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## THEORETICAL AND METHODOLOGICAL ASPECTS OF STUDYING THE ROLE OF NEW MEDIA IN THE DYNAMICS OF SOCIAL CONFLICTS

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**Abstract.** Digital platforms have changed the way public opinion is formed and influenced. In the context of Kazakhstan, where the society is diverse in terms of ethnical, religious, and socioeconomic backgrounds. The Mass media have become not only a tool for information exchange but a powerful factor impacting the conflict potential as well.

This article is devoted to analyzing theoretical methods of the phenomenon of conflict and media as a tool in the context of social conflicts. The research methodology involves literature analysis, the method of systematic review, and comparative analysis. Moreover, as part of the research, a content analysis of academic journals/publications was conducted, which enabled the examination of Kazakhstan's specific approach in covering the social conflict. According to the analysis, the evolution of conflict theories has demonstrated the necessity to revise these approaches in light of the development of information technologies. The research results revealed the need for further development of both the theoretical and empirical foundations in the field of social conflict studies and its informational component within the Kazakhstani public scientific discourse. The development of research in this area could significantly enrich the understanding of the dynamics of conflict mechanisms, providing new approaches for managing them and preventing negative consequences.

**Keywords:** social conflict, media, information support of conflict, theory of conflict, Kazakhstani scientific discourse

### Introduction

In the context of globalization and rapidly advancing information technologies, the role of media in modern social processes has become indisputable. One of the most significant aspects is the impact of new media on the dynamics of social conflicts. Digital platforms, social networks, and internet resources have fundamentally changed the way public opinion is formed and influenced. Taking into account Kazakhstan, where society is diverse in terms of ethnicity,

religion, and social composition, the media not only serves as a tool for information exchange but also becomes a powerful factor influencing conflict potential.

Traditional theories, which emphasize the struggle for resources, social inequality, and group confrontations, have laid the foundation for further research in the field of social conflicts. However, with the development of information technologies and the emergence of new media, it is necessary to reconsider classical approaches and conflict theories.

In this context, the study of theoretical and methodological aspects related to the influence of new media on social conflicts, particularly in multiethnic countries such as Kazakhstan, is of particular relevance.

## Methodology

*This article* aims to identify and analyze the theoretical and methodological issues related to the study of the role of new media in the dynamics of social conflicts. The research is focused on examining approaches that enable an understanding of how the media and social networks influence the dynamics of conflicts in contemporary society.

*Research Methods.* To achieve the stated objective, a literature review and a systematic review method were employed to analyze theoretical and empirical studies in the field of media and social conflicts. The method of comparative analysis was used to contrast different approaches to studying the role of new media in social processes. Content analysis of academic journals and publications facilitated the exploration of the specificities of the Kazakhstani context regarding the coverage of conflict-related topics.

## Results

Before analyzing the concepts and approaches to studying the role of informational discourse in the dynamics of social conflicts, it is advisable to first examine the evolution of conflict theories and the process of their development as a scientific object. This will provide a comprehensive understanding of the conflict phenomenon, highlight the key stages of its formation, and identify the fundamental ideas underlying contemporary research.

The scientifically grounded study of conflicts developed in the second half of the 20th century, when society faced the need for an in-depth examination of the causes, dynamics, and methods of conflict resolution. A significant factor driving progress in this field was the occurrence of two world wars and numerous local conflicts. Thus, a global need arose to prevent similar catastrophes in the future (*Ritzer, 2010, pp. 145–146*).

It should be noted that prior to this period, conflict was primarily considered in philosophy as part of the general worldview and was explained through everyday notions. The analysis conducted by A. Antsupov and A. Shipilov (2004, pp. 14–20) shows that there was no unified approach among philosophers to understanding the functions of conflict in society. For example, when considering the views of ancient thinkers, Heraclitus perceived conflict as natural, organic, and inevitable. In contrast, Herodotus, Epicurus, and Plato regarded conflicts as destructive, interpreting them through the phenomena of «war» and «peace», as well as just and unjust «violence». Many prominent philosophers of the Middle Ages and modern times pondered the nature of conflict, each offering their own perspective on its causes, essence, and role in society.

