



ANALYSING THE DISCOURSE OF PROFESSIONAL ORIENTATION IN ENGLISH AND RUSSIAN IN SOCIAL NETWORKS

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Abstract: In this work, the analysis of professional orientation in social networks in English and Russian languages is presented, which identifies prevailing topics and thematic discussions in these languages. English posts are self-promoting, which reflects American cultural characteristics, while Russian content is about the overall evolution of society as a complex and a team. In this way, by conducting the thematic analysis of the posts specially chosen for career advice and professional development, this study emphasizes the cultural background of the messages related to the career guidance. The results inform educators, career counsellors, and policymakers of the differences in self-efficacy changes and argue for culturally responsive professional learning programs.

Keywords: professional orientation, social media, discourse analysis, cultural influences, career guidance

Introduction

In the context of information exchange through the Internet, professional orientation is especially significant as a person's work experience and choice of occupation depends on the information submitted to the social network. These platforms help share career information and other professionals related information making them essential in individual and group development in today's global world. The univariate of this study is to find out the common and distinctive features in the discursive analysis of professional orientation in English and Russian languages to understand how cultural factors might affect communication tactics and the definition and perception of career advancement in different linguistic environments. Through examination of information shared on the social media platforms, the study aims at increasing the existing knowledge of the process that take place in the professional practice in the different cultures.

Literature review

Minyar-Beloroucheva et al., examined the linguistic features that characterise the Public Relations (PR) domain on English and Russian social media. Applying contextual and semantic approaches as well as comparative analysis the language functions in PR communications were investigated; At the same time by using the theoretical findings from pedagogy, psycholinguistics, cultures the linguo-didactic view at PR discourse was analyzed [3, p.541]. It is actually found that, abbreviated forms are crucial in the formation of PR language as the RACE formula (Research, Action, Communication Evaluation). With PR activities moving to the online space the element of interactivity underlines one of the major strategies in Web 3.0—audience feedback and engagement. Therefore, the language education needs to change in a way that would prepare future PR specialists for the task. The study also affirms the application of hypertext technologies in facilitating communication through amalgamation of different semiotic systems, increase the audience interest [3, p.544-545].

The absence of conflict between ethnic groups was examined by Chelysheva and Mikhaleva with regards to Russian and English language media education at the end of the twentieth century through content analytic and theoretical integration methods [1, p.17]. They evidence the change in the Russian Federation from mononational concept in the Soviet paradigm approach to the personality-oriented and multicultural education by the end of the 1990th as result of their researches. At the same time, it became noticeable that there is a considerable lack of published Russian works on the subject of media education as a tool for raising interethnic tolerance. On the other hand, the English speaking countries opted for sound multicultural education processes that called for media education needed for minority students, stressing on urgent critical thinking and techniques useful when studying media [1, p.26].

Juzefovičs Vihalemm depicted the ways in which the Baltic Russian-speaking minority finds ways to defend oneself through the use of jokes as a result of politically sensitive utterances. In only 3 subparagraphs using thematic coding and discourse analysis of such SNS profiles, the work elucidates how humor is digital citizenship and protest against marginalization [2, p.6]. Outcomes demonstrating users employ humor to reject labeled categorizations by political elites are significant. That means that about one-third of posts were of political satire in Latvia and in Estonia it was about one-fifth. These comedic actions allow multiple forms of subversion and help to perform various identity-work. These meanings turn severe political declarations into a trivial show; thus, users express their powerful interests in the given topics, de-politicizing contentious problems and developing the discursive civic independence [2, p.9-10].

Methods

3.1. Research design

The study utilized a qualitative research design to explore the discourse of professional orientation in English and Russian social media. This approach was chosen to gain deeper insights into the themes, language use, and cultural nuances present in the posts, allowing for a

comprehensive understanding of how professional development is communicated across different linguistic contexts.

3.2. Data collection

Data were collected from Dzen for Russian posts and LinkedIn for English posts, focusing on career advice and professional development tips. The selection criteria included posts that demonstrated significant engagement, such as likes, shares, and comments, ensuring that the analyzed content reflected diverse perspectives and resonated with a broad audience.

