the responsibilities of parents to raise their children. This raises questions about the right to dismiss, the possibility of refusing to resign at will, and the procedure for protecting rights.

In solving this problem, the expert applies several strategies to make legal information more understandable and accessible:

1 *Summary*: "Based on the information you provided, we have identified the following issues:..." (Listing the issues of dismissal and protection of rights allows you to see the overall picture of the situation).

2 *Denomination*: "According to Article 144 of the Labor Code of the Republic of Kazakhstan..." (Citing specific articles and laws provides specialized legal information).

3 *Definition*: "A serviceman undergoing military service under a contract has the right to early dismissal..." (An explanation of what early retirement from military service means).

4 *Reformulation*: "You have the right to resign from the service at your own request." (Paraphrasing legislative norms on the right to dismissal).

5 *Personalization*: "Hello, P1!" (Direct appeal to P1).

6 *Intertextuality*: "According to paragraph 3 of Article 26 of the Law of the Republic of Kazakhstan..." (Links to specific legislative acts).

7 *Narrative*: "Thus, in case of non-resolution of the dispute through the conciliation commission, you have the right to apply to a military court..." (A consistent statement of the actions that need to be taken to protect rights).

These strategies improve the user's perception and understanding of the information, thus simplifying interaction with a particular legal issue.

P4's issue is related to inquiring whether her son, who has some diagnosed medical restrictions, can serve in the National Security Committee of the Republic of Kazakhstan and what the health standards of a candidate are. These questions are effectively answered by the expert, who indicates the rules and legal documents that establish the procedure for the recruitment of the National Security Committee as a title establishment.

The expert also notes that a candidate should meet some requirements, including his or her health status. To clarify the diagnosis and check the qualification, it is recommended to undergo a medical examination according to the existing rules of these institutions.

*1) "Further, upon completion of the examination (treatment), an act signed by the doctor and the head of the medical organization is filled out, indicating the results of the research and confirming the diagnosis. In case of need for examination or treatment, the data of a citizen is included in the list of temporarily unfit for military service or in the list of eligible with restrictions. Medical information is transmitted to the relevant medical organizations and local health authorities. After the examination, medical documents are sent to the Department of Defense Affairs, and based on the data obtained, an additional medical examination can be conducted to determine the final fitness for service."*

The expert's response demonstrates the application of narrative, providing steps that P4 can take to solve its question. This approach helps to simplify the perception of complex information about the recruitment process in the NSC, focusing on the sequence of actions. Generalization is also used when talking about the requirements for candidates for service in the National Security Committee, which allows you to form a clear idea of the selection criteria. Intertextuality is manifested through references to specific legislative acts that provide a legal basis for further actions by PO14 and her son. These strategies together contribute to a deeper understanding of the legal context and the possibilities available to address their situation.

Thus, the analysis of the dialogues at the forum reveals how experts use specific strategies to transfer knowledge in an accessible form, ensuring effective interaction and support for users in solving their legal issues.

The purpose of the study was to analyze the linguistic and communicative strategies used by lawyers to facilitate the understanding and dissemination of legal knowledge on the popular Kazakh online forum PravMedia. We sought to understand how legal experts and the public interact in the digital environment and what strategies they use to popularize legal information and share knowledge, given the observed gap in access to legal resources.

The analytical findings emphasize that transparency, active participation, and adaptation of expertise on online platforms are key elements in building trust and ensuring high-quality information exchange, which is consistent with the findings of research by Askari et al. [26] and Huurne et al. [27]. In addition, we see that the legal environment and law enforcement significantly influence the formation of understanding and perception of laws among the public, which is reflected in the works of Kim and Suh [28] and Vit et al. [29]. The results support the idea that, in order to reduce barriers to access legal resources and improve literacy, it is necessary to involve a variety of tools and approaches, emphasizing the role of innovation and technology. An analysis of the dialogues at the forum showed that modern legal communications require experts to use a variety of pedagogical and rhetorical strategies to facilitate understanding of legal issues. It was revealed that practices such as intertextual links, personalization, and narratives used by experts contribute not only to the dissemination of knowledge but also to strengthening trust and social interaction, in accordance with the conclusions of Shao & Yin [30] and Minoia & Jokela [31].

The study highlights the importance of online forums as an innovative environment for legal interaction and knowledge exchange, where an interdisciplinary approach and the availability of expert opinions play a central role. Online platforms are not just communication channels, but also dynamic ecosystems where legal

experts and users connect to solve complex problems, thus creating a bridge between theory and practice. It is here that legal professionals, operating within the framework of established legislative structures, demonstrate their expertise, teaching the public legal norms and practices in an interactive and inclusive manner.