Initially, the study of conflicts in the scientific domain focused on practical aspects. Researchers sought to develop practical methods for managing conflicts to minimize their consequences and prevent escalation. Theoretical foundations were less developed at the time. However, the emergence of conflict as a scientific object occurred at the intersection of several disciplines, which explains its interdisciplinary nature. This field integrates knowledge from sociology, psychology, political science, economics, and other areas, thereby creating a broad toolkit for the analysis and management of conflicts.

Conflict theories in sociology emerged in the 1950s as a counterpoint to the dominant structural functionalism of that time. Proponents of functionalism (*Parsons, 1937; Durkheim, as cited in Hawkins, 1996*) focused on the mechanisms that ensured stability, rather than on the causes and factors leading to the emergence of conflict. In this context, conflict was viewed as a destabilizing phenomenon within society.

The *Marxist approach* to conflict had a profound influence on sociology, economics, and politics, forming the foundation for many subsequent conflict theories, including the works of R. Dahrendorf. The central idea of Karl Marx was that conflict arises from contradictions between the interests of two fundamental classes: the bourgeoisie (owners of the means of production), who aim to maximize profit, and the proletariat (wage laborers), who seek to improve their working and living conditions (*Oizerman, 1981*).

In contrast to the Marxist theory, which emphasized economic contradictions and class struggle, *Max Weber* (2016) proposed a more multifaceted approach, examining conflicts through the lens of power, status, and interests.

- *Classes*: Economic inequality and the struggle for resources (similar to K.Marx).
- *Status groups*: Differences in prestige, respect, and social recognition, which can lead to conflicts between groups with different lifestyles or cultural traditions.
- *Power and political groups*: Conflicts over control of power institutions, the distribution of political resources, and governance.

One of the first authors to dedicate his work to studying conflicts and their role in society was *Herbert Spencer*. He argued that conflicts are a natural and necessary element of social order, contributing to its evolution (*Dmitriev, 2000, pp. 10-11*). In this view, conflict helps identify weaknesses and fosters the creation of more resilient social bonds. H. Spencer applied Charles Darwin's principles of natural selection to social systems, asserting that the struggle for existence, competition, and conflict are mechanisms through which society adapts to changes. As a result of conflict, the strong and well-adapted elements of society survive, thus promoting its progress. H. Spencer distinguished between two types of society: military and industrial. In military societies, conflicts were external (between tribes or states) and contributed to the unification of people for defense. In industrial societies, conflicts become internal and are linked to economic competition, class interests, and the struggle for resources.

*Georg Simme* (1903), in turn, emphasized social affiliation as a factor influencing the intensity of conflict. He argued that a sense of identity and belonging to a particular social group (such as ethnic or religious groups) could serve as the foundation for the emergence and intensification of conflicts. This approach is particularly significant in the context of Kazakhstan, where ethnic, linguistic, and cultural differences between various population groups play a significant role in social dynamics and can serve both as a trigger for conflict situations and as a marker for the mobilization of opposing sides. The main idea of Georg Simmel's essay is that conflict is

one of the forms of socialization. Thus, if a social group experiences prolonged stability, it loses its dynamism. A community requires not only constancy but also disharmony. Conflict acts as a mechanism that prevents stagnation in society. It helps uncover hidden problems and disagreements, ensuring progress through their resolution.

*Ralf Dahrendorf* (1990) is one of the key theorists in sociology who developed conflict theory as an alternative to structural functionalism. His approach focuses on analyzing social conflicts as a primary source of change and dynamism in society. He argued that stability and order are not inherent conditions but rather temporary states achieved through the resolution of conflicts. The central concept in his theory is power. As a result, the unequal distribution of power generates conflict. R. Dahrendorf reinterprets Marxist class theory, asserting that class conflicts are no longer limited to relationships between owners and wage laborers. Contemporary conflicts can arise in various spheres, such as bureaucracy, professional groups, and even cultural communities (*«Classes and Class Conflict in Industrial Society»*, 1959). Additionally, R. Dahrendorf paid special attention to the role of interests and positions in conflict theory. Based on his reasoning, one can argue that conflict is an opposition or struggle due to incompatible interests. He also distinguishes between «manifest» and «latent» interests. This distinction is crucial for analyzing and resolving conflicts, especially in today's information society, where the media play a key role. Media, as a communication channel, have enormous potential for uncovering latent interests (*Dahrendorf, 1958*). Consequently, this increases the relevance of studying the role of the media in the dynamics of social conflicts.

