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Linguoconflictology of the Media Space: Study of Foreign Experience

This article aims to explore the foreign experience in linguistic conflictology within the media space through a comprehensive analysis of 910 publications indexed in the Scopus database from 1968 to 2024. The study employs content analysis, bibliometric techniques, and statistical data processing with SPSS to identify the main trends and directions in media conflict research. The findings indicate a growing academic interest in this topic, especially after 2000, with the United States, the United Kingdom, and Germany leading in publication activity. These results underscore the importance of media discourse in shaping public perception and influencing socio-political processes. Moreover, the study reveals that media conflicts often involve cultural, linguistic, and technological dimensions that require coordinated management strategies. By synthesizing global perspectives, the research provides practical recommendations for policymakers, media professionals, and academics seeking to mitigate conflicts in digital and traditional media environments and fosters more harmonious media interactions.

Keywords: media space, conflict, text, linguistic conflictology, linguistic analysis.

Introduction

In contemporary Russian linguistics, numerous research directions including ecolinguistics, speech conflictology, and linguistic conflictology (LC) have emerged to address the growing confrontational communication observed in today's media. Nonetheless, the globalization and digital transformation of society have sharply amplified such conflicts, underscoring the need for a fresh analytical lens on LC. One novel aspect of this study is its emphasis on filling existing gaps by incorporating foreign scholarly work through the Scopus database a repository known for its international scope, peer-reviewed quality, and multidisciplinary coverage. By leveraging these attributes, we capture a broader range of evidence than what is typically accessible in Russian-only or region-specific databases, thereby expanding local theoretical frameworks and advancing discussions on how to interpret and mitigate media-driven conflicts in modern communication environments.

Central to our approach is a detailed exploration of LC, encompassing its key concepts, issues, and objectives. Building on the foundational work of Russian scholars especially in philosophy, sociology, and specialized branches such as pedagogical, political, and juridical conflictology [1] we integrate these domestic insights with international perspectives to strengthen the field's theoretical and practical dimensions. Since the mid-1980s, communicative linguistics has systematically studied speech aggression, manipulative discourse, and communicative breakdowns, framing conflict as a unique form of interaction. As Tret'yakova [2] posits, it entails "a clash of parties, a state of confrontation … based on divergent interests", in which speech conflicts arise from deliberately negative linguistic tools used to harm an opposing party. By synthesizing this well-established foundation with global studies discovered via Scopus, we address specific research voids related to cultural and cross-linguistic variations in conflict behavior thus providing new theoretical insights and practical strategies for managing emergent challenges in the era of rapid digitalization.

Several terminological variants emerged from adapting the conceptual apparatus of conflictology to linguistic research. One is a universalist approach, analyzing everyday speech and literary texts [2]. Another, pioneered by Golev [3] within the framework of jurilinguistics, is termed "linguistic conflictology", seen as closely related to legal conflictology [4]. According to the dictionary *Effective Communication (Basic Competences)*, LC is "a branch of communicative linguistics investigating non-cooperative, conflictual interactions", with its conceptual tools "still in the formation stage" [5]. Central to LC is the notion of speech (or

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language, communicative) conflict, defined as "a phenomenon marking the negative domain of communicative interaction" [5].

By the mid-2000s, LC had become a specialization within jurilinguistics at the Philological Faculty of Altai State University, and since 2013, it has been taught as an independent course for practicing philologists. According to Chernyshova [6], LC represents "a new applied linguistic discipline emerging at the intersection of language and law, designed to address pressing tasks in modern linguistic and jurilinguistic theory and practice". It is also offered as a propaedeutic course at the Institute of Forensic Examinations of the Moscow State Law Academy [5]. Students specializing in linguistic forensics study LC to understand the underlying causes of social conflicts that can be classified as speech offenses provable or refutable through forensic expertise [7]. They also learn about the positive social role of mass media as a "watchdog of democracy", acknowledging that business or political leaders may attempt to suppress critical journalistic publications via unfounded lawsuits on defamation or reputational damage [8]. The legal dimension of such speech conflicts underscores the need for experts to recognize the inherent tension in applying law, including in producing linguistic examinations, and to remain independent from administrative pressures.

Today, LC is taught at many Russian universities (e.g., Volgograd State Socio-Pedagogical University) in master's programs focusing on linguistic expertise [9]. Notably, it has become institutionalized: in 2016, the Higher School of Economics established a research laboratory of linguistic conflictology led by Professor M.A. Krongauz, an expert on Internet linguistics. From the perspective of general conflictology, an 11-point system typically describes a conflict: essence, typology, structure, functions, evolution, genesis, dynamics, information flow, prevention, resolution, research, and diagnostics [10]. Researchers adjust these schemes to fit specific communicative contexts covering facets like the conflict's subject, object, situation, boundaries, stages, phases, triggers, and functions [6]. While terms like "language", "speech", or "communicative" conflict often appear interchangeably, it is useful to distinguish them based on whether the confrontation stems from the communicative process itself (e.g., competition for media airtime or violation of professional ethics) or from broader societal or legal norms (e.g., defamation suits, extremist rhetoric).

Media conflicts share similarities with so-called "activity-based" conflicts resource struggles, disputes of interest, or normative clashes yet exhibit distinctive communicative features. For instance, mass media coverage can elevate a local dispute into a broad public confrontation. Likewise, journalistic practice ideally serves the public interest rather than private political or commercial aims, but infringements frequently trigger legal battles over freedom of the press, incitement to hatred, or defamation (Federal Law on Mass Media, Article 4; Criminal Code of the Russian Federation, Article 282). Consequently, linguistic conflictology focuses on identifying and analyzing speech and textual indicators verbal or visual that correlate with elements of civil or criminal offenses. Courts, lawyers, and law enforcement increasingly rely on linguistic experts to interpret contested or allegedly offensive statements, further demonstrating LC's practical relevance when parties blur the lines between ethical and legal infractions.

Beyond the Russian academic setting, Kazakh scholars have significantly advanced the understanding of linguistic conflict as an object of forensic examination and a driver of legal language development. Zhalmakhanova [11] explores fundamental forms of linguistic expertise with a focus on contentious texts, while Primashev [12] examines legal-linguistic monitoring to refine legislation and highlight the importance of precise analysis in lawmaking. Tausógharova [13] discusses the complexities of judicial linguistics, framing its core processes within Kazakhstan's legal system, and Akylbekova [14] emphasizes accurate terminology in modern legal documents. Karymsakova and Li [15] analyze language's role in determining legal outcomes, particularly in defamation cases, and Orazbaeva [16] offers a comprehensive guide to legal linguistics, showcasing how the synergy between language and law reinforces conflict resolution.