Based on the observations and the conclusions drawn, there are multiple areas that can be covered in terms of proposals for further research. Firstly, attribution should be made on different demographic groups' perceptions and use of online legal platforms to resolve their legal concerns. This can help to determine the needs of specific populations and to adjust the platforms to be more suitable for them. Secondly, social media and its role in spreading publicly necessary legal knowledge, especially among young people, should be researched. It can help in the creating a more educated and engaged civil society. Thirdly, it is of utmost importance to analyze the effects of legislative updates and policy changes on the discussion conducted in online legal communities and its eventual integration into the platform's members' educational materials. It can have an impact on the citizens' legal awareness and the development of their rights and responsibilities perception under the new conditions. Lastly, future study might also include the influence of IT novelties like AI and machine learning on the development and operation of online legal platforms. Discovering the possibilities and limitations of these technologies for the provision of legal information to the people can initiate new delivery models and expand the opportunities of democratization. All of these research areas would contribute to the wider understanding of online legal platforms' functioning and barrier-breaking and thus sustain the innovative law education and practice and law culture.

*Conclusions*

To sum up, the study concludes that platforms like PravMedia play a significant role in providing general access to knowledge of the law. Linguistic strategies such as denomination, definition, reformulation, generalization, examples, scenarios, intertextuality, narrative, and personalization make it possible for specialists to explain complicated legal things in an accessible way for laymen.

In conclusion, it is worth noting the importance of the analyzed type of communication between lawyers and the public for the digital age, where one sees a priority for Kazakhstan due to the continuing compliance of the legal system with the rapid international trends.

Based on the results of the analysis, we emphasize the real contributions of the field of legal communication and at the same time propose directions for further research with the aim of identifying new options for interaction between specialists with the participation of non-professionals. Paragraphs.

Moreover, we consider it expedient to further research the linguistic aspect of virtually framing legal topics in the framework of developing scientific activity in the field of legal information popularization to improve the general level of legal literacy of the population and accessibility of legal assistance. Given the limited nature of a single case study and the qualitative nature of the research, it is possible to consider other areas of study and assess the language effect on the controversial nature of legal issues concerning the interaction of lawyers and the public forums.

Additionally, it would be expedient to conduct research related to specific cases of the use of legal forums to study complex legal cases and assess possible influences on public opinion formation and legal culture from the forum at an intertextuality level in the case of Kazakhstan at this historical moment.

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## Құқықтық коммуникациядағы лингвистикалық стратегияларды талдау («ПравМедиа» қазақстандық онлайн-форумының материалдары негізінде)

Зерттеу тақырыбының өзектілігі қоғамды цифрландыру жағдайында тиімді құқықтық коммуникация механизмдерін түсіну қажеттілігінің артуына байланысты. Зерттеудің мақсаты — танымал қазақстандық онлайн-форум «ПравМедиа»-да құқықтық білімді түсіну және таратуды оңтайландыру үшін заңгерлер қолданатын лингвистикалық стратегияларды талдау. Зерттеу әдістемесі форум мазмұнын талдауды, құқықтық ақпаратты танымал етудің лингвистикалық стратегияларын теориялық талдауды және маман емес тұлғалардың заңгерлік кеңестерге қолжетімділігін арттырудағы осы стратегиялардың тиімділігін эмпирикалық бағалауды қамтитын сапалық және сандық тәсілдерді біріктіреді. Зерттеу нәтижелері «ПравМедиа» форумы құқықтық ақпаратты танымал ету үшін деноминация, анықтама, қайта тұжырымдау және т.б. сияқты әртүрлі лингвистикалық стратегияларды белсенді түрде қолданатынын көрсетеді.

*Кілт сөздер:* құқықтық коммуникация, онлайн-форум, лингвистикалық талдау, құқықтық ақпарат, цифрландыру, лингвистикалық стратегия, заңгерлік кеңес.

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## Анализ лингвистических стратегий в юридической коммуникации (на материалах казахстанского онлайн-форума «ПравМедиа»)

Актуальность темы данного исследования заключается в растущей потребности понимания механизмов эффективной юридической коммуникации в условиях цифровизации общества. Целью исследования является анализ лингвистических стратегий, используемых юристами для облегчения понимания и распространения юридических знаний на популярном казахстанском онлайн-форуме «ПравМедиа». Методология исследования объединяет качественные и количественные подходы, включая анализ содержания форума, теоретический анализ лингвистических стратегий популяризации юридической информации, а также эмпирическую оценку эффективности этих стратегий в улучшении доступа к юридическим консультациям для неспециалистов. Результаты исследования демонстрируют, что на форуме «ПравМедиа» активно применяются различные лингвистические стратегии, такие как деноминация, определение, реформулирование и другие, для популяризации юридической информации.

*Ключевые слова:* юридическая коммуникация, онлайн-форум, лингвистический анализ, правовая информация, цифровизация, лингвистическая стратегия, юридическая консультация.

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