Linguocultural Aspects of the Implementation of Communicative Strategies of Corporate Blogs in Russian and English Languages

Nurbanu Zhilkeldi – Olga Kuratova – Zhanar Akimisheva – Gulzhamal Kortabayeva – Nurzhan Saparbayeva

DOI: 10.18355/XL.2025.18.04.10

Abstract
The aim of the study is to identify the main linguocultural features of language use and communicative strategies in corporate blogs for Russian-speaking and English-speaking audiences. The research utilized methods of analysis, synthesis, questionnaire surveys, and comparison. During the study, the main linguocultural features characterizing the use of language and communicative strategies in corporate blogs for Russian-speaking and English-speaking audiences were identified. The research analyzed communicative strategies used in corporate blogs in Russian and English. Similarities and differences in approaches to content creation, audience interaction, as well as in the structure and formatting of blog posts were identified. A comparative analysis was conducted on the Russian-language blog Travelblog.kz and the English-language blog Helpful Resources, which revealed differences in linguistic and cultural features, highlighting the importance of considering linguocultural factors for effective communication. The survey results showed significant interest among residents of Kazakhstan in corporate blogs, indicating widespread adoption of this format among the audience. The research findings can be used to improve corporate blogging practices in Russian and English.
Key words: interaction with the audience, comments, intercultural interaction, text features, social networks

Introduction

Cultural differences can significantly influence the perception of information and the emotional response of the audience. Researching the linguocultural aspects will help corporations adapt their communicative strategies to the needs of various linguistic and cultural groups. Studying the linguocultural aspects of implementing corporate blog communication strategies in Russian and English is important for optimizing corporate communication, enhancing audience interaction effectiveness, and successfully promoting the brand in diverse linguistic and cultural environments. The research problem is the insufficient attention to cultural characteristics that affect the effectiveness of communication in blogs. Underestimating these aspects can lead to misunderstanding and incorrect content perception.

Despite the fact that new media tools have been present in the lives of Kazakhstan's residents for over twenty years, they continue to evolve and evolve, going through various stages, as noted by Z. Avşar (2021). The scholar emphasizes that since the late 90s, classic websites have become popular among users, providing the opportunity to create blogs worldwide. According to the researcher, blogs are not just web pages but rather social spaces where users can actively engage in various areas, from hobbies to professional activities in Kazakhstan. Blogs have become a new communication tool, opening up new opportunities for creativity and self-expression for Kazakhstani journalists. However, there is a certain concern regarding the regulation of mass media (SMI) and the Internet in Kazakhstan, which may limit freedom of expression (Apakhayev et al., 2017). Nevertheless, according to the scholar, there are initiatives aimed at expanding freedom of speech for Kazakhstani bloggers, which is a positive signal for the development of the blogosphere in the country. Therefore, it is

important to more thoroughly study the features of applying communicative strategies of corporate blogs in the context of Kazakhstan.

The implementation of communication strategies in corporate blogs reflects the evolution of citizen journalism, which arose from the initiative of ordinary people and became an independent media environment not controlled by traditional media operating on a hierarchical model, notes scholar Y. Orazov (2020). The active participation of internet users in content creation, including blogs, forums, and professional internet resources, lends credibility and impartiality to this information flow, according to the scholar. The development of the network society reduces the influence of traditional media, making users active participants in global communication and creating global networks where everyone can publish and distribute information through various online platforms, including blogs and social networks (Khidirova, 2024). The researcher claims that the blogosphere and blogging reflect the essence of citizen journalism, which has become popular with the development of the Internet and digital technologies. The blogosphere in regions, including the North Kazakhstan Region, represents a complex communicative environment, providing a platform for diversity and freedom of expression. Bloggers become creators of information content valued by their loyal readers, confirming their important role in modern online journalism, which deserves more thorough study.