A significant contribution to conflict sociology was made by *«The Functions of Social Conflict»* (Coser, 1956). L. Coser examined the structure of conflicts, dividing them into two categories: rational (resources, power, etc.) and irrational (religion, values, nationalism, etc.). According to the author, any conflict provides «immunity» in the social system to similar events. Continuing G. Simmel's idea, L. Coser also asserts the consolidating effect of conflicts.

*Robert Merton*, a representative of structural functionalism, also addressed issues of conflict. His approach differed from the tradition of conflict theory. R. Merton viewed conflicts as dysfunctions that could disrupt the equilibrium of the social system, but in some cases, they could play a constructive role. According to Merton, conflicts may arise when social institutions fail to fulfill their functions properly. Additionally, conflict may sometimes emerge due to the latent functions of institutions. For example, rigid social norms can lead to hidden dissatisfaction, which then escalates into open confrontation. Nevertheless, sociologists, in their subsequent works, not only confirmed the negative nature of conflicts but also advanced positive views on them (*Dmitriev, 2000, pp.65-66*).

A significant contribution to conflict theory was made by *Kenneth Boulding*. He defined conflict as a situation in which the aspirations of one party are incompatible with the desires of the other. K. Boulding was one of the first to mention the universality of conflicts. In his view, despite the complexity of motives, including both latent and manifest factors, all conflicts share similar characteristics, and their resolution methods will be identical. This is because the underlying cause of all conflicts is the incompatibility of the interests, needs, or resources of the parties involved. A more detailed formulation of conflict by K. Boulding is expressed through the principle of «scarcity». According to him, scarcity, both of material resources (territory, power, financial resources, food, etc.) and immaterial resources (prestige, respect, status, etc.), generates competition between parties. Competition, in turn, creates a fertile ground for

conflict. Even in situations where resources seem abundant, the subjective perception of their scarcity may provoke conflict (*Dmitriev, 2000, pp.27-28*).

Thus, the conflict paradigm can indeed be viewed as dichotomous, with its main concepts often presented in terms of opposing categories – constructive and destructive. Therefore, the dual nature of conflict theory increases the relevance of studying both the positive and negative informational impacts on conflict situations.

The authors mentioned above are representatives of classical sociology. They focused on social conflicts related to class differences, inequality, and the social structure of their time. Meanwhile, globalization has introduced changes to the dynamics and nature of conflicts. New forms of influence, including information technologies, have emerged. Today, the media plays a central role in shaping public opinion and mobilization. Consequently, in the current realities and scale of the information space, the theoretical and methodological significance of theories on information society and conflict interaction has become increasingly important. In this context, it is pertinent to examine the concepts of sociologists regarding the «information society». The study of these issues is the focus of the work of the following scholars.

Post-Marxist *Manuel Castells* examines contemporary conflicts in the context of information technologies. In his view, digital gadgets have transformed the nature of social movements, the formation of collective identities, and the methods of resistance to power. In his work «*The Information Age: Economy, Society, and Culture*», M.Castells (2010) analyzes how information technologies reshape power structures, identities, and interactions in a globalized world. While R. Dahrendorf focused on power in its classical sense, M. Castells analyzed power within the network society. In this context, power governs information, capital, and communications. At the same time, ethnic, social, and cultural contradictions are intensified through the information sphere.

Modern economic contradictions, such as unequal access to technology and information, are also considered by M. Castells (1992) as the foundation of many social conflicts. He emphasizes that information technologies exacerbate inequality, creating an «information gap» between different population groups. As the author states, media enable social movements to mobilize resources and people more quickly and efficiently than traditional methods. Empirical evidence supports Castells' conclusions. For instance, the «Black Lives Matter» movement (since 2013) became global due to the dissemination of videos and hashtags on social media platforms like Twitter and Instagram. These platforms helped draw attention to the issue of police violence and racism. The most widespread global response followed the George Floyd incident involving a police officer (*BBC News, n.d.*).

Similarly, the climate protests «Fridays for Future» (since 2018), initiated by Greta Thunberg, spread worldwide through social networks, facilitating the organization of massive global demonstrations (*Fridays for Future, n.d.*). Protesters of the «Arab Spring» (2010-2012) in North African and Middle Eastern countries utilized Facebook and Twitter to coordinate their actions and inform the public about ongoing events. This conclusion is also applicable to the Kazakhstani context. Local conflicts and larger-scale incidents, such as the Korday pogrom (2019) (*Informburo, n.d.*) and the January events (2022) (*Kappasova and Turanova, 2022*), escalated due to the influence of internet resources. According to official statements, provocative materials circulated in the media and the internet contributed to the mobilization of conflicting parties.

