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A CORPUS-ASSISTED CRITICAL DISCOURSE ANALYSIS OF COUNTRY REPRESENTATION IN TED TALKS

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Abstract. This study investigates how TED represents Kazakhstan in global media discourse through a corpus analysis of TED Talk transcripts. The relevance of the study lies in examining how international media platforms shape the discursive image of Kazakhstan. The data were collected using the TED Corpus Search Engine tool, while the analysis was conducted using a blended critical discourse analysis (CDA) framework. The novelty of the study lies in combining corpus analysis with a tailored CDA framework specifically designed for this research. This framework draws on elements of Fairclough's Three-Dimensional Model, van Dijk's Socio-Cognitive Model, and Wodak's Discourse-Historical Approach. The aim of the study is to analyze the contexts in which Kazakhstan is mentioned and to identify the discursive patterns through which it is represented. This framework was applied to analyze the diverse contexts in which Kazakhstan was mentioned. The methodological approach allowed us to focus on lexical choices, representations of agency, and underlying ideologies in a dataset of selected examples from materials released between 2007 and 2022. The results show that Kazakhstan is often portrayed in TED discourse through several recurring themes. The country's discursive image on this platform reflects ideas of development, questions of national identity, and the use of natural resources. The theoretical value of the study lies in demonstrating the usefulness of integrating corpus-based methods with discourse analysis for examining global media narratives. The practical value lies in providing insights into how Kazakhstan is framed in influential international communication platforms. Although the article has limitations, such as its focus on English-language transcripts, a relatively small dataset, and a lack of differentiation in the style and length of the materials, it nonetheless contributes to discourse-analytical research by highlighting the value of corpus-based approaches.

Keywords: corpus analysis, critical discourse analysis, media discourse, global media platforms, country representation, Kazakhstan, TED Talks, digital tools

Introduction

Specialized software and web-based tools that make querying large sources of digital language data or corpora possible are commonly used in linguistic

studies worldwide. Researchers use them to collect and organize natural language data, process and analyze patterns in the data, and construct small specialized corpora for further research, among other purposes. One such corpus linguistic tool is the TED Corpus Search Engine (TCSE). Last updated in 2023, this tool allows users to query a large collection of TED transcript materials, including the video categories of stage talks, TED Ed originals, TEDx talks, TED Institute materials, and other content [1]. This queryable database was constructed on the basis of approximately 5305 English transcripts provided by TED, using relevant literature on corpus construction and annotation. This web-based tool contains a highly customizable query interface, official documentation, bibliography, regular and advanced search examples, and transcript statistics. This tool has been used by linguists focusing on the analysis of complex word combinations, sentiment analysis, and other topics. Beyond linguistics, the TCSE is considered a useful resource for data-driven language learning and teaching English as a foreign language. In addition to these uses, tools like the TCSE can also be powerful instruments for linguistic and sociological studies focusing on the analysis of discourse, especially in application to local contexts.

This study applies the TCSE to focus on a similar topic, specifically, the discursive presentation of the country of Kazakhstan in TED transcript materials. By focusing on the contextual usage of the term “Kazakhstan” in the materials found with the help of the TCSE, this study aims to fill in an important gap in the body of knowledge on this topic. Filling this gap is important for understanding the general patterns of presenting the discourse related to the country on the TED platform, which, like all other platforms, can have its own biases and limitations. Because such biases and limitations may influence how the country is represented, we also refer to recent research in sociology and discourse analysis focusing on the country in order to help contextualize our interpretations.

To interpret the results obtained through the TCSE searches, this study will use a blended critical discourse analysis (CDA) approach adapted from Fairclough’s Three-Dimensional Model [2], van Dijk’s Socio-Cognitive Model [3], and Wodak’s Discourse-Historical Approach [4]. Despite their differences, these approaches share important similarities, which makes their integration feasible. Thus, Fairclough’s and Wodak’s approaches share a common emphasis on discourse as a form of social practice, while Wodak’s approach is linked to van Dijk’s socio-cognitive theory, which considers discourse as a form of knowledge and memory. The CDA models of Wodak, van Dijk, and Fairclough are powerful approaches when they are combined to explore discourse due to the following reasons. First, Wodak’s emphasis on the historical context ensures the intertextual embedding of the text analysis. Second, van Dijk gives insights on the cognitive perspective on how discourse shapes the mental models through language. Finally, Fairclough offers a perspective on how to reflect on textual analysis within the socio-cultural realm that includes identities, power, and knowledge

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systems. Thus, such a combined, triadic CDA approach addresses how discourse constructs meanings within the broader ideological and historical context.