In the work of G. Yussupova and T. Kulgildinova (2023), it is noted that intercultural competence continues to attract increasing attention from researchers, indicating the constant emergence of new approaches and perspectives in this field. The authors conclude that success in intercultural communication largely depends on the motivation of its participants (such as interest in learning about another culture), emotional readiness (positive attitude towards differences, ability to overcome stereotypes), and personal qualities (such as tolerance, empathy, and values). Based on this understanding of the importance of personal qualities in the context of intercultural communication, their role is considered as an integral component of intercultural competence that should be equally developed among learners. Therefore, a deeper exploration of the unique linguocultural aspects of using communicative strategies in corporate blogs in Russian and English, reflecting individual cultural and linguistic features, becomes significant.

Researchers D.A. Alkebaeva et al. (2021) draw attention to the multifaceted nature of the globalization process, which influences economic, social, political, and spiritual spheres of life. In light of this, researchers identify new phenomena arising from globalization, such as language convergence and the threat of language extinction. They pay particular attention to the influence of the Internet and personal computers on language processes. Scholars note that new phenomena emerge in the modern internet space, such as the use of foreign words, interlinguistic operations, abbreviations, slang expressions, new semantic meanings of words, and others. Therefore, global communication in the virtual world requires a deeper investigation of these phenomena.

In conformity with the research of Z.N. Nurkhanova and S.D. Seidenova (2023), the use of various linguistic methods, both verbal and non-verbal, in texts in the Russian language contributes to achieving communicative goals in advertising. Researchers note that understanding the typology and characteristics of advertising texts, as well as requirements for their content and form, significantly enhances the effectiveness of creating such texts. Philological analysis conducted by scientists has identified the functional features of advertising texts and their communicative-pragmatic potential for practical use. Considering this, it becomes clear that further research into linguistic aspects of communicative strategies in corporate blogs in the Russian and English languages is necessary for a deeper understanding of their effective application.

The aim of this study is to identify key linguocultural characteristics of applying communicative methods in corporate blogs oriented towards audiences using the Russian and English languages.

Materials and Methods

During this scientific study, the method of analysis was applied to examine the influence of corporate blogs on the communication strategies of companies in the tourism industry. The analysis method facilitated a systematic examination and evaluation of key aspects of corporate blogs' functioning and impact on the target audience. Within this method, a detailed investigation of various factors was conducted, including the structure and content of the blogs, their language characteristics, and their interactions with the target audience, allowing the identification of main features and trends in the use of corporate blogs across different linguistic environments. The analysis method was used to study the lexicon, style, and tone of the blogs, revealing specific characteristics of these aspects. Additionally, it enabled the examination of communication strategies and methods in corporate blogs with their audience. Overall, the application of this method allowed for a deeper and more comprehensive exploration of the role of corporate blogs in contemporary communication practices, which is crucial for understanding and optimizing communication strategies of companies in the tourism industry.

Within this scientific research, a comparison method was utilized to study two blogs – the Russian-language blog Travelblog.kz and the English-language blog Helpful Resources. This method enabled a detailed comparison of various aspects of the linguistic and cultural characteristics of both blogs. Key differences in language usage were identified through the comparison method, shedding light on which language features most effectively engage with the audience in each case. Cultural characteristics of each blog were also revealed through this method. Furthermore, the comparison method was employed in this scientific research to analyze the themes and communication styles in both blogs, helping to determine which types of content are most attractive to the audience of each blog. In general, the comparison method allowed for identifying differences and similarities between the two blogs and for understanding which communication strategies are most successful in each case.

Empirical data were collected through surveys during this scientific study. The survey research was conducted in Astana from 02/20/2024 to 03/01/2024. The total number of respondents surveyed in the study was 100 individuals, who were visitors of corporate blogs. Analysis of the age distribution of respondents indicates a wide range, from 21 to 67 years old. This age range encompasses both men and women, with age boundaries for women being 21-67 years old and for men being 23-55 years old. This age range enabled a more comprehensive understanding of preferences and perceptions of corporate blogs across age groups.