*Niklas Luhmann* (2010), analyzing conflicts through the lens of his systems theory, employs the metaphor of the immune system. Just as an organism reacts to threats, so does society

respond to contradictions. The author asserts that contradictions arise during and as a result of communication. In other words, opposition alone does not create conflict; a contradiction becomes a «contradiction» when it is recognized and discussed. People live in a complex world where diverse interests, goals, and expectations collide. Therefore, eliminating contradictions entirely is impossible. Overall, N. Luhmann argues that contradictions and conflicts should not be perceived as catastrophic. They are essential for societal development and the search for new solutions to problems.

In this context, interethnic conflicts in the post-Soviet space serve as an example. During the Soviet era, the ideology of «friendship of peoples» was actively promoted, and ethnic differences and contradictions between various groups were either silenced or not publicly addressed. These contradictions existed but were not discussed, creating the illusion that they were insignificant. After the dissolution of the Soviet Union, the ethnic dimension, influenced by territorial disputes, socio-economic conditions, historical and cultural factors, and the formation of national consciousness and identity, became a significant challenge for the Commonwealth of Independent States (CIS). Thus, after the disappearance of a particular system, accumulated latent issues surfaced and became subjects of public discourse.

Canadian theorist *Marshall McLuhan* (2013) studied how communication media shape world perception, culture, and social relations. In one of his works, he described the world as a «global village» inhabited by «electronic people». According to McLuhan, in this «global village», technologies erase the boundaries between the local and the global. From the perspective of conflict theory, it can be argued that local conflicts rapidly expand their boundaries under the influence of media, increasing the number of participants and scaling potential consequences.

In the context of the interrelation between media and social conflicts, it is also pertinent to consider the conclusions of one of the key theorists of post-industrial society, *Alvin Toffler*. In particular, in his works, A. Toffler analyzed the consequences of modernization. The author defines the effect of rapid changes as «future shock». This concept implies that the rapid transformations occurring in society, including the development of the internet and the vast flow of information, generate feelings of disorientation and anxiety among individuals, as they struggle to adapt to the new social order. This phenomenon is particularly relevant in the conditions of globalization and technological revolutions, where media and communication reshape conventional perceptions of the world, work, and interpersonal relationships.

In the context of analyzing a rapidly changing world, Toffler (1970) introduced another concept: «culture shock». Unlike future shock, which is associated with reactions to accelerated change and information overload, culture shock pertains to encounters with «foreign» cultures or new cultural norms. In the media space, the likelihood of such confrontations increases, reinforcing stereotypical attitudes and xenophobia. Thus, based on the author's assertions, it can be assumed that under conditions of «future shock», media often emphasize differences, stereotypes, and tensions, thereby fostering polarization and social conflict. Similarly, «culture shock» can serve as a trigger or cause for a particular conflict situation.

Based on the above analysis of classical conflict theories in sociology, *Table 1* presents how different theorists have interpreted the nature and role of social conflicts, including their constructive and destructive aspects.

**Table 1. Systematization of the main approaches and concepts to the study of social conflicts**

<b>Author</b>	<b>The concept</b>	<b>The main idea</b>
T. Parsons	Structural functionalism	Conflicts disrupt social equilibrium; thus, mechanisms for integration and conflict prevention are essential.
E. Durkheim	Anomie	Conflicts lead to social disorganization and the breakdown of norms.
K. Marx	The class struggle	Class conflicts arise from contradictions between the interests of capitalists and the proletariat.
M.Weber	Conflict of interest	Social conflicts emerge due to the struggle of various groups for power, status, prestige and economic resources.
G. Spencer	Social Darwinism	Competition between different social groups or individuals contributes to progress and societal improvement. As a result, the fittest (strongest) survive, while the weak disappear.
G.Simmel	The sociological approach	Belonging to a particular social group (e.g., ethnic or religious) can intensify conflicts, as feelings of identity and affiliation become powerful factors capable of triggering or exacerbating social contradictions.
L. Koser	Conflict functionalism	Social structures that appear stable require a certain degree of conflict to maintain equilibrium (immunity).
R.Dahrendorf	Conflict of power	Conflicts are inevitable since power and authority are always distributed unequally, leading to tensions between dominant and subordinate groups.
R. Merton	Dysfunctions	Conflicts generate social dysfunctions that threaten the stability of the system.
K.Boulding	Theory of social conflicts	Conflicts do not always lead to destruction but can be necessary for changes in social structure. Competing for resources, opposing parties engage in confrontation, which generates conflicts.
M.Castells	Information Society	Conflicts in the era of information technologies are associated with struggles for control over information, communications, and technological resources.
N. Luhmann	A systematic approach	In various societies, numerous contradictions exist, but contradictions transform into conflict when they attract attention – when a contradiction becomes a subject of communication.
M. McLuhan	Media determinism	In the «global village» concept, networked communities erase their boundaries, and local events quickly transition into global ones. Media influence public consciousness, altering perceptions of reality and contributing to the emergence of new social conflicts related to cultural and identity changes.

