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Features of the Use of Visual and Textual Narratives: New Media, Literature and Scientific Journals

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Abstract

The study of the integration of visual and textual narratives is one of the most relevant topics in the period of continuous development of modern digital technologies. They are important elements of digital media. The integration of visual and textual narratives enhances the perception of information, improves communication with the audience, and increases the impact of the content. However, it can be seen that there are problems in this area in terms of coherence and coherence, in terms of manipulation and disinformation, on the technological and aesthetic side. In this research paper, we will consider visual and textual narratives in three areas. The first of these is the integration of visual and textual narratives in the context of new media, while the second is the features of visual and textual narratives in literature. And the third analyzes the transformation of visual and textual narratives in scientific journals. In the process of considering visual and textual narratives in these three areas, we will try to determine which direction has priority by comparing them. These studies allow us to draw certain conclusions about the integration of visual and textual narratives. On the theoretical basis of the research work, the features of visual and textual narratives in social networks in the direction of new media were considered. And on the integration of visual and textual narratives in literature, attention is paid to the works of Kazakhstani literati. Innovative elements in scientific journals are differentiated. This is because their interactivity, hypermediality and algorithmic nature are essential for understanding visual and textual narratives in social networks, literature, science.

Keywords: Visual Narrative, Textual Narrative, Integration, Social Media, Digital Technology, Literature, Scientific Journal.

Introduction

In the digital age in the age of globalization, the perception and distribution of information has undergone rapid changes, and the role of multimedia content has become increasingly stronger. Especially in communication on social networks, the interaction of visual and textual narratives has become an important phenomenon. In the context of the information society, while textual content remains a traditional tool for effective communication with the audience, visual elements have become a powerful tool that enhances its impact and facilitates perception.

The integration of visual and textual narratives in literature is also one of the most important areas of modern literary trends. This integration enhances the effect of the narrative through the interaction of the text and visual elements, offering the reader new ways of perceiving the work.

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The integration of visual and textual narratives affects the structure and content of information and changes the reader's perception strategy. The combination of visual and text components through social media posts, infographics, video content and storytelling elements allows you to increase the integration of information. This phenomenon has been widely used in the fields of Journalism, Advertising, Media and digital communication, and even literature and art.

Integration of visual and textual narratives – increases system efficiency, ensures compatibility and opens up new opportunities. If integration is the Union, Mutual combination and formation of a single system of various elements, structures or systems, then in this scientific article we will consider the features of the integration of visual narrative and textual narrative in social networks and literature.

We will analyze in comparison the influence of visual and textual narratives on different information platforms and content types in New Media. In addition, we will pay attention to the features of visual and textual narratives in literature. We will discuss innovative elements related to visual and textual narratives in humanities – related journals in the Scopus database, a unique platform that indexes scientific literature from around the world.

The purpose of the study is to identify the mechanisms of integration of visual and textual elements in the above three areas and analyze their communication effectiveness. This study provides an in-depth understanding of the role and significance of visual-textual narratives and contributes to the development of new strategies in the field of Humanities, including Social Science.

Literature Review

In the process of differentiating the opinions of scientists studying the topic of visual and textual narratives, we see that visual information is much more influential than text. According to researchers such as Imran Shafiq Ahmad, Havish Kadiyala, Boubakeur Boufama (2021), information is an integral part of our lives and tends to convey much more detail than both speech and text. In addition, the visual representation of the plot usually leads to the conclusion that it is more attractive and believable. They also claim that it is also useful in a variety of applications such as incident/crime scene analysis, education, and treatment of various psychological or psychiatric disorders such as post-traumatic stress disorder.

Boscarino Jessica (2022) argues that visual effects are easier to understand, dramatic, and remember than text, suggesting that visual stories can have a greater impact on political views. Scientists have proven that the brain has faster access to images, i.e. visual information, than to text (Barry, 1997; Graber, 1996).

Keats Patrice (2009) examines relays to the description of the three types of texts (written, oral, and visual) and examines the challenges and benefits of using texts. Researchers Bateman John and Wildfeuer Janina (2014) tried to demonstrate the specificity of visually transmitted information, formulating a model of discursive pragmatics.