The method of synthesis was also employed in the present scientific work to investigate various aspects of multilingual communication and its impact on companies' interaction with the audience. By applying the synthesis method, key trends in the use of various multimedia forms to attract audience attention and convey information were identified. Additionally, the synthesis method revealed the characteristics of developing teams capable of effectively interacting with a multilingual audience in blogs. Within the application of the synthesis method, characteristics of adapting corporate blog content to the cultural peculiarities of the audience to expand and deepen interaction with them were also identified. Thus, the synthesis method in this scientific research allowed summarizing and systematizing the main conclusions regarding the importance of human presence, adapting content to cultural characteristics, using multimedia, and developing corporate blogs for effective multilingual communication.

Results

In modern information society, corporate blogs have become an integral part of companies' communication strategies. These online platforms serve as effective tools for interacting with audiences and establishing long-term relationships with customers, partners, and stakeholders. They play a significant role in shaping the brand image, managing the company's reputation, and building a community of like-minded individuals around the brand. Corporate blogs enable companies to showcase their expertise and authority in their industry, share valuable information, news, insights, and ideas. As a result, they contribute to attracting the target audience, increasing its loyalty, and strengthening the bonds between the brand and consumers.

Blogs represent an important source of user-generated content, containing diverse and useful information, such as product reviews and discussions in consumer communities. This content has high potential for use in business analytics, providing valuable data for academic research and practical business applications (Chau and Xu, 2012). However, to achieve maximum effectiveness from corporate blogs, it is necessary to consider the language and cultural characteristics of the audience. Each culture has its unique values, preferences, and expectations that need to be taken into account when creating blog content. For example, topics that may be popular in one culture may be completely incomprehensible or even elicit negative reactions in another.

Blogs in both the Russian-speaking and English-speaking spaces play a key role in shaping an alternative public sphere, providing space for civil discussions and organizations different from what mainstream media, television, and government offer (Isakova et al., 2018; Issakova et al., 2020). This aspect of blogs is an important element of the modern information environment and democratic society. Unlike traditional mass media such as television and newspapers, blogs provide citizens with the opportunity to independently create and publish content, discuss current issues, and express their opinions (Etling et al., 2014). This contributes to the diversity of voices and perspectives, enriching public dialogue and allowing for consideration of various viewpoints. Blogs also offer greater flexibility and speed in disseminating information compared to traditional mass media. Citizens can instantly react to current events, express their thoughts, and share news, making blogs an effective tool for organizing social movements and actions. Additionally, blogs create opportunities for direct interaction between content creators and their audience, strengthening the ties between participants in public discourse and allowing citizens to feel more involved in societal processes. Thus, blogs are an important tool for shaping an alternative public sphere where citizens can freely express their opinions, discuss important issues, and organize actions, contributing to the development of democracy and ensuring diversity and openness in public discourse.

When developing communication strategies for corporate blogs, it is necessary to consider not only linguistic features but also cultural nuances. This includes the choice of language and communication style, the use of metaphors and imagery, adapting content to the cultural context of the audience, and taking into account cultural norms and values. If a company maintains a blog in both Russian and English, it is necessary to provide appropriate translation and adaptation of content for each language and cultural community. This may include not only linguistic aspects such as translation and grammatical correctness, but also cultural features such as the use of appropriate idioms, understanding audience perception and preferences. Thus, the success of communication strategies for corporate blogs depends directly on the company's ability to adapt its content to the language and cultural characteristics of its audience. Understanding these features and skilfully using them in communication will help companies create more effective and appealing blogs capable of establishing deep and productive relationships with customers and partners.

Multimodality and intertextuality play an essential role in meaning-making in various digital environments such as blogs, social media, YouTube, chat rooms, and others (Esposito and Ricci, 2021). In these online platforms, the combination of different modes of communication, such as text, images, video, audio, and interactive elements, facilitates a fuller and deeper expression of thoughts and ideas (Deumert, 2014; Holmes and Wilson, 2022). The multimodal approach allows users to communicate information more effectively and influence the audience using a variety of means of expression. Intertextuality, in turn, is a process of mutual influence among different texts and contexts that enriches communication and contributes to the formation of common meaning and cultural norms in the digital space. However, despite the pros, one should also consider the realities and consequences of digital language inequalities that may arise in the context of accessibility and proficiency in different languages and technologies. For example, some user groups may have limited access to high-speed Internet or modern devices, hindering their ability to communicate and share information online. This can lead to increased differences in access to knowledge, opportunities for self-expression and social engagement between different social and cultural groups.