E. Toffler	«Shock of the future» «Shock of culture»	Rapid changes in social and economic structures, such as labor automation, shifts in social order, instability, and overwhelming information flow, can cause feelings of uncertainty. «Culture shock» implies an increasing social distance between different cultural norms, which also serves as a potential conflict trigger.
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Contemporary foreign research in the field of media and conflict often focuses on international conflicts, particularly those already in the stage of armed confrontation. A review of articles in the scientific information database «ResearchGate» has revealed the most popular conflict-related topics in this context. Among them, special attention is paid to the informational support of the conflict between Russia and Ukraine, the analysis of the influence of social networks on public perception of the Israeli-Palestinian conflict, as well as other popular cases such as the civil war in Nigeria, the Armenia-Azerbaijan conflict, the Arab Spring and others. In the empirical part, authors predominantly use methods such as expert surveys, content analysis, and frame analysis based on specific social networks (Facebook, Twitter, Telegram) and news portals (BBC, CNN, and other local news agencies). The phenomenon of echo chambers – limited information environments created by social network algorithms – is actively studied.

Significant influence on media research, particularly on the study of the role of media in conflict processes, has come from the works of D. Bryant, A. Gavrilov, S. Kara-Murza, S. Zelinsky, and A. Manoylo.

In the field of mass communications, there is an enormous amount of scientific research that allows for a deeper understanding of the media's involvement in various aspects of conflict situations. For instance, the topic is extensively analyzed in the works of Ekaterina Basilai (Ukraine) and co-authors, K. Greenwood (USA) and D. Jenkins (USA), W. Lance Bennett (USA), and others. These studies demonstrate how the media shape public perception of military actions, influence their legitimization, and contribute to the informational strategies of the conflict parties.

The coverage of popular uprisings in the media is explored in the works of G. Wolfsfeld (Israel). His research emphasizes how the media participate in setting the agenda for protest movements, influencing their success or failure, and how journalists can directly affect the course of events.

#### *Content Analysis of Kazakhstani Journals*

To study the specific features of conflict coverage in Kazakhstan, a content analysis was conducted on publications included in the list recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan (CFQASHE of the MSHE RK), in the field of «Sociology». According to the list from January 17, 2024, two journals were analyzed: The Journal of Psychology & Sociology. Bulletin Al-Farabi Kazakh National University and Bulletin of Eurasian National University named after L.N. Gumilyov. Series: Pedagogy. Psychology. Sociology.

Since the topic of conflict is interdisciplinary, the content of journals from the list of the CFQASHE of the MSHE RK from January 17, 2024, in the field of «Political Science» was additionally examined. Thus, four journals were considered in total.



- «Kazakhstan-Spectrum» (The Kazakhstan Institute for Strategic Studies under the President of the Republic of Kazakhstan (KazISS));
- «Bulletin of the L.N. Gumilyov Eurasian National University. Series: Political Sciences. Regional studies, Oriental studies. Turkology»;
- «Bulletin of KazNU. A series of philosophy, cultural studies and political science»;
- «Adam Alemi».

The analysis covers publications from 2021 onwards, as these journals were included in the list of the CFQASHE of the MSHE RK starting from that year. The archives of these journals are available in electronic format on their official websites.

This approach allowed for the identification of key features and research directions related to conflicts within various disciplinary fields.

The content analysis was conducted using the following keywords in Kazakh, Russian, and English: konflikt/conflict/kaktygys/shielenis, media/media, socseti/social'nye seti/aleumettik zheli/social media, internet/internet, novye tehnologii.