Based on the analysis of publication activity from 1968 to 2024 on the keywords "media" and "conflict" in the Scopus database, 910 scientific works were identified, demonstrating a steady interest in studying this topic. The largest number of publications is represented by scholars from the USA (201 articles), reflecting the active participation of this country in the study of media conflicts. The United Kingdom (125) and Germany (57) also make significant contributions, following the leader. It is important to note the participation of countries like Spain (49), Australia (43), China (43), and Israel (42), which underscores the global and multicultural nature of the research field. The contributions of the Russian Federation (33), India (27), and Canada (23) also testify to the interest of researchers worldwide. This international distribution of publication activity emphasizes the relevance of the topic of media conflicts and the need for further research that takes into account cross-cultural features and specific aspects of conflicts in various regions.

Our study, "Linguistic Conflictology of the Media Space: Foreign Research Experience", aims to determine the main directions and trends in the study of media conflicts based on the analysis of foreign research. To achieve this goal, we draw on scientific publications indexed in the Scopus database from 1968 to 2024 using the keywords "media" and "conflict". Specifically, we analyze the publication activity in linguistic conflictology to assess the quantitative dynamics and geographical distribution of research, identify the leading countries, organizations, and authors in the field, examine methodological approaches employed in foreign linguistic conflictology, and develop recommendations for applying this international experience within the Kazakhstani media environment. By exploring how various cultural and geopolitical contexts influence the nature and forms of media conflicts, we not only highlight promising directions for further investigation but also propose concrete strategies for conflict resolution that consider intercultural nuances.

Methods and materials

Materials

To investigate media conflicts within the framework of linguistic conflictology, we collected publications from the Scopus database covering the period from 1968 to 2024. The search was conducted using the keywords "media" and "conflict" within article titles, abstracts, and keywords. Only peer-reviewed papers in English or Russian were considered, yielding an initial dataset of 910 documents.

In order to ensure representativeness, we applied several inclusion and exclusion criteria:
- Inclusion:
  - Relevance to linguistic conflictology (either theoretical or applied).
  - Empirical or conceptual focus on media-driven conflicts (print, broadcast, or digital).
- Exclusion:
  - Articles addressing only technical or medical aspects of conflict.
  - Duplicate records or publications not meeting the peer-reviewed requirement.
  - Documents lacking an explicit link to communication/conflict theory.

After reviewing abstracts (and full texts, where necessary), the core corpus was refined to publications that explicitly addressed language-related conflicts in media contexts. This process resulted in a final filtered set suitable for in-depth analysis.

Procedure

1. Screening and Categorization
  - Titles and abstracts were scanned to ensure conformity with linguistic conflictology, discarding works outside the scope (e.g., engineering approaches to network conflicts).
  - Remaining publications were grouped by time period, geographical focus, and research domain (e.g., journalism, political science, legal aspects).

2. Content Analysis
  - Each publication was thematically coded to identify key variables: conflict type, media platform (traditional vs. digital), methodological approach, and sociocultural context.
  - Recurring topics (e.g., conflict escalation, social media influence, legal frameworks) were tracked for frequency and distribution across different years and regions.
  - Inter-coder reliability was tested on a random subset of articles to reduce subjectivity and enhance methodological consistency.

3. Quality Control
  - Only publications from recognized journals, academic presses, or conference proceedings were retained.
  - Articles lacking a clear research design or failing to mention a media-conflict dimension were excluded to maintain data integrity.

Data Analysis

1. Statistical Processing (SPSS)
  - After thematic coding, quantitative data (e.g., publication dates, countries of affiliation, disciplinary categories) were exported to SPSS for analysis.
  - Descriptive statistics (frequency counts, percentages) provided insights into overall publication activity and distribution over time.
  - Correlation analyses examined relationships between variables (e.g., country vs. thematic focus), revealing patterns in media conflict research.

> Trend analyses helped pinpoint shifts in methodological approaches or interest areas, identifying peak periods of heightened scholarly attention.

2. Bibliometric and Network Analysis

> VOSviewer was employed to map co-author relationships and keyword co-occurrences, visualizing intellectual clusters, dominant research themes, and collaborative networks.

> Bibliometrix complemented VOSviewer by performing advanced bibliometric indicators (e.g., h-index, citation networks), thus offering a more granular view of research impact.

3. Integration of Findings

> The results of quantitative analyses were triangulated with qualitative insights from the content analysis, generating a multifaceted overview of how linguistic conflictology is studied internationally.

> This synthesis helped identify gaps in current research and informed recommendations on adapting international experience to the Kazakhstani media environment, with particular attention to intercultural and legal considerations.

Discussion

The theoretical underpinnings of linguistic conflictology in the media space encompass a wide array of approaches, drawing from disciplines such as linguistics, sociology, psychology, and media studies. A key aspect of this field is the role of media technologies in shaping perceptions and interactions among different language groups. Rogozhnikova and Salikhova [17] highlight the conflict-generating potential of media spaces, especially in the legal domain, where linguistic and psycholinguistic aspects of contentious texts reveal the emotional and lexical components of conflicts. Chumikov [18] emphasizes the importance of understanding hidden manipulations in media narratives that can exacerbate societal tensions. Research by Zeitlin et al. [19] indicates that cognitive processes during text perception can be distorted due to linguistic errors, leading to conflicts at the level of information comprehension in the media. An important element is also the phenomenon of code-switching as an adaptation strategy. Gamez [20] explores how individuals navigate linguistic conflicts in multilingual contexts, which is particularly relevant in the media environment where language can act as both a barrier and a bridge for mutual understanding. Kulikova [21] examines the historical aspect by analyzing how language was used to create hostile images in Cold War-era cinema, which continues to influence modern perceptions of conflicts in the media. This underscores the significant role media play in shaping cultural perceptions and highlights that linguistic conflicts have deep roots in historical and sociocultural processes.