Linguocultural aspects of the implementation of communicative strategies in corporate blogs in Russian and English are different. Russian-language blogs use more emotional and expressive language, which may be closer to everyday speech. In contrast, English-language blogs favor a more formal and business-like style. Corporate blogs in both languages use unique expressions, idioms and cultural references that are appropriate to the linguistic and cultural environment of their audience. For example, Russian-language blogs use Russian proverbs and sayings, while English-language blogs use English proverbs and sayings. Formality is softened in Russian-language blogs, especially in the context of interacting with customers or partners. English-language blogs prefer to keep a stricter tone and format. Corporate blogs take into account the cultural specifics and preferences of their audience, and relate their communication strategies to local customs and norms. Russian-language blogs place more emphasis on the use of colors and graphic elements that are more characteristic of Russian culture. In English-language blogs, the design is more minimalistic and focused on content. In Russian-language blogs, long and picturesque descriptions are more common, whereas in English-language blogs, brevity and directness of expression are preferred. All these aspects are important for the successful implementation of communicative strategies in Russian and English corporate blogs, as they help to form clear, attractive and relevant content for the target audience.

In the study, a comparative analysis of corporate Russian-language and English-language travel blogs was carried out (Table 1).

Table 1. Comparison of features of Russian-language and English-language blogs

Peculiarities	**Russian-language blog Travelblog.kz.**	**English blog Trips to Morocco**
Language features	Wide use of Russian vocabulary and phraseology, including set expressions and catchwords.	The blog uses a variety of vocabulary. Grammatical structures are more direct and simpler.
Cultural aspects	Topics include customs, traditions, and cultural characteristics.	The main theme reflects the general values and cultural characteristics of the country. The style is culturally appropriate.
Content creation	Most often includes discussion of current	The main emphasis is on trends and news in the industry. The content is

	problems and issues related to business and culture. Includes the use of humour.	more factual and analytical.
Interaction with the audience	Often involves active communication with readers, including responding to comments and conducting surveys. It can be emotional and intense.	Interaction is usually presented in a more formal and structured manner. Exchange of information and communication takes place in accordance with certain rules and protocols (no comment options available).
Structure and design	It is quite structured, using a freer form and design. The headings are creative and attention-grabbing.	It has a stricter structure, which helps organize information and makes it easier for readers to understand. Blog titles are designed in a creative style that attracts attention and stimulates interest in the content.

Russian-language and English-language corporate blogs differ both linguistically and culturally, as well as in their approach to content creation, audience interaction and design structure. Russian-language blogs often use a wide range of Russian vocabulary and phraseology, including stable expressions, which creates more colorful and sophisticated texts. They also often reflect Russian customs, traditions and cultural peculiarities, making the content richer in national flavor. Whereas, English-language blogs are rather oriented towards an international audience and more often use a variety of technical and professional vocabulary. They are stylistically more formal and neutral, and the topics tend to be more universal, reflecting common values and trends in the industry. Interaction with the audience in Russian-language blogs is often more emotional and active, with active communication and polling, while in English-language blogs, this interaction is more structured and formal. In structure and layout, Russian-language blogs can be less structured and more creative in their use of headlines, while English-language blogs more often follow a standard structure and layout, making them more corporate and standardized. Thus, exploring the differences between these two types of blogs allows a better understanding of the cultural and linguistic characteristics of each audience and adapting content accordingly.