Among the visual and textual narratives, there are also false narratives. For example, misinformation about health status can distort people's perceptions of health and related behaviors. The fight against such disinformation has become a common concern of the entire society, according to researchers Liang Chen and Hongjie Tang. Such narrative messages that call for fear are effective in helping health experts correct misinformation about health spread online among the general public. A threat in a message can trigger an emotion of fear due to

identification with a narrative character (Chen, Tang, 2022).

In addition, you can pay attention to the scientific article «Narrative theory, literature, and new media: narrative minds and virtual worlds» dedicated to this topic (Fell & Lukianova, 2019).

There are also a few scientists in Kazakhstan who are interested in the integration of visual and textual narratives. For example, in articles published in the Journal «Pedagogical series» of Toraigyrov university, research on this topic is found. In particular, Baltabaeva N.S. and Panzabek B.T. (2024) in their article «The role of leadership in teaching Kazakh literature» discuss methods of working with the text in teaching Kazakh literature. These studies look at the relationship between visual and textual elements in the educational process.

Materials and Methods

Research materials. The study analyzed works of literature and multimedia products in new media that combine visual and textual narration. Literary works with elements of visual narrative, new media content, as well as visual innovative elements in scientific journals are considered as research material.

Research methods. To achieve the objectives of the study, a comprehensive methodological approach was used, including: content analysis, methods of comparative analysis. The former are effective for the study of textual and visual elements in literary works and media products, as well as allow you to analyze the ratio of text and image, their functions and influence on the perception of the audience. The comparative method is used to clearly see the features of visual narratives and textual narratives and to facilitate the identification of their advantages. In addition, a sampling method was used to assess innovation potential in scientific journals with high indicators at CiteScore and Quartile (Q1), to consider innovations in the direction of visual narrative in it.

Results

Integration of Visual and Textual Narratives in the Context of New Media

The current stage in the development of information and Communication Technologies is characterized by a sharp increase in the social component of new media. Media can use various narrative formats, both cultural and scientific, including movies, drama series, animation, serious games, graphic novels, humanitarian medicine, and oral histories (Hayvon, 2024).

Social intelligence is actively integrating into popular virtual social networks and new media. Popular social networks today, including YouTube, Facebook, Instagram, Tik-Tok, occupy a special place in New Media. They are not only a means of exchanging information, but also a space for people to express their thoughts, creativity and vision. Their study is effective in demonstrating their leading role in modern society and demonstrating their ability to predict and shape the future (Natale, et al., 2019). The visual and textual narrative on these platforms is an integral part of this digital media, forming its most important and fundamental elements. There are areas where the visual narrative is most used (Table 1). It carries information through videos, graphics, infographics or video materials, aims to attract the attention of the audience and make an emotional impression. Also, in journalism, including in the field of new media, narratives are used to convey information about an event or issue.

Social	Journalism	Marketing and	Science and	Cinema and
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networks		advertising	education	animation
On platforms such as Instagram, TikTok, YouTube, the visual narrative is carried out through posts and storylines. Content creators convey stories impressively through videos, photos and animations	In digital media, multimedia articles and documentaries demonstrate the power of the visual narrative. Infographics, photo projects and interactive maps are often used here	Marketing and advertising: visual storytelling helps brands connect with their audiences. Commercials, brand animations, or photo shoots depicting the history of a product are examples of this	During online courses and webinars, it is possible to convey information in a clear and memorable way through infographics, presentations and animated videos. These approaches are also used when writing scientific articles	These areas include the most developed types of visual narratives, especially effective in terms of plot creation and the formation of the viewer's emotional experience

Table 1. Areas Where Visual Narrative Is Widely Used

We will consider the visual narrative in social networks among the five areas indicated in this table. Social networks have become not only the main means of obtaining information in the modern process of globalization, but also the main means of disseminating information and creating feedback with society. It is visual information that makes up the majority of data in the information space. The most fundamental feature of visual information is that it is easy to perceive. This is due to the fact that such information is quickly seen, quickly remembered and does not require a certain amount of effort. Even some visual information will not have the need for literacy or even linguistics (for example, photos). One of the notable differences from traditional means of communication is the ease of including visual elements in social media messaging (Boscarino, 2020).