Media significantly influence the development of linguistic conflicts by shaping narratives that often become the basis for interpreting ongoing events. Yarchi's [22] study on asymmetric conflicts demonstrates that the media space turns into an arena for competing narratives vying for dominance, affecting perceptions of conflicts on an international scale. Concurrently, Eldin [23] analyzes the media war between Russia and Ukraine, emphasizing how language strategies are used to spread propaganda and manipulate public opinion, thereby heightening tensions. This illustrates how media can serve as a tool to amplify existing divisions and biases, a point further supported by Rawan and Rahman [24], who found that war journalism dominated coverage of the Kashmir conflict, overshadowing efforts at peace journalism. The impact of social media is also a crucial factor in linguistic conflicts. Zeitzoff's [25] research on the Gaza conflict shows that social media can rapidly shape public opinion and draw attention to conflicts, altering their dynamics. Chebii [26] reveals how media narratives can both escalate and de-escalate tensions, especially in the context of electoral conflicts in Kenya, where social media played a key role in managing public perception. Collectively, these studies indicate the importance of how media, particularly in today's digital environment, can not only inform but actively shape conflicts through linguistic strategies and narrative manipulation.

One effective method for resolving linguistic conflicts in the media space is the application of peace journalism principles. Demarest and Langer [27] show that Nigerian newspapers avoid divisive rhetoric, exemplifying how media discourse can facilitate reconciliation. Levesque's [28] research underscores that community media can play a pivotal role in conflict resolution by providing platforms for marginalized voices and promoting dialogue between conflicting parties. Psychological aspects are also important in this context, as they help us better understand how cognitive processes influence the perception of conflicts and the possibilities for their resolution. For instance, studies by Hsu and Novick [29] demonstrate that cognitive control plays a significant role in resolving misunderstandings during language comprehension. In summarizing the review, it becomes clear that the media space exerts a significant influence on the development and

resolution of linguistic conflicts. Future research should focus on finding solutions that consider cultural characteristics and the diversity of media narratives.

Conducting a comprehensive analysis has allowed us to identify the main trends and directions in media conflict research from 1968 to 2024. The year-by-year analysis demonstrated a steady increase in the number of publications, indicating a growing interest in this issue. Geographical analysis showed that scholars from the United States, the United Kingdom, and Germany are the most active in this field, with publications covering numerous countries, emphasizing the global nature of media conflict research. Sectoral analysis revealed the multidisciplinary nature of approaches, encompassing areas such as journalism, communication studies, conflict resolution, and political science. Organizational analysis indicated that leading research centers are concentrated in major universities in the United States and Europe. Research is also published in several reputable journals, such as *Media, War & Conflict* and *Journalism Studies*, confirming the high level of scholarly interest in the topic. Analysis of keywords in publication titles identified the most relevant topics related to media conflicts, including issues of propaganda, disinformation, and digital media. Citation evaluation showed that the most influential works focus on studying the role of media in conflict escalation and resolution. These results allow us to draw conclusions about key trends in media conflict research and outline promising directions for further study.

An analysis of publication activity on the topic "Linguistic Conflictology of the Media Space: Foreign Research Experience" for the period from 1968 to 2024 shows a gradual increase in interest in this subject. In the early years, from 1968 to 1980, there was a small number of publications only one work in 1968, 1971, 1976, and 1980. This may be due to the fact that research in this area was just beginning to emerge. Between 1980 and 1990, the number of publications remained at one or two works per year, but starting from the late 1980s, research interest in linguistic conflicts in the media space began to grow gradually. For example, in 1988, three works were published, and in 1989, the number increased to four. However, in the early 1990s, the number of publications decreased again, which may indicate a temporary loss of interest in this topic (Fig. 1).
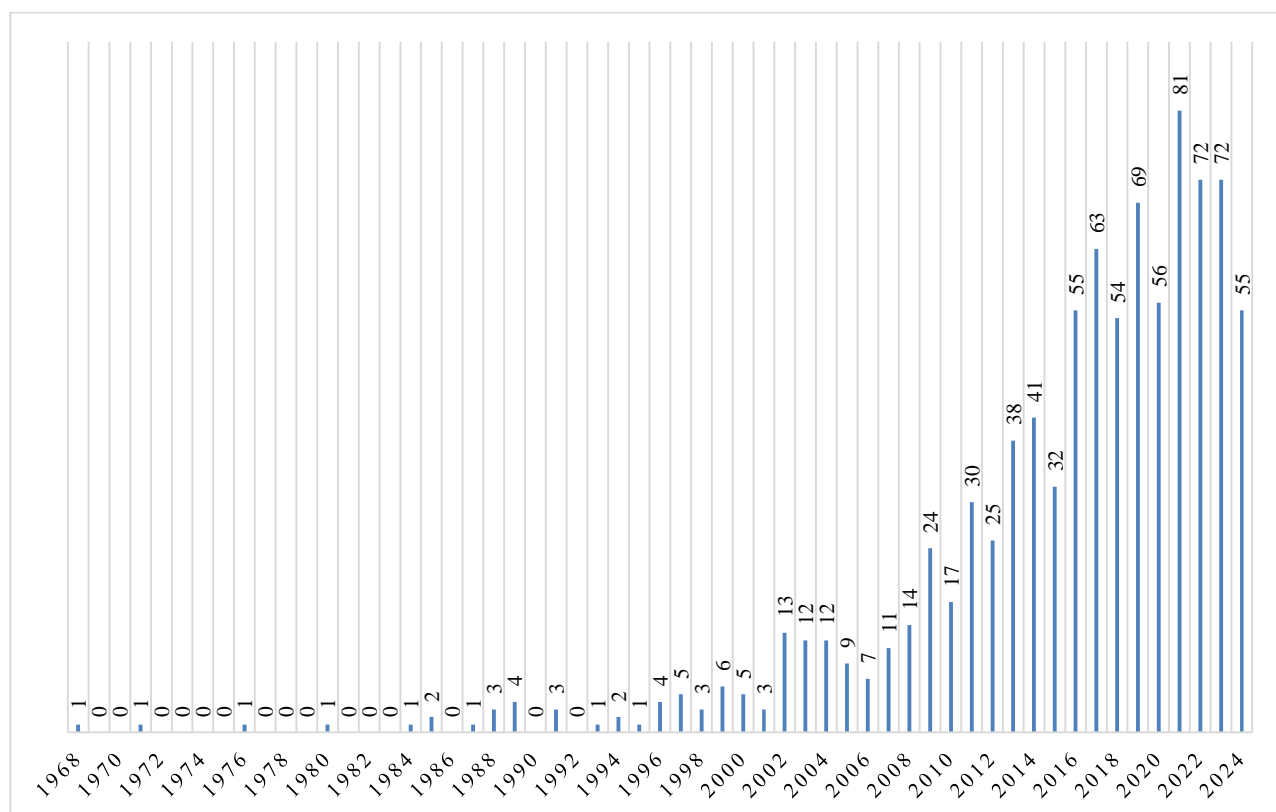