The role and impact of linguocultural factors on communication effectiveness in corporate blogs are significant and multifaceted. Understanding linguocultural sensitivities helps corporations tailor their content to the expectations and preferences of their target audience. The successful use of Russian or English vocabulary, grammatical constructions, and cultural references makes content more attractive and understandable to a particular audience. Knowledge of linguocultural specifics helps to establish a closer connection with the audience. Using appropriate language and a communication style that reflects cultural values and characteristics creates an emotional and trusting interaction. Taking linguocultural factors into account helps to improve the effectiveness of communication in corporate blogs (Liebrecht et al., 2021). This avoids misunderstandings, conflicts, and misinterpretations of messages. The correct use of language and communicative strategies in accordance with linguocultural characteristics contributes to the formation of a positive image and brand of the company. It helps to create an image of the company as culturally aware, adaptable and friendly. Effective use of linguocultural factors in communication can attract new audiences from different cultures and language groups. This expands the boundaries of the audience and opens up new opportunities for the development and growth of the company. Thus, linguocultural factors play an important role in

communication in corporate blogs, they determine the effectiveness of interaction with the audience, the formation of the brand and image of the company, as well as contribute to the achievement of the goals of communication strategies.

Taking into account and adapting to the specific language and culture of the audience play a key role in successful interaction and engagement of readers (Scheibling and Milkie, 2023). When content matches the language habits, expectations and values of the audience, it promotes comprehension, readers feel understood and respected when the content matches their cultural characteristics and language preferences. Adapted content helps to create a stronger emotional connection between the author and the audience. Readers more easily absorb and respond to information when it meets their cultural expectations. Proper use of language and cultural references makes communication more effective (Zhetessova et al., 2025). It helps avoid misunderstandings and conflicts, and increases the likelihood of successful interactions. When content is tailored to the audience, readers feel more engaged and interested. This helps to increase engagement and attention to publications. Proper consideration and adaptation to the specific language and culture of the audience are essential elements of successful communication in corporate blogs and other communication media (Efremov, 2025b).

In the context of multilingual communication, corporate blogs are becoming an increasingly important tool for attracting and retaining audiences. Companies are increasingly creating content in multiple languages to reach the maximum audience. This includes both translations of core content and the creation of unique content in different languages. The study surveyed users of corporate blogs (Table 2).

Table 2. Results of the survey

No.	Question	"Yes"	"No"
1	Do you have an interest in reading corporate blogs?	81%	19%
2	Have you subscribed to corporate blogs of any companies?	55%	45%
3	Do you feel that corporate blogs provide useful information about the company's products or services?	64%	36%
4	Do you often leave comments under posts on corporate blogs?	27%	73%
5	Do you subscribe to corporate blog emails?	20%	80%
6	Do you think that corporate blogs help increase trust in a company?	88%	22%
7	Are you ready to recommend corporate blogs to your friends or colleagues?	53%	47%

The results of the survey indicate a significant interest of Kazakhstan residents in corporate blogs. The majority of respondents showed interest in reading such blogs, which indicates the prevalence of this information format among the audience. However, only a few people subscribed to corporate blogs, possibly due to a preference to receive information through other sources or due to insufficient availability of content. Among those who subscribed to corporate blogs, most felt that such blogs provided useful information about the company's products or services. This indicates their perception as a reliable source of information. However, a small proportion of respondents leave comments under blog posts, which may indicate low engagement with the content. Subscribing to corporate blogs via email is not a popular choice among respondents. This aspect is related to their preference to receive information from other sources or due to email overload with promotional messages. Most of the respondents believe that corporate blogs contribute to the credibility of the company. This indicates their perception as a transparent and open communication

tool. Nevertheless, few are willing to recommend corporate blogs to their friends or colleagues, which may be due to their lack of credibility or relevance to this audience. Importantly, creating a sense of human presence in an organization's online communications has a significant impact on the relationship between the organization and the public, as well as on the public's formed intention to actively participate in oral and dialogic communications (Fitriasari et al., 2024). The study found that a conversational human voice is perceived more highly on the blog pages of organizations with a human presence than on those with an organizational presence. Maintaining a human presence on social media through the use of avatars and names of social media managers is likely to foster a favorable relationship between the organization and the public, and promote positive interaction in verbal communication (Park and Lee, 2013). However, the intentions of dialogic communication hardly differed between organizations incorporating human presence and organizations with organizational presence on their blog pages. The proposed dynamic role of human presence versus organizational presence represents a new dimension that allows organizations to better leverage the interpersonal aspects of social media in their operations.