This study contributes to a better understanding of the positioning, representation, and status of Kazakhstan in the TED platform discourse. It offers a novel approach to identifying the linguistic and sociological patterns associated with the use of the country’s name in digital media. A systematic analysis of the contexts in which the country’s name is mentioned on this platform helps uncover the themes that frequently occur in relation to the country in influential media narratives. Finally, this study demonstrates how tools like the TCSE can support interdisciplinary projects across linguistics, sociology, and other fields.

Materials and methods

The TCSE web interface offers a wide range of search settings that can be modified to obtain different types of results. These settings include choosing query type: regular search, search for N-grams, or search for constructions; selecting specific video types; selecting to include/exclude talk translations; carrying out advanced searches in English transcripts; using expanded segments; and other relevant settings (see Figure 1).

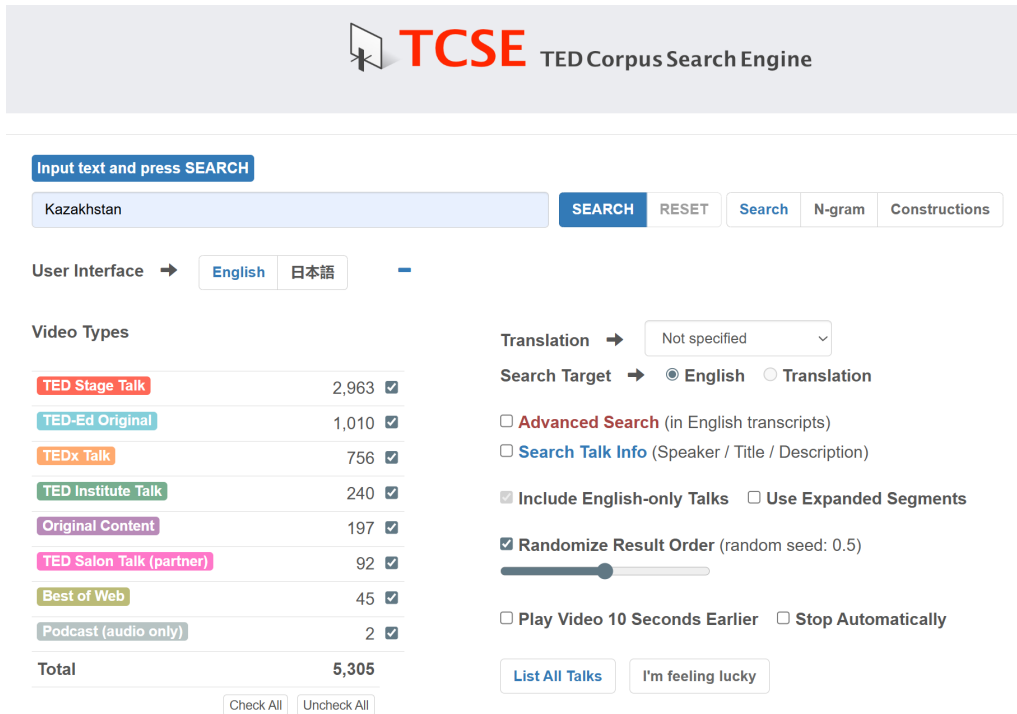


Figure 1 – The TCSE interface (as of August 1, 2025)

In order to collect the data, we applied straightforward search settings. First, we checked all video types in order to obtain diverse results. Second,

we excluded translations into languages other than English. We also excluded advanced search settings and decided not to apply expanded segments, focusing on each example individually by opening the script content and viewing talk information. All other settings were left as is by default. Additionally, we tested the N-grams and Constructions search options, but they did not provide any significant or analyzable results, so we decided to use only the default, regular search option.