Figure 1. Dynamics of publication activity in the field of linguistic conflictology of the media space: analysis of Scopus data from 1968 to 2024 (Source: author's calculations based on publications indexed in Scopus)

A particularly noticeable growth in interest is observed from the early 2000s. In 1999, six publications were recorded, and from 2002, a steady increase in the number of works began 13 publications in 2002, 12 in both 2003 and 2004 indicating expanding interest in the topic within academic circles. From 2010 onward, the number of publications continues to increase: in 2011, 30 works were published, and by 2021, the number reached 81. This can be explained by the increased role of media and social networks in modern conflicts, as well as the development of new methodological approaches in this area. The figures for 2022 and 2023 (72 publications) confirm sustained interest in the topic, while the decrease in the number of publications in 2024 (55) may be due to ongoing projects or data processing at the time of the study.

An analysis of publications by country within the study "Linguistic Conflictology of the Media Space: Foreign Research Experience" shows significant disparities in research activity among different nations. The leader in the number of publications is the United States, with 201 works, reflecting a high level of interest and a developed academic infrastructure in the field of media conflicts. The United Kingdom occupies the second place with 125 publications, also emphasizing its significant contribution to the study of this topic. Germany ranks third with 57 publications, indicating a high level of activity among European scholars in studying media conflicts. Among other countries with high publication activity are Spain (49 publications), Australia (43), China (43), and Israel (42), highlighting the global nature of research and their coverage of different cultural and linguistic contexts (Fig. 2).
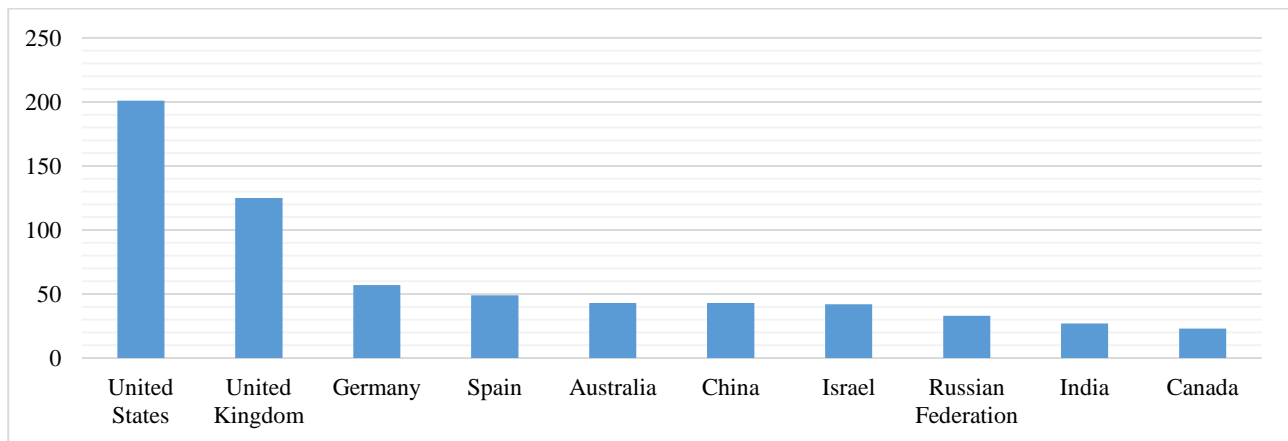

Figure 2. Top 10 countries by the number of publications on media conflicts: analysis of Scopus data from 1968 to 2024 (Source: author's calculations based on publications indexed in Scopus)

In addition to leading countries, nations such as the Russian Federation (33 publications), India (27), Canada (23), and the Netherlands (23) also demonstrate stable academic interest in this topic. These countries make substantial contributions to expanding the research field, bringing diversity of perspectives and approaches. Other countries, including South Africa (22 publications), Belgium (22), and Nigeria (18), also participate in the development of media conflict research, confirming the international character of this field. These data show that research in this area is conducted not only in Western countries but also in regions with diverse social and cultural features, enriching the overall understanding of the nature of media conflicts.