It is not only crucial to translate content into other languages, but also to adapt it to the cultural sensitivities and expectations of the audience in each country or region. Companies are actively seeking to create content that can capture the attention and interest of their audience, recognizing the importance of engaging consumers in the interaction process (Shtal et al., 2023; Zamyatina et al., 2021). To achieve this, they often use various methods and forms of feedback, such as surveys, polls, votes, comments, and other tools. These mechanisms not only allow them to gauge the level of interest in the content provided but also to actively engage with the audience, take into account their opinions and preferences, and create a more personalized and targeted content experience. Thus, the use of various forms of feedback becomes an important tool in the content marketing strategy of companies, helping them to effectively interact with the target audience and increase their level of engagement (Lovink, 2013).

With the development of technology and the availability of the Internet, video, audio, graphics, and other forms of multimedia content are becoming increasingly sought-after means of communicating information and attracting the attention of audiences. This trend is explained not only by the increasing availability of high-speed internet and content viewing devices, but also by the changing preferences of users, who increasingly favor visual and interactive formats. Video, for example, allows complex information to be communicated in a more visual way, while audio provides the convenience of consuming content anytime, anywhere (Didenko, 2024; Efremov, 2025a). Graphics, in turn, can be used to create vivid and attractive images, and other forms of multimedia content, such as animation or interactive elements, help to increase engagement and enhance the emotional impact on the audience (Ranker, 2015). Thus, multimedia content is becoming an effective tool in the marketing strategies of companies, helping them to attract and retain the attention of the audience in an increasingly noisy and competitive information environment.

Modern companies are increasingly trying to create personalized content, considering the interests, preferences, and behavior of their audience. Potential opportunities to improve audience engagement in an increasingly cross-cultural environment include language and culture training, content customization, and the use of multimedia. Developing a team that understands and can effectively engage with multilingual audiences can significantly improve engagement. Deeper research into audience cultural sensitivities and preferences will create more relevant and engaging content. Diverse content, including video, audio, and images, can be more accessible and understandable to audiences with different linguistic and cultural backgrounds.

Regular data analyses and feedback from the audience will allow responding quickly to changes in their needs and preferences. Overall, the development of corporate blogs in the context of multilingual communication offers companies a wide range of opportunities to expand their audience and deepen their engagement with it.

Discussion

This study emphasizes the importance of adapting corporate blogs to the linguistic and cultural characteristics of the audience for successful communication in tourism. The comparative analysis of Russian and English language content allows highlighting the differences in approaches to content formation and interaction with the audience. However, in order to get a more complete understanding of this issue, it is necessary to compare the results of this study with the works of other scholars who are also engaged in analyzing communication strategies in tourism and the use of multimedia content for audience engagement. Further comparison of the results will help to identify common trends and features of effective communication in this area and broaden the understanding of how to optimize audience engagement and achieve objectives in corporate blogs.

Engaging with customers is a key contributor to customer loyalty, brand trust and overall brand value, argue P. Harrigan et al. (2017). Researchers are convinced that among various tools for interacting with customers, social networks occupy an important place, as they provide opportunities to actively attract new customers and strengthen relationships with existing ones. Researchers note that brand managers can effectively utilize social media blogs to better understand the nature of customer interactions. Comparing with the results of this study, it is worth noting that modern corporate blogs in Russian and English are effective tools for promoting businesses in the tourism industry. This indicates that corporate blogs in modern conditions are an integral part of the communication strategy of companies, contributing to the improvement of interaction with customers and the formation of a positive perception of the brand.