3.3. Analytical framework

The analysis employed thematic analysis as the primary analytical method, allowing for the identification of key themes and patterns within the discourse. Data were systematically coded based on recurring topics, rhetorical strategies, and cultural elements, facilitating a structured comparison between the English and Russian posts and highlighting the distinct characteristics of each discourse.

3.4. Sample description

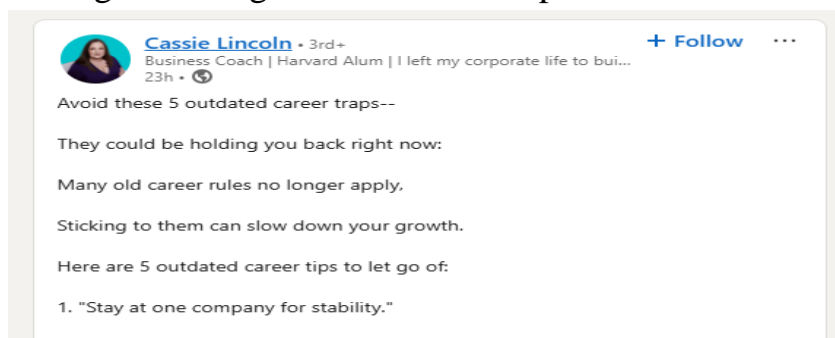
The sample consisted of 4 posts, with four sourced from English-language platforms and four from Russian-language platforms. These posts represented a variety of users, including career coaches, professionals, and educators, reflecting diverse demographics and experiences in professional development. The selection aimed to capture a wide range of insights into the discourse surrounding career orientation in both linguistic contexts.

Results and discussion

4.1. English career advice post

Figure 1 shows the post selected for this category has been published by Cassie Lincoln and it is shown in the figure 1 below. The analysis indicates opposing trends in the posts with professional orientation in general and in the English marked posts referred to the violation of traditional career norms in particular. Other key trends are viewing jobs hopping as a strategic move for career advancement, emphasising the custom nature of resumes focusing on relevant experience and not career chronology, and the integration of soft skills into valued career competencies reflecting corresponding resume trends. Moreover, the concept of having non-linear career paths is adaptive and involves making risk management decisions an important factor of career planning current to the modern world and its continuous learning.

Figure 1: English career advice post on LinkedIn



Source used: LinkedIn social platform

4.2. English professional development tips

Figure 2 shows us the post that falls in this category and which was done by Ayo Ajayi. The assessment of English professional development tips shows important patterns in goals and career development discourse. This post by Ayo Ajayi is focused on the idea that everyone should promote self-improvement in many spheres of life and career, so people should set specific targets for 2025 concerning career, finance, education, contacts, and health. Main themes are skill building involving tangible actions like finding a role model and preserving learning; personal finance and creating supportive infrastructure. Also, the highlight of health and wellness as part of the person and work success demonstrates a progressive paradigm of human growth, as people’s subsequent goals are closely linked to their career goals as part of today’s work.

Figure 2: English professional development tips post on LinkedIn

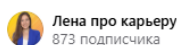


Source used: LinkedIn social platform

4.3. Russian career advice post

For this category an article called “Как успеть изменить жизнь в 2024 году: The survey on “4 rules of career success” was conducted from Dzen, social media platform (fig 3). They reveal some main shifts in the discourse of the professional orientation process. Points to ponder concern utilization of a never-stop-learning attitude, which is critical because it implies that sometimes it is necessary to admit that one does not know enough to advance in a specific profession. The post also discusses the importance of bragging and toasting success and accomplishments to rid society’s beliefs that devalue the act of promoting oneself. Moreover, branding and networking are in line with a postindustrialist approach to career advancement where besides the possession of certain skills, one must learn how to market those skills and manage relationships in a work environment.