An examination of the publications from the perspective of the academic disciplines concerning the topic "Linguistic Conflictology of the Media Space: Foreign Research Experience", showed that 676 publications reported the social sciences as the most dominant discipline that sought to address the topic. It is not surprising, since media conflicts revolve around social dynamics, culture, and political antagonisms; hence, there is a need to study them from a social-science-oriented perspective. The second place is occupied by the arts and humanities with 264 publications, emphasizing the importance of an interdisciplinary approach to analyzing media conflicts through cultural and linguistic lenses. Computer sciences also play an important role with 83 publications, indicating growing interest in digital media, data analysis, and the impact of technology on the dissemination and resolution of conflicts. Other significant areas include business, management, and accounting (74 publications), as well as psychology (63 publications), highlighting attention to conflict management and psychological aspects of communication in the media space (Fig. 3).
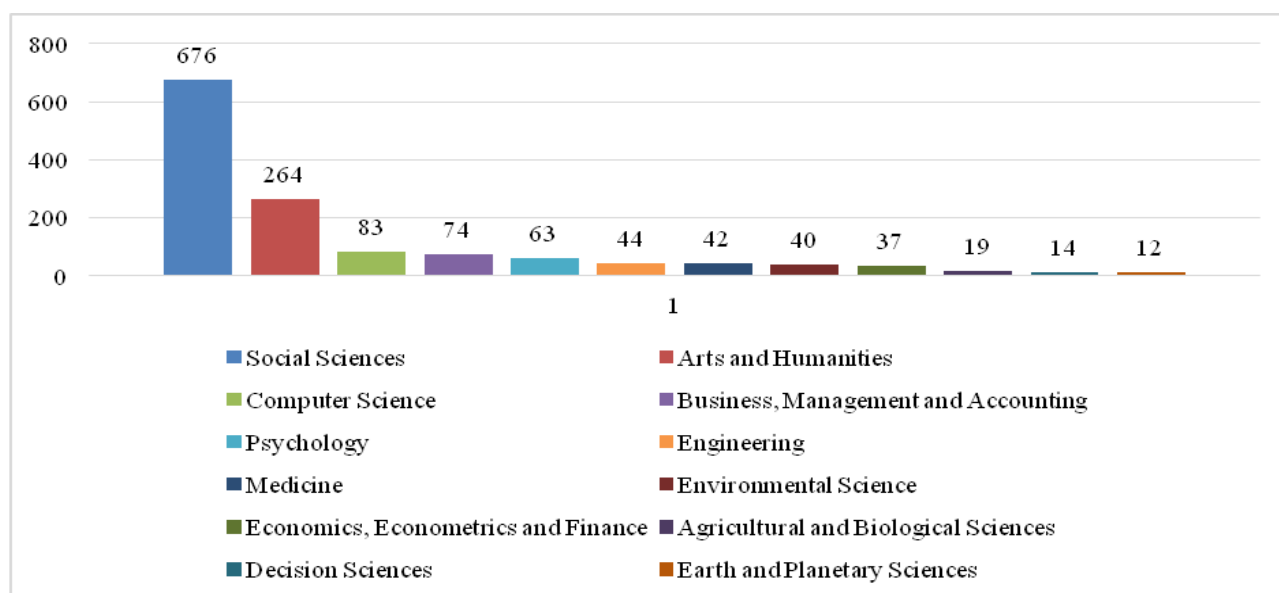
Figure 3. Top 12 fields by the number of scientific publications on media conflicts: analysis of Scopus data from 1968 to 2024 (Source: author's calculations based on publications indexed in Scopus)

Additional fields contributing to the study of media conflicts include engineering (44 publications), medicine (42 publications), and environmental sciences (40 publications). These data demonstrate that media conflicts are considered not only in the humanitarian and social realms but also touch upon more technical and applied disciplines. Economics and finance also play a role with 37 publications, reflecting the significance of economic aspects in analyzing media discourses and their influence on social processes.

An analysis of publications by organizations presented in the Scopus database within the topic "Linguistic Conflictology of the Media Space: Foreign Research Experience" revealed active participation from several leading academic institutions. The leader in the number of publications is the Hebrew University of Jerusalem, with 17 works, highlighting their significant contribution to the study of media conflicts. The University of Oxford, with 15 publications, occupies the second position, also indicating a high level of academic activity. The University of Amsterdam (Universiteit van Amsterdam), with 10 publications, ranks third. These institutions play key roles in developing the scientific base on this topic, offering important research and interdisciplinary approaches. Among other active academic centers are the University of Johannesburg (8 publications), Pennsylvania State University (7 publications), and Lomonosov Moscow State University (7 publications), indicating global interest in the topic of media conflicts (Fig. 4).
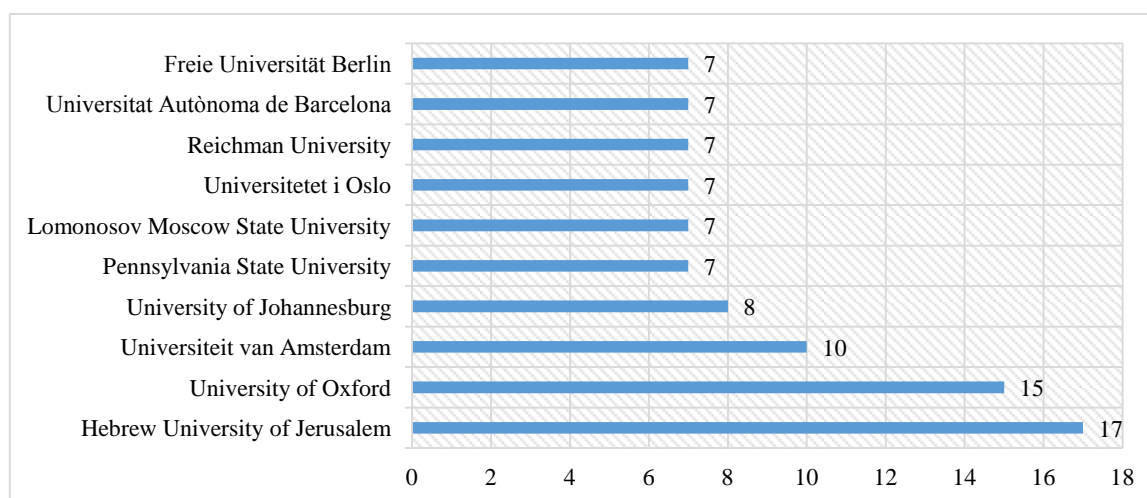

Figure 4. Top 10 organizations by the number of scientific publications on media conflicts: analysis of Scopus data from 1968 to 2024 (Source: authorэs calculations based on publications indexed in Scopus)

Other universities, such as Freie Universität Berlin, Tel Aviv University, and the University of Tasmania, have also made significant contributions, each with six publications. These data point to a wide international interest in the topic of media conflicts, covering various regions and academic systems. It is important to note that not only Western universities but also institutions from different parts of the world, such as Saint Petersburg State University, are actively participating in the development of this field. The inclusion of such universities in the list of leaders highlights the scale and significance of international cooperation in studying media conflicts.