The search results contained 16 hits in 12 talks. Although this is a small sample, smaller datasets and corpora can be particularly valuable for discourse analysis, as they allow a closer examination of the discourse while still being enriched by corpus-based search and visualization toolkits.

We used a blended CDA approach to analyze the obtained data. This approach relies on Wodak [4] for evaluating the discourse item's presentation via lexical elements, van Dijk [3] for explaining the discursive construction of agency, and Fairclough [2] for placing these interpretive representations within larger ideological contexts. Importantly, these foundational models are compressed into a simplified three-step framework (see Table 1 below).

Table 1. The blended CDA approach based on Wodak, van Dijk, and Fairclough's work

Step	Explanation	CDA model employed
Lexical choices	What (positive or negative) evaluative terms are used to describe Kazakhstan? Is it portrayed as developing, resource-rich, exotic, struggling, etc.?	Wodak's DHA (nomination and predication)
Agency	Is Kazakhstan portrayed as an active agent or a passive figure?	van Dijk's SCM: Actor representation (<i>Us vs. Them</i>)
Ideology	How is Kazakhstan ideologically presented through the discourse (site of progress, challenge, or threat)?	Fairclough's 3D: Discursive practice / Interpretation

Based on the methodology that combines corpus analysis and discourse analysis, we were able to uncover patterns in how Kazakhstan is represented in global media discourse. The following section presents the obtained results and their interpretation, focusing on the recurring ways of framing the country and the general narratives that help shape its portrayal in this type of discourse.

Results

The data obtained was diverse and contained various patterns of use of the search term. The years in which the obtained materials were released ranged from 2007 to 2022. The talk topics included renewable energy, sustainable agriculture, border conflicts, overcoming fear, global goals, data-driven journalism, glacier growing, women's issues in foreign policy, and urban innovation.

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A further data cleaning procedure was applied in order to remove duplicate and irrelevant items, which yielded a total of 9 examples. For each example, we provided the talk information, including the speaker’s name, talk title, talk type, the time frame within which the example is encountered in the video, and the link to the original TED video content. The full database containing all 9 examples and additional information is given in the Appendix. The following is a concordance line visualization of the results done using #LancsBox X [5].

Q Kazakhstan Hits: 10 (17,667.84) Texts: 1/1			
Left	Node	Right	
"So countries like Australia, Russia, Libya,	Kazakhstan,	could be our best friends for renewable production." "Well, that's	
classes. This is in the former Soviet Union in between	Kazakhstan,	and Uzbekistan, one of the great inland seas of the	
the desert to grow cotton, believe it or not, in	Kazakhstan,	to sell cotton to the international markets to bring foreign	
Soviet Union. They really needed the money." "Then there is	Kazakhstan,	which didn't even have a name before. It was more	
South Siberia during the Soviet Union. Today most people recognize	Kazakhstan,	as an emerging geopolitical player." "And we can add up	
level of social progress about the same [as] Cuba or	Kazakhstan,	today. That's where we are today: 61 out of 100." "	
had managed to leave Xinjiang and are now living in	Kazakhstan,	Turkey or Europe." "In fact, people are now growing their	
are plans for over 100 more in villages in Pakistan,	Kazakhstan,	and Kyrgyzstan. Perhaps one day we'll be able to harness	
183. So the countries that had women representatives were Canada,	Kazakhstan,	Philippines, Trinidad Tobago, Jamaica, Lichtenstein and me." "Anoth	
Union, they split. And since we have people from Uzbekistan,	Kazakhstan,	Tajikistan, [unclear], we have to stop the program. (Laughter)"	

Figure 2 – Concordance line visualization of the results (#LancsBox X; context size=10) (Note that there are 10 hits because the term was mentioned twice in one of the examples.)

The following is the analysis of the obtained examples that mention the term “Kazakhstan” in TED materials. Each example is accompanied by a brief interpretation using the blended CDA approach, followed by a summary of the main patterns identified across the dataset.