Currently, young people are actively using new media, especially social networks. It is on these platforms that they primarily read the news. These platforms are also a tool for expressing opinions about current events and participating in political life. Thus, online media provides huge opportunities and advantages, but also new challenges in terms of safe information consumption and public opinion formation (Feio & Oliveira 2024).

Visual narratives in New Media have a special priority over textual narratives. This is due to the fact that most of the social networks are made up of photo and video materials. However, in some information on social networks there are moments when the meaning of visual information cannot be determined without text. For example, the information below on the Facebook platform (<https://www.facebook.com/share/p/12JmCcPLh66/>) without the text, the meaning was unclear. The picture shows Lee Jong-jae, the actor who starred in the South Korean TV series «The Squid Game», which has become the most popular show on social media in recent years. It only gained full meaning after the integration of visual narratives and textual narratives (Figures 1 and 2). The special power of influence of visual information lies in its cognitive and emotional influence. This affects the changes aimed at public consciousness and contributes to

the formation of new values. The accessibility, diversity and user orientation of social networks will strengthen its role in communication and dissemination of information.



Figure 1-visual information without text (image from Facebook platform)

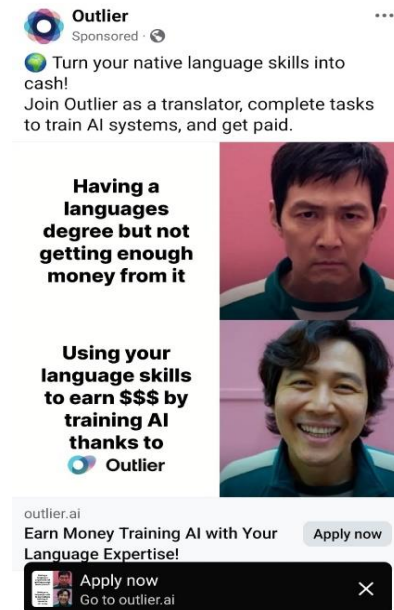


Figure 2-visual information along with text (image from Facebook platform)

These two images provide visual information without text and visual information with text. When we see the first picture without text, we do not understand why the person in the picture is depressed and why it is cheerful in the second picture. Various assumptions can be made about this. But, when the text is added to the visual information, the author's goal is clearly visible. That is, it can be concluded that any text helps to reveal the meaning of visual information, and visual narratives and textual narratives complement each other. This example shows how important the integration of visual and textual narratives is.

Regular users of social networks believe that professional bloggers believe that the visual and technical quality of content contributes to its recognition at the international level. Therefore, Kazakhstani producers and content creators do not invest in its quality and visual professionalism in order to make a profit on the platforms. They are used by engaging interactive new media as a means of storytelling (McVeigh, 2011). For example, by using on-screen mapping techniques and allowing users to interact with the presented materials, powerful new opportunities can be created for the exchange of ideas and arguments (Aston, 2008). Another example, according to the producer of the project «Irina Kairatovna» Almas Zhali: «thanks to marketing financing, Kazakhstan has long surpassed Russia among the CIS countries in terms of visual beauty and quality of Kazakh content» (Akhmetzhanov).

We find that visual style is often used on YouTube channels. That is, minimalism. Many channels follow a minimalist visual style that is simple and uses few elements. This style focuses attention on the main idea of the content and does not bother the viewer with unnecessary information. For example, the Kazakh YouTube channel Nurbek Bekbau

(www.youtube.com/@НурбекБЕКБАУ) based on reports and documentaries. Based on a visual narrative, this channel groups the programs that the author has hosted on different TV channels. Автордың әңгімелеу стилі контентті тартымды және қарауға қызықты етеді. You can watch his videos "the risks of independence", "let's turn a Kazakh into a traveling traveler" and others. The videos feature a long and slow tempo in terms of episodic structure. Some videos are made in a long format, where information is transmitted at a slow pace. We see that this style is often used in analytical, documentary films and meditative content. At the same time, dynamic and bright graphics are observed. Bright colors, fast transitions, dynamic effects are often used in video content. Considering the flow of information in this channel as the main software action (Wang, et al, 2013), it can be concluded that the dynamic effects rendering style makes the content more interesting and attractive to viewers. Considering that the majority of the author's videos uploaded to the channel were filmed on national TV channels, we can see that it is well done in terms of its technical style. In professional channels, high-quality video, clear sound and professional editing are mandatory elements. The use of high-quality video and sound increases the viewer's confidence in the content. That is, as a result of studying the integration of visual and textual narratives in social media, we see that it contributes to the disclosure of the content of information, increasing its emotional impact.