The results of the search for scientific publications based on these keywords helped to create a database of articles. For relevance, articles addressing the influence of media on political attitudes, actions, media consumption, information culture, etc., were excluded. Only materials reflecting the phenomenon of conflict were considered.

Thus, over the established period from 2021 to 2024, 7 articles were published in the field of conflict studies.

*In Russian:*

1. Altybayeva, J. (2024). Methodology of conflict study. Features of the study of conflicts in the post-Soviet space. Bulletin of the L.N. Gumilyov Eurasian National University. Series: Political Sciences. Regional studies, Oriental studies. Turkology, 147(2), p. 116-126
2. Bakirlanova, A. (2023). The impact of conflicts in world politics on the values of modern society. Bulletin of the L.N. Gumilyov Eurasian National University. Series: Political Sciences. Regional studies, Oriental studies. Turkology, 142(1), p. 29-36
3. Tanagozov, S., Ibragimova, G. (2022). The Syrian conflict in the context of confrontation between regional and global players. Bulletin of the L.N. Gumilyov Eurasian National University. Series: Political Sciences. Regional studies, Oriental studies. Turkology, 141(4), p. 97-114
4. Ismailov, E. (2023). The role of socio-psychological factors in social and labor conflicts in Kazakhstan. Kazakhstan-Spectrum, 108(4).
5. Asanbayev, M. (2023). Social and linguistic conflict in the media field of Kazakhstan. Kazakhstan-Spectrum, 106(2).

*In Kazakh:*

6. Akhmaganbetov, R. (2021). Views of political and philosophical trends related to the land conflict and its status. Adam Alemi, 90(4), p. 123-132.
7. Abdukhalyk, J. (2022). The political culture of youth and its role in the transformation of conflicts. Adam Alemi, 94(4), p. 69-77.

Subsequently, each keyword was analyzed separately for each article. Since there were no english articles, the keywords in English were not included in the analysis. As shown in *Table 2*,

only three out of seven articles mention terms such as «internet», «new technologies» (novye tehnologii), and «media». Based on this, it can be asserted that the attention of researchers published in these journals is primarily focused on more traditional and local aspects of conflicts, particularly on the social and political dimensions. These results indicate that the topic of the influence of the internet and media on conflicts is either very limited in scope or not recognized as significant in the context of Kazakhstani research.

Key words	The number of articles where the keyword is mentioned
konflikt (конфликт)	5
kaktygys/shielenis/dau (қақтығыс/ шиеленіс/дау)	2
media (медиа)	1
socseti/social'nye seti (соцсети/социальные сети)	–
aleumettik zheli (әлеуметтік желі)	–
Internet (интернет)	1
novye tehnologii (новые технологии)	1
zhana tehnologijalar (жаңа технологиялар)	–

## Conclusion

The analysis of classical conflict theories undoubtedly confirms that, despite their destructive consequences, conflict plays a key role as a driving force for change and progress. However, the characteristic feature of these concepts is that they view conflict as a structured and relatively predictable phenomenon. Modern sociological theories, on the other hand, emphasize the changing nature of conflict processes. Globalization and the rapid flow of information are transforming the usual patterns of social interactions, particularly conflicts, into a more complex structure. In this context, the media become not just a communication channel, but full-fledged participants in the conflict, playing the role of co-constructors, co-organizers, and even instigators, creating a space for conflict and influencing its dynamics.

The analysis of the Kazakhstani scientific field within the journals included in the list of the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan has demonstrated that both the scientific and empirical relevance of social conflicts and the influence of media on conflict dynamics require further development. Several factors may precede this. First, interdisciplinarity: the study of this topic requires the integration of knowledge from various fields. Second, ethical concerns in the coverage of conflict cases, especially when dealing with sensitive or potentially dangerous situations for public order. Third, the insufficient development of empirical research in Kazakhstan in this area. Currently, studies on social conflicts and the influence of media on their dynamics remain limited due to a lack of statistical data, extensive content analysis, and deep field research in the open scientific field.

Thus, the relevance of studying conflicts in Kazakhstani society is increasing. Considering the pervasive involvement of the media and social networks in social interactions, the study of the influence of media on conflicts in Kazakhstan requires further research, which should take into

account the peculiarities of local and global media spaces, as well as the ethical and cultural aspects in the coverage of conflict situations. The development of empirical and theoretical research in this area could significantly enrich the understanding of the mechanisms of conflict dynamics, providing new approaches for managing them and preventing negative consequences for society.