1. “So countries like Australia, Russia, Libya, Kazakhstan, could be our best friends for renewable production.”

In this example, Kazakhstan is viewed as belonging to a group of resource-rich countries and described as a potential “best friend” for the purposes of renewable production. The lexical choices express a rather positive evaluation. The country is presented as an active partner rather than a passive figure. Ideologically, Kazakhstan is framed within the discourse of global progress and cooperation, as an active and important participant in large-scale changes. This analysis aligns well with current research that emphasizes the country’s resource wealth and geopolitical ambitions and presents it as a site of progress [6].

2. “Well, that’s not even the worst example in the world. This probably is: the Aral Sea. Now, a lot [of] you will remember this from your geography classes.

This is in the former Soviet Union in between Kazakhstan and Uzbekistan, one of the great inland seas of the world. But there's kind of a paradox here, because it looks like it's surrounded by desert. Why is this sea here?"

This example reveals the environmental problem of the Aral Sea in the context of Kazakhstan. The lexical choices are connected with historical and political narratives that express a superlative and negative assessment of the environmental harm done within the specific historical timeframe: the Soviet period. As a former Soviet Union country, Kazakhstan is considered part of the environmental discussion, though the specific reasons for the Aral Sea problem are not mentioned. From an ideological perspective, there is a close link between past historical periods and environmental issues. Similar discursive patterns were presented in earlier studies on Kazakhstan that highlight its Soviet past and environmental problems [7].

3. "Well, in the 1950s, the Soviets decided to divert that water to irrigate the desert to grow cotton, believe it or not, in Kazakhstan, to sell cotton to the international markets to bring foreign currency into the Soviet Union. They really needed the money."

This example shows how Kazakhstan was involved in selling cotton to foreign markets in the 1950s with the purpose of attracting investments to the country. The lexical choices maintain a critical narrative towards the Soviet Union's policy. The Soviet Union, rather than Kazakhstan itself, is shown to be responsible for the ecological problem due to the financial issues. Ideologically, this discussion presents criticism of the decisions that the Soviet Union made to address the environmental issue. Existing research on Kazakhstan's environmental problems also highlights their connection to the political processes of that period [8].

4. "Then there is Kazakhstan, which didn't even have a name before. It was more considered South Siberia during the Soviet Union. Today, most people recognize Kazakhstan as an emerging geopolitical player."

In this example, Kazakhstan is shown as a country with a passive, Soviet past that now plays an active role on the global stage. The lexical choices highlight historical and political change, while the narrative emphasizes progress that Kazakhstan is making in shaping its position internationally. Ideologically, this text links Kazakhstan's Soviet past with its current geopolitical role. This analysis aligns with existing literature that views Kazakhstan as both a developing post-Soviet state and a rising regional power [9].

5. "And we can add up all the countries together, weighting for the different population sizes, and that global score is 61. In concrete terms, that means that the average human being is living on a level of social progress about the same [as] Cuba or Kazakhstan today. That's where we are today: 61 out of 100."

Kazakhstan is presented as a benchmark alongside Cuba. The discussion relies on numerical and comparative language rather than descriptive evaluation.

Kazakhstan appears as a passive reference point, while the agency is given to the speaker who interprets global scores. Ideologically, Kazakhstan is presented as a representative of the global average. This emphasizes the narrative of ongoing development rather than highlighting the country's distinct identity. This interpretation can be considered reflective of existing research by Bayetova and Robertson [10].

6. "We corroborated these locations using government documents, many of which mention the camp's address, the few media reports that did exist on the camps and our own interviews with former detainees who had managed to leave Xinjiang and are now living in Kazakhstan, Turkey or Europe."

In this example, Kazakhstan is presented as one of the several countries where former detainees managed to resettle, with the description kept neutral and factual. The discussion relies on facts, including official documents and personal accounts of those who left Xinjiang. Kazakhstan is presented more as a setting or location, while agency is given to the investigators and interviewees. Ideologically, the country is presented as a place of safety and a new home for former detainees. A recent study carried out by Proń who examined the country's approach to asylum seekers from China, however, presents a different perspective on this phenomenon [11].