Features of Visual and Textual Narratives in Literature

The concept of narrative often plays an important role in literature and cultural studies. The narrative is not only a form of narrative, but also an important tool in understanding and interpreting the experiences of people and cultures. For example, in novels and short stories, the author tells the story through a narrative and conveys the atmosphere and feelings of the characters to the readers. This is especially skillfully used in children's literature in Kazakhstan. In the course of telling fairy tales, poems and epics, there are many of them. This is not just a coincidence of interests, but rather a recognition that the methodologies and ideas of narrative theory can deeply illuminate the unique contours of children's literature (Hui, 2025).

Regarding the narrative in children's literature, Haifeng Hui makes important conclusions in the article «Narrative Theory and Children's Literature». Unlike many adult texts, children's literature often uses didactics, moral lessons, and identity formation, all within a framework that must combine accessibility and depth. Narrative theory, with its tools for analyzing plot, characters, and temporality, provides a powerful tool for exploring how children's stories are created in unique ways to engage audiences and ensure the interaction between entertainment and education (Hui, 2025).

In literature, the textual narrative is more important and has a predominant share than the visual narrative. This is because literature itself is the art of the word, made up of text. A tool that captivates with the power of the word and leads a person to great culture, knowledge and common sense. Visual narratives are often used in literature in order to formalize the text, to interest the reader.

The peculiarity of the narrative in literature is that the narrative structure of literary works, novels interests the reader to the end. Among the best literary novels in the world are the novel «Middlemarch» by the English writer Georges Eliot, the novel «Moby Dick» by Herman Mervil, «Anna Karenina» by Leo Tolstoy, the novel «Portrait of a woman» by Henry James, the novel «Heart Of Darkness» by Joseph Conrad, the novel «In Search Of Lost Time» by Marcel Proust, the novel «Jane Eyre» by Charlotte Bronte, the novel «Vulgarity» by John Maxwell Kutzee, Virginia there is a novel by Wolfe «Mrs. Delloway» and a novel by Miguel de Cervantes «Don

Quixote». It was included in the list of the 100 Best Novels in history according to research by the English publication «The Telegraph», the structure of which was classified as works that will interest the reader to the end (adebiportal.kz).

Another feature of the narrative in literature is that the narrative in the work reveals deep truths about human nature. For example, the works of Abai, a world-class genius of Kazakh origin, are inextricably linked with human nature. Kazakh literature researchers note that Abai learned from Kazakh folklore, the art of speech of the East and West, Russian literature, historical works. Abai's great thinking is also evident in his religious taste. "God Himself is true, his word is true, and the true Word will never be false," he says. It is clear that Abai deeply knew, studied and reached this conclusion, having studied the works of eastern and Western philosophers. He fully expresses his attitude to Allah in the thirty-eighth word of edification. Religious philosophers who have assessed the spiritual background of Abai pay special attention to his concept of «Muslim». The concept of «Muslim» probably refers not only to the Kazakh, but also to the entire Muslim world (Tokayev, 2020).

Russia-Dostoevsky and Tolstoy, France-Voltaire and Rousseau, and Kazakhstan-Abai's works in literature. At the same time, it is worth paying attention to the formula of Abai «a full-fledged person». The word «a full-fledged person» corresponds to the English concept of «a man of integrity». This is a characteristic that is inherent only in people who are very docile, self-confident, striving for goodness and goodness. This concept, which is now spreading, was explained by Abai back in the nineteenth century.

Human life as a whole is made up of various relationships. Without it, a person will be separated from society. And the relationship necessarily creates mutual responsibility. This responsibility is broken when selfishness intervenes, which puts the care of one's own head high. Therefore, Abay says: «Keep Your Mind, Your strength, your heart the same, and you will be full different from people» and says that a person needs a warm heart, in addition to a bright mind and hot strength. He considers these three concepts in constant unity, but believes that the previous two should obey the heart. This is the life philosophy of the Kazakh people (Tokayev, 2020).