### Authors' contribution

**Karim Zh.K.** – summarizing the material on the topic, writing an article, conducting an analysis and preparing a literature review.

**Mukhambetova K.A.** – general management of the research process, definition of the strategic direction of the article, editing, and approval of the final version of the article for publication.

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## **ӘЛЕУМЕТТІК ҚАҚТЫҒЫСТАР ДИНАМИКАСЫНДАҒЫ ЖАҢА МЕДИАНЫҢ РӨЛІН ЗЕРТТЕУДІҢ ТЕОРИЯЛЫҚ ЖӘНЕ ӘДІСНАМАЛЫҚ АСПЕКТІЛЕРІ**

**Аңдатпа.** Цифрлық платформалар қоғамдық пікірді қалыптастыру және оған әсер ету тәсілін түбегейлі өзгертті. Этникалық, діни, сондай-ақ әлеуметтік-экономикалық құрамы жағынан алуан түрлі қазақстандық қоғам контексінде медиа ақпарат алмасу құралы ғана болып қана қоймай, сонымен қатар қақтығыс әлеуетіне әсер ететін қуатты факторға айналууда.

Бұл мақала қақтығыс пен әлеуметтік қақтығыстар контексіндегі құрал ретінде медиа феноменіне теориялық көзқарастарды талдауға бағытталған. Зерттеу әдістемесі әдебиеттерді талдауды, жүйелі шолу әдісін, салыстырмалы талдауды қамтиды. Сондай-ақ, зерттеу аясында ғылыми журналдарға/басылымдарға контент-талдау жүргізілді, бұл әлеуметтік қақтығыстар

тақырыбын жариялау бойынша қазақстандық ерекшелікті зерделеуге мүмкіндік берді. Талдауға сәйкес, қақтығыс теорияларының эволюциясы ақпараттық технологиялардың дамуына байланысты классикалық тәсілдерді қайта қарау қажеттілігін көрсетті. Зерттеу нәтижелері әлеуметтік қақтығысты және оның ақпараттық құрамдас бөлігін зерттеу саласындағы теориялық және эмпирикалық базаны қазақстандық ғылыми ортада одан әрі дамыту қажеттілігін анықтады. Осы саладағы зерттеулердің дамуы қақтығыстар динамикасының механизмдерін түсінуді едәуір байытып, оларды басқарудың және жағымсыз салдарын алдын алу жолдарының жаңа тәсілдерін ұсынуға мүмкіндік береді.

**Негізгі ұғымдар:** әлеуметтік қақтығыс, медиа, қақтығысты ақпараттық сүйемелдеу, қақтығыс теориясы, қазақстандық ғылыми дискурс

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## **ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКИЕ АСПЕКТЫ ИЗУЧЕНИЯ РОЛИ НОВЫХ МЕДИА В ДИНАМИКЕ СОЦИАЛЬНЫХ КОНФЛИКТОВ**

**Аннотация.** Цифровые платформы кардинально изменили способ формирования общественного мнения и воздействия на него. В контексте Казахстана, где общество разнообразно как по этническому, религиозному, так и по социально-экономическому составу, медиа становятся не только инструментом для обмена информацией, но и мощным фактором, влияющим на конфликтный потенциал.

Данная статья посвящена анализу теоретических подходов к феномену конфликта и медиа как инструмента в контексте социальных конфликтов. Методология исследования включает анализ литературы, метод систематического обзора, сравнительного анализа. Также в рамках исследования был проведен контент-анализ научных журналов/изданий, который позволил изучить казахстанскую специфику по освещению темы социальных конфликтов. Согласно анализу, эволюция теорий конфликта продемонстрировала необходимость пересмотра этих подходов в связи с развитием информационных технологий. Результаты исследования выявили необходимость в дальнейшей разработке как теоретической, так эмпирической базы в сфере изучения социального конфликта и его информационной составляющей в казахстанском публичном научном поле. Развитие исследований в этой области может значительно обогатить понимание механизмов динамики конфликтов, предоставив новые подходы для управления ими и предупреждения негативных последствий.

**Ключевые слова:** социальный конфликт, медиа, информационное сопровождение конфликта, теория конфликта, казахстанский научный дискурс.

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