An analysis of the number of publications by scientific journals dedicated to the topic "Linguistic Conflictology of the Media Space: Foreign Research Experience" showed that the leading platforms for publishing works in this area are several authoritative journals. The leader in the number of publications is *Media, War & Conflict*, in which 36 works have been published. This underscores the importance of this journal as a key source for research related to conflicts in the media space. Other significant publications, such as *Journalism Studies* with eight publications, and both the *International Journal of Communication* and *International Communication Gazette* with seven publications each, also make substantial contributions to the development of research in this area. These journals serve as important platforms for knowledge exchange and discussion of various aspects of media conflicts, confirming their significance for the academic community (Fig. 5).
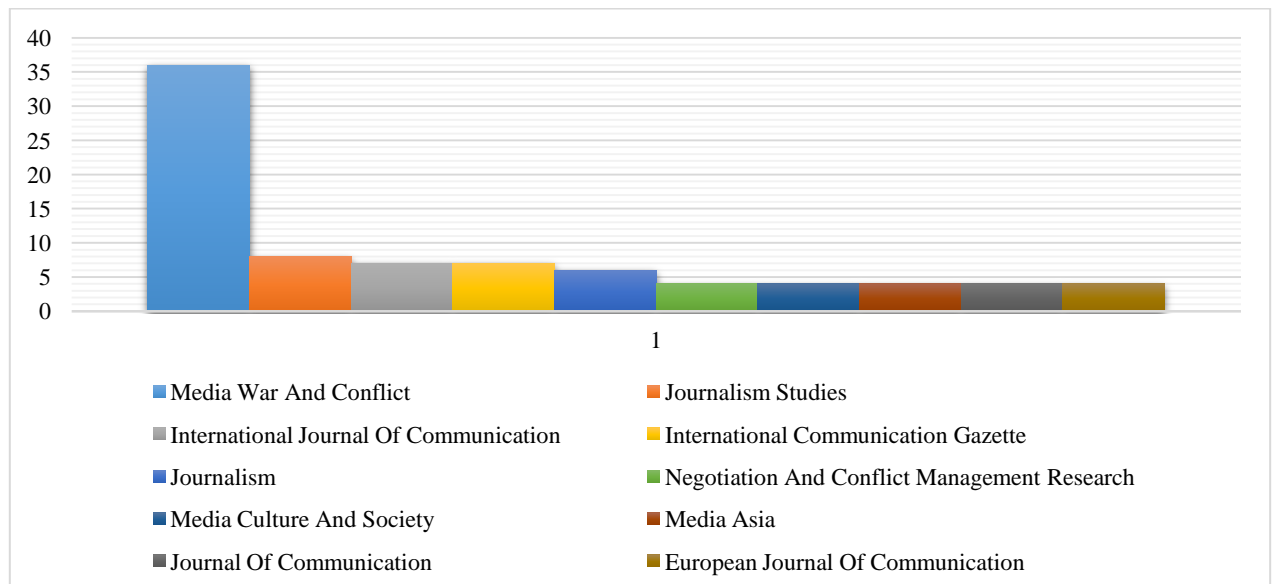

Figure 5. Top 10 scientific journals by the number of publications on media conflicts: analysis of Scopus data from 1968 to 2024 (Source: author's calculations based on publications indexed in Scopus)

Other key publications, such as Journalism (six publications), Negotiation and Conflict Management Research, Media, Culture & Society, Media Asia, Journal of Communication, and European Journal of Communication (each with four publications), also actively support research on the topic of media conflicts. These journals provide important platforms for interdisciplinary studies, covering various aspects of media, communications, and conflict resolution. The inclusion of such journals highlights that the issue of media conflicts is relevant not only in journalism and media studies but also touches upon conflict management and cultural interactions.

An analysis of keywords found in the titles of articles on the topic "Linguistic Conflictology of the Media Space: Foreign Research Experience" revealed the main directions on which researchers focus. The most frequently encountered words are "media" (850 mentions) and "conflict" (691 mentions), reflecting primary attention to media and their role in the development and escalation of conflicts. Other frequent keywords include "social" (200 mentions) and "conflicts" (196 mentions), emphasizing the importance of social aspects in the study of media conflicts. Words such as "coverage" (78), "news" (66), and "role" (58) show that researchers focus on conflict coverage in the news and the role of media in shaping public opinion on these issues (Table 1).

Top 20 keywords found in the titles of scientific publications on media conflicts: analysis of Scopus data from 1968 to 2024 (Source: author's calculations based on articles indexed in Scopus)

Keywords	Number of Keywords	Keywords	Number of Keywords
media	850	political, analysis,	45
conflict	691	study	42
social	200	peace	41
conflicts	196	communication	38
coverage	78	new, mass	37
news	66	use	35
role	58	medium	33
war	54	international	31
framing	49	discourse	30
case	47	management	29

Figure 6. Keywords and thematic directions in media conflictology identified in scientific articles based on analysis of publications in Scopus

Other keywords such as "war" (54), "framing" (49), and "case" (47) are also frequently used in titles, indicating frequent studies of military conflicts and analyses of how media frame information (Fig. 6). The appearance of words related to politics and international relations, such as "political" (45) and "international" (31), shows the connection between media, conflicts, and political aspects. Analysis of these keywords demonstrates that research in the field of media conflicts covers a wide range of topics related to social, political, and military aspects, making this topic relevant for numerous disciplines and research directions.

Trends in citing key works on the topic of media conflicts show significant interest from the research community in various aspects of this subject. The leader in the number of citations is the work "Media Framing of a Civil Liberties Conflict and Its Effect on Tolerance" by Nelson, T.E., Clawson, R.A., and Oxley, Z.M., published in 1997 in the *American Political Science Review*, with 982 citations. This work demonstrates how media framing can influence public perception of rights and freedoms, making it one of the most significant in the context of media conflict research. The second place is occupied by Paluck, E.L.'s article "Reducing Intergroup Prejudice and Conflict Using the Media: A Field Experiment in Rwanda", published in 2009 in the *Journal of Personality and Social Psychology*, with 513 citations, emphasizing the importance of media in reducing intergroup prejudices in post-conflict situations (Table 2).