Abai can be called the instigator of business in his time, the motivator of hard work. In his works, the great thinker exemplifies those who have earned a living in the profession, the skills to learn to be a peasant. He calls for mastering new ways of working to improve the quality of life. At the same time, the poet exalts initiative, honesty in the profession. For example, in his tenth edification, «Who will not be rich if he works tirelessly, searches without disappointment, finds a place?», - concludes. According to Abai, in order to earn money, you need to learn crafts. Because «treasure is not permanent, art is permanent» (thirty-third obscenity). The narrative feature in this statement alludes to the importance of education and science. That is, it is not difficult to see that Abai's personal story, poems and works are consonant with the views of many thinkers, readers and listeners.

In addition, the outstanding Kazakh poet, writer, linguist Olzhas Suleimenov develops figurative thinking through the use of metaphors and symbols in his works. A special place in Olzhas Suleimenov's work is occupied by the integration of visual and textual narratives. His poetic and prose texts are often based on figurative thinking and symbolism, which enhances the visual perception of his works. For example, in such poems as «Argymaktar» (Steeds), «Kysh kitap» (The Clay Book), images of nature, space, time are visualized very impressively. Olzhas Suleimenov's work occupies a special place in Kazakh literature, as he studied not only poetry, but also language and history.

In the poetic and prose narrative structure of Olzhas Suleimenov's works, a lyrical subject is observed. In his poems, it is often expressed through the individual lyrical «Az I Ya», but this subject often becomes entangled in a large-scale collective consciousness. Olzhas Suleimenov is the voice of culture, not an individual, but a whole people. In his poetry, the poet widely uses metaphors, symbolism, allusions, associative thinking. For example, in the work «Az I Ya» he conducted historical and linguistic research, and in his poetic texts there are also Turkic mythology and historical codes (Suleimenov, 1975). His poetry is dominated not by a specific storyline, but by a fragmentary narrative. That is, through individual details and scenes, a whole picture is created. This approach allows you to awaken the reader's imagination and expand the ability to interpret. In the poems of movement, the development of the story is often expressed in a dynamic form. It depicts nature, history, human existence as a changing phenomenon.

Olzhas Suleimenov's journalistic works and research works are also unique in their narrative structure. In the prose work «Az I YA» the author appears not only as a narrator, but also as a person who conducts a dialogue with the reader. It compares and analyzes different intercultural connections. In the course of historical and cultural narration, he tries to reveal the identity of the nation by telling the history of the development of Kazakh and Turkic civilizations in his texts written in prose. If we pay attention to the style of the essay, then it has an essay character, unlike artistic prose. The author pays more attention to the flow of thought and reflection than to telling a single story.

In the analysis of the integration of visual and textual narratives in literature, attention was paid to the works of two scholars of Kazakh literature, Abay and Olzhas, as a result of which we came to the conclusion that textual narratives prevail in literature, which is explained by the mastery of the narrative of the work and its implementation in written form.

Features of Visual and Textual Narratives in Scientific Journals

Scientific knowledge is always accumulated and applied in pragmatic situations, never becoming part of the creative content of the mind (Strube, 1990). Scientific research is a social practice through which researchers structure a narrative context in which past work is interpreted and significant opportunities for further work are projected (Rouse, 1990).

In this section, we will look at the integration of visual and textual narratives in scientific journals with high performance at CiteScore and Quartile (Q1), related to the field of Humanities, including Social Sciences. A study conducted using the search function in the Scopus database showed that there are 3307 Q1 level logs in this area. Of these, only 581 journals are open source. Among them are «Quantitative Science Studies», «Information and Organization» «Scientific data», «Big Data and Society», «Information Communication and Society», «International Journal of Information Management», «European Journal of Information Systems», «International Journal of Information Management Data Insights» and other prestigious journals with a percentage of more than 98.

Many journals in the Scopus database are owned by several major academic publishers. Each of them publishes journals in different disciplines. Among them, three main publishing houses can be named as authoritative publishing houses in the social and humanitarian Sciences:

1. *Elsevier* – one of the largest scientific publishing houses in the world. The company that developed Scopus, owns many high impact factor journals (Journal of Informetrics, Computers in Human Behavior, etc.).