7. "In fact, people are now growing their own glaciers in many regions beyond Ladakh. Swiss people, utilizing modern glacier-growing technology, created their first stupa in 2016 in the Swiss Alps. There are plans for over 100 more in villages in Pakistan, Kazakhstan, and Kyrgyzstan. Perhaps one day we'll be able to harness our homegrown glaciers well enough to build whole walls of ice - this time not for keeping people out, but to enable life in some of the planet's harshest landscapes."

Kazakhstan is presented neutrally, with no strong evaluative terms. It is given a passive role as a recipient of plans and technology, not as an active agent of innovation. Ideologically, it is portrayed as a site of progress, but in terms of the narrative that privileges European agency and places Central Asia on the periphery. Furthermore, the country is presented as part of a collective contribution to the environmental issue. This contribution has a shared ideology and forecasts a positive outcome for the global ecology in the future. Recent studies report largely similar findings, emphasizing the need to improve the country's climate control legislation to facilitate positive change [12].

8. "And by the way, one of the things that I did at that stage was, I had just arrived at the U.N., and when I was there, there were 183 countries in the U.N. Now there are 192. But it was one of the first times that I didn't have to cook lunch myself. So I said to my assistant, "Invite the other women permanent representatives." And I thought when I'd get to my apartment that there'd be a lot of women there. I get there, and there are six other women, out of 183. So the countries that had women representatives were Canada, Kazakhstan, the

Philippines, Trinidad [and] Tobago, Jamaica, Lichtenstein and me.”

In this text, Kazakhstan is presented as one of the few countries that have female representatives in the UN. It is possible to draw from this discussion that the country is portrayed as a site of progress. Despite being mostly neutral, the lexical choices convey a positive evaluation implicitly. Rather than being passive, Kazakhstan is viewed as taking agency. It advances women’s political representation. Ideologically, the discourse places Kazakhstan as a leader among the countries that are actively working toward greater inclusion. This interpretation is similar to the findings from recent research by Kagazbaeva et al. that aims to advance gender studies in Kazakhstan by studying inequality within the political and economic domains [13].

9. “Another issue is, a city’s like our family portrait. We don’t rip our family portrait, even if we don’t like the nose of our uncle, because this portrait is you. And these are the references that we have in any city. This is the main pedestrian mall; we did it in 72 hours. Yes, you have to be fast. And these are the references from our ethnic contribution. This is the Italian portal, the Ukrainian park, the Polish park, the Japanese square, the German park. All of a sudden, the Soviet Union, they split. And since we have people from Uzbekistan, Kazakhstan, Tajikistan, [unclear], we have to stop the program. (Laughter).”

In this passage, the country is mentioned within a narrative focusing on urban development, which likens cities to family portraits. While the lexical choices can be considered mostly neutral, the grouping of Kazakhstan with other post-Soviet states is presented as a complication rather than a value to the phenomenon discussed. The country is portrayed passively, being part of the reason why a cultural program had to be stopped, not as an active contributor. The audience’s laughter in the end reinforces this negative framing, suggesting that the presence of these countries is seen as an obstacle. Ideologically, this narrative presents Kazakhstan not as progressive and resourceful, but as part of a post-Soviet group of countries that complicate urban development. This discussion aligns with research by Pakina and Batkalova, who emphasize that post-Soviet cities, including those in Kazakhstan, have inherited urban planning challenges from the Soviet period [14].

Discussion

The analysis of the examples shows that Kazakhstan is discussed in diverse and sometimes contradictory ways within the TED platform discourse. There are positive presentations of Kazakhstan as a resource-rich country, an emerging geopolitical player, and one of the countries that has female representatives in the UN. In these contexts, the country is presented as actively contributing to global cooperation and development. Other examples discuss Kazakhstan in relation to environmental problems (the Aral Sea, Soviet cotton policies), or as part of a group of post-Soviet countries that make urban development complex. In these cases,