Researcher C.C. Lee (2013) is convinced that with the growing popularity of social networks, more and more companies resort to the use of corporate blogs as an effective tool for direct interaction with stakeholders in various contexts. According to the researcher, the blog structure, which combines an open, collaborative, and global networking tool, is a valuable object of analysis when studying various emerging genres, including corporate blogs. This is not only because the blog structure is well-organized, but also because of its flexibility, which allows content to be adapted to different needs and purposes. Corporate blogs operating within the social media framework provide a unique opportunity for companies to establish a more direct and dialogical interaction with customers, partners, and other stakeholders. By presenting information openly and accessibly, corporate blogs help increase transparency and trust in the company and provide a platform for the active exchange of ideas and opinions (Voznesenska et al., 2020). The structure of corporate blogs, according to the scholar, which includes a variety of formats and styles, reflects the diversity of content and interests of the target audience. This allows companies to tailor their communication approach to their users' needs and preferences, facilitating more effective interaction and the achievement of their goals. Thus, comparing this study's results, it is important to clarify that corporate blogs are not only a means of communication but also an important tool for analyzing and understanding the evolving genres of online communication, which differ across languages.

Researchers G. Van Noort et al. (2015), draw attention to three strategies that can be applied to create the effect of conversational human speech in online brand communications: individualization of messages, use of informal vocabulary and application of invitational rhetoric. These tactics, according to scholars, are aimed at establishing a closer, more trusting relationship with the audience and building a more

attractive brand image in the online environment. Researchers emphasize that message personalization is an important strategy for creating a sense of individual interaction, as it allows the brand to tailor its communication to the specific needs and preferences of each consumer. Informal speech, in turn, helps create a more trusting and friendly atmosphere in the online environment, making the brand more accessible and appealing to its audience (Zelenin et al., 2024). Invitational rhetoric, the third aspect of the study, provides a more persuasive and attractive appeal to potential customers, encouraging them to actively engage and interact with the brand. Thus, these three strategies together contribute to a livelier, attractive, and trustworthy brand image in the online environment, which can significantly enhance its effectiveness in attracting and retaining customers. In comparison with the findings of this study, it should be emphasized that the sense of conversational human speech in online brand communications contributes to an effective and attractive conversational style in online brand communications.

In the context of modern blogging, visualization plays a key role with a significant impact on the development of creativity and different types of thinking, such as critical and lateral thinking, highlighted by researchers M. Hussain et al. (2021). The process of creating photos or videos stimulates authors to think about design and ways to present content in the most meaningful and attractive way for the blog audience. According to scholars, when creating photos or videos, bloggers actively interact with design elements, taking into account visual aspects and focusing on the interests and preferences of their target audience. This approach contributes not only to more effective communication with readers, but also to the development of blog authors' own creative abilities. It is worth noting that it is also important to consider the contextual features of a particular blog and its audience, as readers' preferences and requirements for visual content may differ depending on the topic and goals of the blog.

Researchers C. Lee and D. Barton (2013) analyzed online language from multiple perspectives, paying attention to its relationship with multilingualism, identity, education, and multimodality. They highlight that online language used on the Internet is a rich environment where different languages are intertwined and users from different cultures interact with each other. This phenomenon of multilingualism in the online environment reflects the diversity of linguistic and cultural practices found in today's information society. In addition, researchers draw attention to the relationship between online language and identity. Online communication provides people with the opportunity to express their identity and belonging to certain social groups through the choice of language, communication style and the use of symbols or memes characteristic of a certain cultural group (Issakova et al., 2023). Thus, it should be noted that the online language used in blogs plays an important role in the formation and expression of individual and collective identity of corporate blogs.

Based on the comparative analysis of the results, it can be concluded that customer interaction, especially through corporate blogs and social media, plays a key role in forming and strengthening relationships with the audience. Effective use of social media and corporate blogs allows companies not only to attract new customers but also to maintain long-term relationships with existing ones, increasing their loyalty and trust in the brand (Shtal et al., 2024; Zaki et al., 2023). At the same time, the structure of the blog and its content should be adapted to the needs and preferences of the audience, which contributes to effective communication and the formation of a positive perception of the brand. Visualization, in turn, plays an important role in the development of bloggers' creativity and thinking, as well as facilitating more effective communication with the blog audience. Thus, for successful communication with audiences in the online environment, various aspects need to be considered, including

the use of social media, creating a conversational style of communication and the active use of visualization.