2. *Taylor & Francis* – one of the most prestigious publishing houses in the social and humanitarian Sciences. Scopus includes digital Journalism, Journal of Media Business Studies, etc.

3. *SAGE Publications* – one of the most common publishing houses in the social and humanitarian Sciences. He has many journals indexed in Scopus (New Media & Society, Journalism & Mass Communication Quarterly).

The general narrative style of scientific journals in the Scopus database is the scientific style. According to this style, each Journal has its own requirements and principles that it adheres to in science. Most scientific journals in databases use textual narrative as the main element, while tables, charts, infographics, and other visual materials are often used as visual tools, as a means of deeper interpretation of the material. In some scientific journals, it can be seen that video materials, in order to complement the text, introduce tactics for transmitting certain scientific facts by video. The current development trend of new technology has led to such an opportunity. More specifically, you can access the video material registered as a supplement to scientific articles while reading the text, and it has the opportunity to stop the function and re-read the text. The ability to view video materials while reading the article is considered an innovative achievement. This technique is often found in scientific articles written in the fields of choreography, theater, journalism. But, it should be noted that this feature is only in the online version of the magazine and is not used in the PDF format of the article.

Scientific journals with high performance at the level of CiteScore and Quartile (Q1), among other visual materials, the table is used a lot, and it can be seen that the authors try to create them with their own fantasy. This gives his article an individuality like no other. As an example, we present several types of tables below (Figures 3-6).

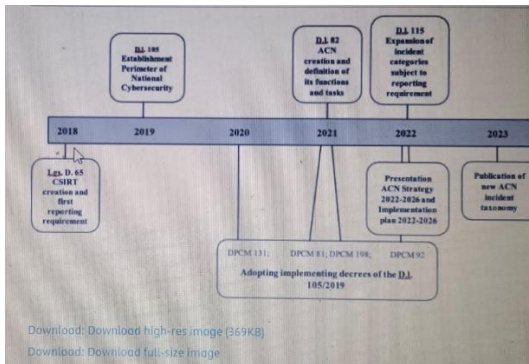


Figure 3

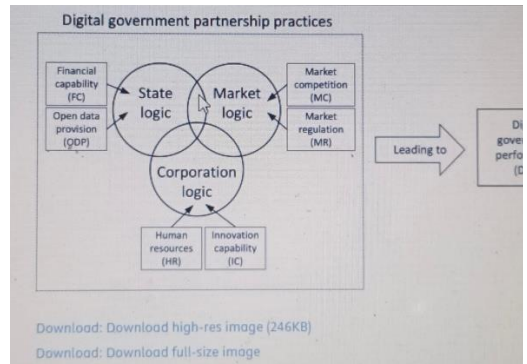


Figure 4

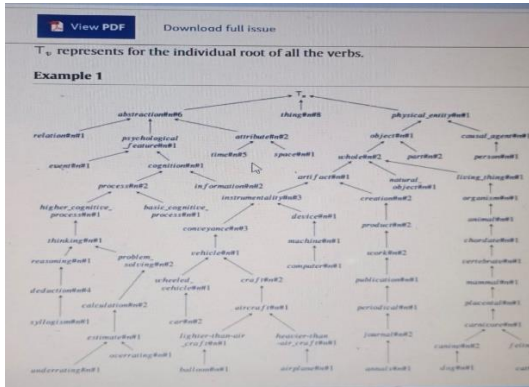


Figure 5

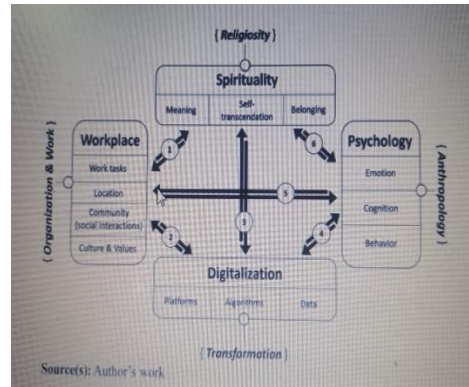


Figure 6

Figures 3-6. Types of tables compiled by the authors with their own fantasies

There are articles that are presented only in text, without the use of visual tools at all. Such a feature can be seen in the article «Agency», published in the journal «Information and Organization». The author of the article (<https://orcid.org/0000-0001-5200-8774>) is Theodore Schatzki (2025) from the University of Kentucky, USA. In his «Artworks in Art Museums», «How Do Unsustainable Practices Remain Dominant? A Practice Theory Reinterpretation of Gramsci», «On structural change: practice organizations and institutional logics» and more than 71 publications.