Kazakhstan is presented either passively or as a challenge, while agency belongs to other parties. In neutral contexts, Kazakhstan appears as a factual reference point (global social progress scores, resettlement site for former detainees, location for glacier projects). In these examples, Kazakhstan appears more as a point of comparison than as an active player in global cooperation and development. Overall, the discourse on the TED platform presents the country in three main ways: first, as a site of progress and cooperation, taking an active role as a global partner, second, as a post-Soviet state carrying historical challenges, presented more passively, and the third, as a neutral reference point, used for comparison without significant evaluation. All of these representations mostly coincide with findings from existing research that focuses on the country and the discourse of its development and challenges. Both the examples and existing, recent research highlight the complexity of Kazakhstan's image in the international discourse of cooperation and development, which ultimately emphasizes the increasing role of the country as a meaningful contributor to global processes.

Conclusion

The results of the study have shown that specialized corpus tools such as the TED Corpus Search Engine (TCSE) demonstrate great potential for exploring how a country is represented in global media discourse. Through the blended analytical framework, which included Fairclough's Three-Dimensional Model, van Dijk's Socio-Cognitive Model and Wodak's Discourse-Historical Approach, the study achieved its aim of uncovering the textual patterns and the broader sociocultural meanings in terms of the diverse representations of Kazakhstan in the discourse. Furthermore, the findings can provide a broader picture of how the TED platform, as an international media resource, constructs narratives about Kazakhstan, revealing not only current themes but also associating Kazakhstan with the post-Soviet historical context. The approach used in this study is highly replicable and can be used to explore discursive patterns related to other countries and their presentation on this platform and other media sources.

This study has several limitations. First, it focuses only on talks in English, leaving aside the insights that could be obtained by analyzing content in other languages. The dataset itself is relatively small, which limits the generalizability of the findings and the range of patterns that could be observed using a larger collection of data. Additionally, the study considers all types of talks together, though they differ in length, purpose, audience, and, possibly, in stylistic choices when discussing similar topics. The time frame of the talks is also not taken into consideration, which means that changes in these discourse patterns across years remain to be explored. While the interpretive approach applied in this study is already subjective, the performative nature of TED presentation language, as well as possible speaker bias, adds further complexity. Finally, the analysis is limited to global realities and TED-specific discourse, without paying attention

to local contexts or lived experiences, which restricts the scope of applicability of the conclusions.

Acknowledging that this study has certain limitations, the potential implications for future studies could be related to the fact that, first, the emphasis on English-language talks reveals the insights of the culturally diverse topics of the discourse studies performed in the global context. Second, while the small size of the dataset is limiting the scope of the study, it also allows for the in-depth exploration of the topic and thus, opens the room for future studies to expand these findings by using larger and more diverse datasets, including other languages, more specific timeframes, and various styles and patterns of discourse. Further research should also aim to show how other global media platforms construct discourse and knowledge about countries.

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TED TALKS-ТА ЕЛДІҢ БЕЙНЕЛЕНУІН СЫНИ ДИСКУРС ТАЛДАУЫНА АРНАЛҒАН КОРПУСТЫҚ ТӘСІЛ

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Андатпа. Бұл зерттеу Қазақстанның жаһандық медиа дискурста, атап айтқанда TED Talks транскрипттерін корпустық талдау арқылы қалай ұсынылатынын қарастырады. Зерттеудің өзектілігі халықаралық медиа платформалардың Қазақстанның дискурсивтік бейнесін қалай қалыптастыратынын зерттеуде көрінеді. Зерттеудің мақсаты – Қазақстан аталған контексттерде қалай айтылатынын талдау және оның репрезентациясының дискурсивтік үлгілерін анықтау. Зерттеу деректері TED Corpus Search Engine құралын пайдалану арқылы жиналған, ал талдау сыни дискурс-талдаудың (СДТ) аралас тәсілі аясында жүргізілген. Зерттеудің жаңалығы корпустық талдауды осы зерттеу үшін арнайы әзірленген сыни дискурс-талдау тәсілімен ұштастыруында жатыр. Бұл тәсіл арнайы осы зерттеу үшін әзірленіп, Н. Ферклоудың үшөлшемді моделі, Т. ван Дейктің элеуметтік-когнитивтік моделі және Р. Водактің дискурсивті-тарихи тәсілінің жекелеген аспектілеріне негізделген. Ол Қазақстанға қатысты әртүрлі контексттерді талдау үшін қолданылған. Мұндай әдістемелік тәсіл бізге 2007–2022 жылдар аралығында жарияланған материалдар іріктемесіндегі лексикалық таңдауларға, субъектіліктің ұсынылуына және жасырын идеологияларға назар аударуға мүмкіндік берді. Нәтижелер көрсеткендей, TED дискурсінде Қазақстан бірнеше қайталанатын тақырыптар арқылы жиі бейнеленеді. Елдің осы платформадағы дискурсивтік бейнесі даму идеяларын, ұлттық бірегейлік мәселелерін және табиғи ресурстарды пайдалану тақырыптарын көрсетеді. Зерттеудің теориялық құндылығы жаһандық медиа нарративтерді зерттеуде корпустық әдістер мен дискурс-талдауды біріктіру мүмкіндіктерін көрсетуінде. Практикалық құндылығы Қазақстанның халықаралық коммуникациялық платформаларда қалай репрезентацияланатынын түсінуді кеңейтуде көрінеді. Зерттеудің