Figure 1: Russian career advice post on Dzen

Лена про карьеру
873 подписчика

Подписаться

Как успеть изменить жизнь в 2024 году: 4 правила успеха в карьере

4 минуты · 23 прочтения · 13 сентября

За последние три года мои публикации про карьеру посмотрели больше 3 000 000 человек, я провела больше 500 консультаций, и огромное число людей пришли на мои мастер-классы, вебинары и курсы.

В этой статье я поделюсь 4 важными выводами, которые напрямую влияют на ваш карьерный успех и которые я сделала, общаясь с клиентами и подписчиками.

Source used: Dzen social platform

4.4. Russian professional development tips

For this category an article named “8 примеров для постановки целей профессионального развития на работе” was selected from the Dzen social media site (figure 4). Overall, the analysis presents vital trends in the course of the discussions regarding goals and promotion in the organization. The post also gives a small lesson that goals should not be just confined to everyday work but also be related to personal as well as team growth, this once again underlines the two types of goals, personal and organisational. Some emerging patterns are personal goals to be considered as crucial to sustaining productivity and professional development, as well as to be aligned with the employee needs and aspirations. The article also emphasizes such aspects of activity as constant feedback and activity aimed at improving skills as major prerequisites for career success, the provided example reflects a vast vision of career enhancement, which embraces individual self-promotion and collective team progress.

Figure 1: Russian professional development tips on Dzen

8 примеров для постановки целей профессионального развития на работе

10 минут · 2445 прочтений · 9 апреля 2023



Source used: Dzen social platform

4.5. Comparison of English and Russian Discourse

Having compared the existing English and Russian discourse on professional orientation, it was observed that the themes and some of the strategies are comparable but may also differ.

Both languages stress the aspects of individual change, objectives' setting, and learning success; yet, more self-centered strategies' dominance appears in the discourse of English language, whereas relatively to that, a Russian discourse emphasizes the aspects of a group development importance and team characteristics. Further, it was also found that the posts written in English might have conversational and motivational undertone, while the articles written in Russian might contain didactic and authoritative tone, as they are providing career advice.

In both the linguistic contexts, it was found that culture has a strong influence on the professional orientation and the modes of operating social media communication. The values of the beginning of the English-speaking culture of self-promotion and advocacy reflect the overall tendency of modern cultures individualism and flexibility in career portfolios. On the other hand, the Russian discourse values teamwork, and humbleness and primacy of team results which could be due to Russian cultural norms which frown on individualism and personal achievements in the working environment.

4.6. Practical Implications

These results can help educators, career counselors and policymakers by suggesting that professional development needs to be culturally-sensitive. In English Speaking Organization Programs which motivate self advertising and even personal goal setting could be of help while in Russian Organization Programs which foster teamwork, collective achievement of goals and individual development under a group umbrella could produce better results. Further, such cultural knowledge can improve the design of career workshops and resources, which can be beneficial for different cultural groups.

Several limitations were observed which may partly impact on the research findings; these are; The approach that the research took was rather restrictive and the fact that the study focused only on selected social media post in a given language which may not a true reflection of the whole discourse. Moreover, only a small selection of posts was analyzed, and the prevalence of identifiable phenomena may not have been consistent with the presented results; the variation within each linguistic community was also probably underestimated. Such factors may restrict the scope of generalization of the results and indicate the necessity of further investigations to focus on a greater variety of sources and points of view.

Conclusion

The paper demonstrates that the professional orientation announcement differs significantly between the EN and RU social networks and specify that the EN one promotes individual accomplishment and self-aggrandizement and decreased emphasis on the group's welfare, compared to the RU platforms. These ideas are important to comprehend how culture constrains career consulting and professional development approaches within a digital environment. Further research could be done with regards to other languages and dialects or other specialized professional domains in order to have a wider perspective on the ability of the language of the professionals all around the world. Finally, knowing the specifics of professional orientation in digital communication is critically important for employees, who

want to get professional advice to succeed in their careers, as the proposed approach defines how a person can work in the context of globalization and digitalization processes.

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