T a b l e 2

Top 10 most cited works in the field of media conflicts: analysis of Scopus data from 1968 to 2024
(Source: author's calculations based on articles indexed in Scopus; Export Date: 15 October 2024)

Authors	Title of the Work	Classification	Year	Citations
Nelson, T.E., Clawson, R.A., Oxley, Z.M.	Media framing of a civil liberties conflict and its effect on tolerance	American Political Science Review	1997	982
Paluck, E.L.	Reducing Intergroup Prejudice and Conflict Using the Media: A Field Experiment in Rwanda	Journal of Personality and Social Psychology	2009	513
Valenzuela, S., Piña, M., Ramirez, J.	Behavioral Effects of Framing on Social Media Users: How Conflict, Economic, Human Interest, and Morality Frames Drive News Sharing	Journal of Communication	2017	171
Jakobsen, P.V.	Focus on the CNN effect misses the point: The real media impact on conflict management is invisible and indirect	Journal of Peace Research	2000	128
Zeitzoff, T.	How Social Media Is Changing Conflict	Journal of Conflict Resolution	2017	115
Weidmann, N.B.	On the Accuracy of Media-based Conflict Event Data	Journal of Conflict Resolution	2015	108
Such, J.M., Criado, N.	Resolving Multi-Party Privacy Conflicts in Social Media	IEEE Transactions on Knowledge and Data Engineering	2016	99
Pitafi, A.H., Liu, H., Cai, Z.	Investigating the relationship between workplace conflict and employee agility: The role of enterprise social media	Telematics and Informatics	2018	89
Lester, L., Hutchins, B.	The power of the unseen: Environmental conflict, the media and invisibility	Media, Culture and Society	2012	89
van Zoonen, W., Verhoeven, J.W.M., Vliegenthart, R.	Social media's dark side: inducing boundary conflicts	Journal of Managerial Psychology	2016	80

Other significant works include the article by Valenzuela, S., Piña, M., and Ramirez, J., "Behavioral Effects of Framing on Social Media Users: How Conflict, Economic, Human Interest, and Morality Frames Drive News Sharing", published in 2017 in the *Journal of Communication* and receiving 171 citations. This indicates growing interest in the role of social media in shaping perceptions of conflicts and the influence of moral and economic aspects on information dissemination. Jakobsen's work, "Focus on the CNN Effect Misses the Point: The Real Media Impact on Conflict Management Is Invisible and Indirect", published in 2000 in the *Journal of Peace Research*, with 128 citations, also emphasizes the importance of indirect media influence on conflict management. Collectively, these works reflect key aspects of media conflict research, covering a wide range of topics from media framing to the impact of social media on user perception and behavior.

The conducted analysis showed that research in the field of linguistic conflictology of the media space covers a wide array of topics and directions, with a special focus on media framing of conflicts, the role of social media in conflict escalation and resolution, and the influence of media on public perception and intergroup interactions. The geographical and thematic coverage of publications demonstrates global interest in this issue, reflecting its relevance in the context of the modern media landscape. Leading research centers and reputable journals actively contribute to the development of studies in this area, and the most cited works underscore the importance of an interdisciplinary approach. These results allow for a deeper understanding of the mechanisms of interaction between media and conflicts, as well as identifying promising directions for further research in the field of linguistic conflictology and the media space.

Our study aimed to analyze publication activity and key trends in the study of linguistic conflictology within the media space, with a particular focus on international research from 1968 to 2024. By applying both quantitative and qualitative analyses examining publications by year, country, and field of knowledge, as well as conducting citation analyses of key works and their keywords we identified major research trends and leading contributors (journals, organizations, authors) in this field.

The results confirmed the significance of media framing in conflict coverage, aligning with findings from authors such as Tahamtan et al. [30], who illustrated how media frames can shape public discourse

around crisis situations. Their study on the COVID-19 pandemic highlighted how chosen frames influenced not only audience awareness but also political decisions, offering a parallel for understanding how media frames similarly guide perceptions of conflicts. A related conclusion about the selective coverage of certain conflicts was drawn by Zerback and Holzleitner [31], who observed that the German press often prioritizes some conflicts over others, leaving numerous events underreported. This underscores the media's capacity to amplify selective narratives, potentially skewing public attention toward specific regions or crises.

Further studies, such as Roman et al. [32] on the conflict in Ukraine, demonstrate that differences in framing can alter both international reactions and local interpretations of the same event. This dynamic is especially relevant in multicultural or politically tense contexts, where distinct media outlets adapt their framing to align with national or ideological perspectives. Our findings corroborate Groshek and Christensen [33], who emphasize that digital media can either exacerbate or mitigate political conflicts, depending on usage patterns. Indeed, our data show a significant rise in publications exploring digital platforms, implying that new technologies are shaping conflict narratives at unprecedented speed.

The cultural and geopolitical environment also emerges as a crucial factor. In countries with authoritarian tendencies, state-aligned outlets may suppress alternative viewpoints (Hussain and Munawar [34]), whereas in democratic contexts, multiple competing narratives can proliferate albeit sometimes leading to disinformation or echo chambers. Studies from Pakistan's "War on Terror" coverage illustrate that media can serve as a one-sided tool of manipulation when conflicting parties exploit news channels for strategic messaging. This resonates with the "peace journalism" concept advocated by Hussain et al. [35], which emphasizes ethical reporting standards and balanced perspectives particularly vital in linguistic conflicts, where emotional or nationalistic language can inflame tension.

Comparing these findings with earlier works reveals several research gaps that warrant further exploration. First, there is a need for cross-cultural and longitudinal studies examining how media in various geopolitical contexts (e.g., stable democracies, emerging economies, conflict-prone regions) differentially frame or escalate conflicts. Second, while many studies focus on major global conflicts (Ukraine, the Middle East), local and regional disputes also deserve attention, as they can escalate quickly through social media. Third, the role of audience reception how different demographic groups interpret conflict-related media remains underexplored.

Moreover, ethical considerations come to the forefront: as media actively shape public perceptions, we must consider how biased or manipulated coverage (either through state control or corporate influence) affects peace-building efforts, human rights advocacy, and social cohesion. Our research highlights the necessity of accounting for these factors when examining conflict escalation, emphasizing that the intersection of linguistic and cultural elements can shift public sentiment in unpredictable ways.

Overall, these insights bolster the understanding that media outlets whether traditional or digital do not merely report on conflicts; they can create, transform, or diminish them through narrative construction and editorial choices. Future inquiries might incorporate interdisciplinary models, combining linguistic analysis with political science, psychology, and data analytics to further reveal how cultural, geopolitical, and technological variables converge in conflict reporting. Additionally, systematic study of local news ecosystems could illuminate how smaller-scale conflicts evolve into international flashpoints when picked up by global media platforms.

By examining both global and local case studies and contrasting them with existing literature, this research provides a foundation for more nuanced strategies in resolving media-driven conflicts. It also raises pivotal questions on regulating digital platforms, ensuring editorial transparency, and fostering ethical journalistic standards all crucial for mitigating the escalatory potential of modern media in shaping conflicts worldwide.