Having studied the features of visual and textual narratives in scientific journals, you can understand that the main requirement for articles published in high – quartile journals based on Scopus is academic value. The scientific novelty of the article, qualitative research methods, scientific style and structure, accuracy and reliability of data are important. And each author decides for himself whether to use a visual narrative in the article or not. But it's safe to say that visual and textual narratives make science more meaningful, relevant, and accessible (Avraamidou & Osborne, 2009).

Discussion

Before discussing the integration of visual and textual narratives, it is advisable to give a clear idea of the word «narrative». The word «narrative» is usually a structure or form used to tell or describe an event, plot, or experience. It is widely used in literature, cinema, history and other types of art. A narrative is a story, a person's life experience or ideas organized and structured in a specific format. The word «narrative» comes from the Latin word «narratio», which is derived from the word «narrāre» (narrative). «Narratio» in Latin means narrative, narrative, epic (Goong.com).

The presentation of social movements and social problems through the integration of visual and textual narratives encourages the audience to act, provides them with information and encourages them to express their views on these issues. For example, the Black Lives Matter movement is a unique social movement that started to challenge racial inequality in society. This movement clearly demonstrates the impact of video content and visual information on public consciousness. Although the BLM movement began in 2013, its notable milestones began in 2020, after the death of George Floyd in the United States. Videos, photos and infographics that spread on social networks and media platforms under the hashtag #BlackLivesMatter caused a

huge reaction in the community. With the help of visual information, the movement called on people to oppose racial injustice, to establish equality in society. The influence of visual content on the change in public consciousness, especially in the views of young people, was great.

Another example is the MeToo movement. The MeToo movement is essentially a campaign launched to protect the voice and rights of victims of sexual violence. The widespread spread of this movement on social networks and media platforms has allowed many women and men to share their personal experiences. Visual content, especially video content and infographics, has contributed to a wide range of issues related to the prevention and fight against violence in society. With this, society renewed its understanding of the dangers of sexual violence and began to openly discuss this issue (Figure 7).



Figure 7. Visual Content Highlighting the Impact And Importance of the Metoo Movement

The image of a girl in a hijab as a visual element in the picture, the inscription "GIRL POWER" on her clothes expresses the idea of the feminist movement and the protection of women's rights.

Another successful example of visual content is the Ice Bucket Challenge movement. This campaign originated in 2014 and its objective was to disseminate information about amyotrophic lateral sclerosis disease (ALS) and raise funds for scientific research. This challenge was also repeatedly performed by the presidents of the United States. Through videos and images distributed on social networks, the movement has reached millions of people. Participants took part in this campaign by pouring buckets of ice water over their heads, raising awareness of the disease around the world (als org, 2014). Visual elements thus had a great influence on changing public consciousness.

Manipulation of visual content is one of the dangerous phenomena in the modern digital stage. To counteract it, it is important to develop a critical attitude to any information. Critical thinking allows the audience to recognize that visual information is being manipulated. In most cases, visual information is used to manipulate those who pursue a specific goal. For example, video content distributed on social networks is sometimes used to promote a certain idea or opinion, becoming a manipulative tool. It is very important to be able to critically analyze such information, as it can develop people's thinking in the wrong direction. In this sense, it is important to know how visual information is created, for what purpose it is created and by what

methods it is delivered. The ability of the audience to perceive information critically contributes to the fact that it is not subject to manipulation and makes the right decisions. In addition, it is important to develop media literacy and information critical thinking skills. For example, during a fire in the United States, a video content was circulated about the burning of the famous Hollywood inscription on the mountaintop. It was a huge manipulative HOD to draw the attention of the whole world to the United States. Many sources claim that the leaked video was carried out with the help of artificial intelligence. This is also mentioned in Russian akaparat sources (Figure 8). Media manager Agunda, who came to California from Ossetia a year ago, recalls that the media often tend to exaggerate the scale of the disaster, playing on the emotions of the audience. According to her, Russian media and bloggers have distinguished themselves by accompanying all this with the most dramatic headlines in the spirit of «The whole of Los Angeles is on fire!» or «America is in hell». It can't do without photoshop and stuffing, as was the case with the supposedly burning Hollywood sign on the famous hills (Sever Realiy, 2025).