шектеулері ретінде ағылшын тіліндегі транскрипттерге шоғырлануы, деректер жиынтығының аздығы және материалдардың стилі мен ұзындығы бойынша ерекшеленбеуі атап өтілсе де, бұл зерттеу корпусқа негізделген тәсілдердің құндылығын көрсете отырып, дискурс-талдау зерттеулеріне елеулі үлес қосады.

Тірек сөздер: корпус талдау, сыни дискурс-талдау, медиа дискурс, жаһандық медиа платформалар, елдің бейнеленуі, Қазақстан, TED Talks, сандық құралдар

КОРПУСНЫЙ ПОДХОД К КРИТИЧЕСКОМУ ДИСКУРС-АНАЛИЗУ РЕПРЕЗЕНТАЦИИ СТРАНЫ В TED TALKS

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Аннотация. Данное исследование рассматривает, как Казахстан представлен в глобальном медийном дискурсе, в частности на платформе TED, с помощью корпусного анализа транскриптов TED Talks. Актуальность исследования заключается в изучении того, как международные медийные платформы формируют дискурсивный образ Казахстана. Целью исследования является анализ контекстов, в которых упоминается Казахстан, и выявление дискурсивных методов его репрезентации. Данные для исследования были собраны с использованием инструмента TED Corpus Search Engine, а анализ проведен с применением смешанного подхода в рамках критического дискурс-анализа (КДА). Новизна исследования заключается в сочетании корпусного анализа с разработанным для данного исследования подходом критического дискурс-анализа. Этот подход был специально разработан для данного исследования на основе отдельных аспектов трёхмерной модели Н. Фэрклафа, социо-когнитивной модели Т. ван Дейка и дискурсивно-исторического подхода Р. Водак. Этот подход был использован с целью анализа различных контекстов, в которых упоминался Казахстан. Такой методологический подход позволил сосредоточиться на лексических выборах, представлении субъектности и скрытых идеологиях в выборке материалов, выпущенных в период с 2007 по 2022 гг. Результаты показывают, что Казахстан в дискурсе TED часто представлен через набор повторяющихся тем. Дискурсивный образ страны на этой платформе отражает идеи развития, вопросы национальной идентичности и использования природных ресурсов. Теоретическая ценность исследования заключается в демонстрации возможностей интеграции корпусных методов и дискурс-анализа для изучения глобальных медийных нарративов. Практическая ценность состоит в расширении понимания того, как Казахстан репрезентируется на международных коммуникационных платформах. Несмотря на ограничения исследования, такие как фокус на англоязычных

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транскриптах, небольшой размер выборки и отсутствие дифференциации по стилю и длине материалов, оно вносит значительный вклад в дискурс-аналитические исследования, подчеркивая ценность корпусного подхода.

Ключевые слова: корпусный анализ, критический дискурс-анализ, медиадискурс, глобальные медиаплатформы, репрезентация страны, Казахстан, TED Talks, цифровые инструменты

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