Analyzing the titles of 910 articles on media conflicts from the Scopus database, we identified significant interest in studying the role of media in conflict escalation and resolution, the interaction between traditional and digital media, and the social aspects influencing information dissemination during crises. However, despite the extensive body of research, gaps still exist that could serve as the foundation for future research questions:

1. How do social media platforms affect the deepening or mitigation of interethnic conflicts in contemporary societies?

2. What psychological mechanisms are associated with the perception of media narratives about conflicts, and how do they influence public opinion?

3. What are the differences in media coverage of local conflicts versus international crises, and how do these differences impact public perception?

4. What is the long-term effect of conflict framing on social media on users' political views and behaviors?

5. What methods are employed in digital media to prevent the spread of disinformation and fake news during conflicts, and how effective are they?

6. What are the characteristics of media coverage of social, ethnic, and religious conflicts, and which aspects remain underexplored?

7. How do social networks facilitate the mobilization of protest movements and influence the escalation or resolution of conflicts?

8. How can interdisciplinary approaches to studying media conflicts enhance our understanding of the media's role in conflict situations?

9. How do media reports on conflicts affect perceptions of human rights and social injustices, and in what ways?

10. To what extent does media coverage of conflicts vary depending on geographical and cultural contexts?

11. How does the interaction between traditional media and digital platforms influence the development and resolution of conflicts in a globalized world?

12. Which aspects of social media used for monitoring and analyzing conflicts are still unexplored regarding their impact on crisis resolution?

These questions can serve as a starting point for further research in the field of media conflicts, aimed at deepening our understanding of the media's role in modern conflicts and developing strategies to prevent their escalation.

Conclusions

This study set out to identify the main directions and trends in media conflict research by analyzing foreign scholarly publications indexed in Scopus from 1968 to 2024. In fulfilling this aim, four objectives were pursued: to examine publication activity in linguistic conflictology, determine the leading countries and organizations, explore the predominant methodological approaches, and develop recommendations for integrating international practices into the Kazakhstani media environment.

The results demonstrate a steady growth in scholarly interest in media conflicts, with the United States, the United Kingdom, and Germany standing out as major contributors. The analysis of methodologies revealed a multidisciplinary nature, encompassing fields such as communication studies, political science, law, and sociology. Bibliometric and content analysis techniques (supported by tools like SPSS and VOSviewer) highlighted significant cross-cultural variations in how conflicts are reported and studied, underscoring the importance of adaptive strategies in diverse geopolitical contexts.

From a practical standpoint, these findings emphasize the need for targeted measures in conflict resolution, including specialized training in peace journalism, regulatory frameworks to address online hostility, and jurilinguistic expertise for legal disputes. The compilation of international best practices also has direct relevance for stakeholders in Kazakhstan, where rapidly evolving media platforms and a multicultural audience necessitate context-specific conflict management approaches. Integrating lessons learned from foreign research such as transparent editorial guidelines, ethical standards for social media discourse, and collaborative policy initiatives could help mitigate tensions and foster more constructive public debates.

Overall, the study contributes a comprehensive overview of current trends in media conflict research and offers a foundational basis for future empirical investigations. By linking theoretical insights with practical recommendations, this work not only addresses existing research gaps but also supports policy development, professional training, and interdisciplinary collaboration aimed at more effective and inclusive management of media conflicts.

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С.Ж. Жанжигитов, А.К. Бакытжанова

Медиакеңістік лингвоконфликтологиясы: шетелдік тәжірибені зерттеу

Бұл мақала 1968–2024 жылдар аралығында Scopus дереккорында индекстелген 910 жарияланымды кешенді талдау негізінде медиакеңістіктегі лингвоконфликтология саласындағы шетелдік тәжірибені зерттеуге бағытталған. Зерттеу барысында медиадағы қақтығыстарды талдаудың негізгі үрдістері мен бағыттарын анықтау үшін контент-талдау, библиометриялық әдістер және SPSS бағдарламасы арқылы статистикалық деректерді өңдеу тәсілдері пайдаланылды. Алынған нәтижелер 2000 жылдан кейін осы тақырыпқа деген ғылыми қызығушылықтың үздіксіз өскенін көрсетеді, сонымен қатар жарияланымдар саны жағынан АҚШ, Ұлыбритания және Германия көш бастап тұр. Бұл тұжырымдар медиадискурстың қоғамдық пікірді қалыптастырудағы және әлеуметтік-саяси үдерістерге ықпал етудегі маңызын айқындай түседі. Сондай-ақ зерттеу нәтижелері медиа қақтығыстарының мәдени, тілдік және технологиялық қырларын қамтитынын, сол себепті үйлестірілген басқару стратегияларының қажет екенін көрсетеді. Жаһандық тәжірибені жинақтай отырып, мақала авторлары цифрлық және дәстүрлі медиадағы қақтығыстарды азайтуға ниетті саясаткерлерге, медиасаланың мамандарына және зерттеушілерге практикалық ұсыныстар ұсынып, медиакеңістіктегі өзара әрекеттесуді барынша үйлесімді етуге негіз қалайды.

Кілт сөздер: медиакеңістік, қақтығыс, мәтін, лингвоконфликтология, лингвистикалық талдау.

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Лингвоконфликтология медиапространства: исследование зарубежного опыта

Данная статья направлена на исследование зарубежного опыта в области лингвоконфликтологии в медиапространстве путём комплексного анализа 910 публикаций, индексированных в базе данных Scopus за период с 1968 по 2024 год. В исследовании используются контент-анализ, библиометрические методы и статистическая обработка данных в программе SPSS, что позволяет выявить основные тенденции и направления в изучении медийных конфликтов. Результаты свидетельствуют о возрастающем интересе к данной теме, особенно после 2000 года, где по количеству публикаций лидируют США, Великобритания и Германия. Эти данные подтверждают значимость медиадискурса в формировании общественного восприятия и его влиянии на социально-политические процессы. Кроме того, исследование показывает, что медийные конфликты часто включают культурные, языковые и технологические аспекты, требующие согласованного управления. Опираясь на глобальные наработки, авторами даются практические рекомендации для политиков, специалистов в сфере СМИ и исследователей, стремящихся снизить уровень конфликтности в цифровых и традиционных медиа, а также способствовать более гармоничному взаимодействию в медиасреде.

Ключевые слова: медиапространство, конфликт, текст, лингвоконфликтология, лингвистический анализ.

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