Conclusions

In the modern information society, corporate blogs are becoming a key tool in the communication strategies of companies in the tourism industry. They not only help establish long-term relationships with customers and partners but also serve as a source of valuable user-generated content that can be used in business analytics and research. However, for maximum effectiveness, it is necessary to consider the linguistic and cultural characteristics of the audience and adeptly adapt content to their needs and preferences. A comparative analysis of Russian-language and English-language blogs confirms the necessity of considering linguistic-cultural factors for successful communication with the audience.

The research conducted a comparative analysis of the Russian-language blog Travelblog.kz and the English-language blog Helpful Resources. The linguistic features of the two blogs differ depending on their target audiences: the Russian-language blog employs a broader range of Russian vocabulary, while the English-language blog uses simpler, more direct expressions. Cultural aspects are taken into account by both blogs, but to varying degrees: the Russian-language blog focuses on traditions and customs, while the English-language one focuses on shared values and trends. The Russian-language blog is oriented towards current issues using humor, while the English-language one focuses on trends and analytical content. Overall, both blogs are successfully used in the tourism industry to interact with the audience and create valuable content, with the success of their communication depending on how well they are adapted to the linguistic, cultural, and communicative characteristics of their audience.

Video, audio, graphics, and other forms of multimedia content are becoming increasingly popular means of attracting audience attention and conveying information. Diverse content may be more accessible and understandable to audiences with different linguistic and cultural backgrounds, thus enhancing interaction with them. Developing a team capable of effectively interacting with a multilingual audience, as well as adapting content and regularly analyzing data, helps companies expand their audience and deepen interaction with them. Therefore, the use of human presence, adaptation of content to cultural characteristics, utilization of multimedia content, and development of corporate blogs in the context of multilingual communication provide companies with a wide range of opportunities to improve interaction with the audience and achieve their goals.

The results of the survey conducted in the research indicate significant interest among residents of Kazakhstan in corporate blogs, underscoring the prevalence of this information format among the audience. However, there is low activity in interacting with the content, as well as a limited number of subscriptions to blog newsletters via email. Overall, corporate blogs are perceived as a reliable source of information, contributing to increased trust in the company, but their recommendation to others remains relatively low.

In further research, it is advisable for researchers to pay attention to the analysis of cultural norms, values, and preferences that may influence the perception of content in different linguistic environments.

Acknowledgement

This research paper was originally prepared by the authors. An AI tool (Grammarly) was used solely to enhance the clarity of specific sections of the text. The authors take complete responsibility for the content, interpretation, and scientific integrity of the research.

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Words: 7217
Characters: 51 476 (29 standard pages)

Nurbanu Zhilkeldi
Faculty of Philology
Al-Farabi Kazakh National University
Almaty 050040
Republic of Kazakhstan
n.zhilkeldi@outlook.com
ORCID: 0009-0001-0107-8008

Olga Kuratova
Faculty of Philology
Al-Farabi Kazakh National University
Almaty 050040
Republic of Kazakhstan
ol_kuratova@hotmail.com
ORCID: 0009-0001-5271-1336

Zhanar Akimisheva
Faculty of Philology
Al-Farabi Kazakh National University
Almaty 050040
Republic of Kazakhstan
akimisheva_zha@outlook.com
ORCID: 0009-0008-5671-2417

Gulzhamal Kortabayeva
Faculty of Philology
Al-Farabi Kazakh National University
Almaty 050040
Republic of Kazakhstan
kortabayeva-gul@hotmail.com
ORCID: 0009-0003-7877-4460

Nurzhan Saparbayeva
Faculty of Oriental Studies
Al-Farabi Kazakh National University
Almaty 050040
Republic of Kazakhstan
saparb.nurzhan@gmail.com
ORCID: 0009-0007-2376-5419