The New York Times reported this information as follows: «The central part of the city was under threat due to a new fire in the Hollywood Hills. Firefighters have already battled the worst fire in Los Angeles history, and more than 100,000 people have been evacuated under a mandatory evacuation order» (The New York Times, 2025).

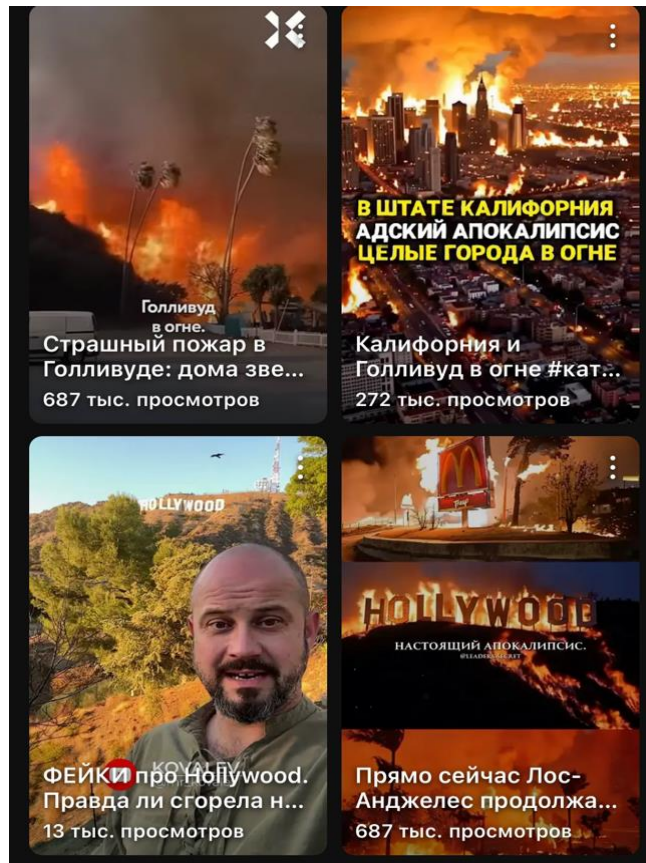


Figure 8. Collages Collected From Russian Sources of Information on the Internet

The collage in this picture is given by the combination of several visual elements (images, text, screenshots) taken from different sources into one composition. This format is used in order to strengthen the visual narrative and facilitate the perception of information in the multiverse. In addition, these examples show that visual information has a greater impact than text information. And if we pay attention to the peculiarities of visual narrative perception, visual information forms a person's perception system, facilitating his formation of understanding and opinions. Through vision, a person perceives information quickly and easily, because visual content allows you to quickly convey a lot of information to the human brain through vision. The influence of such information leaves a deep imprint on the human mind, but the quality and accuracy of this information plays a huge role. In this regard, in order to increase the media literacy of the audience and develop critical thinking, it is necessary to be able to be critical of the content of visual information. Researcher Gary Klein discusses several issues related to critical thinking and believes that critical thinking is the process of considering information, a situation, or a problem from different angles and forming one's own opinion about it (Klein, 2011). This ability requires not only logical analysis and decision-making, but also the correct assessment and analysis of data and evidence. Visual information can contribute to the development of these abilities of the audience, as it reflects the data graphically and affects the logical thinking of the listener.

In Kazakhstan, most of the visual materials are aimed at creating the image of the state, promoting national values. For example, YouTube plays a major role in making national culture known to a global audience. In particular, videos on the theme «Nature of Kazakhstan» show the beautiful places of our country and contribute to the development of Tourism. The project «Belgi Kazakhstan» with liquid visual content presented to the audience the beautiful nature and beautiful phenomena of the Shalkode pasture in the south east of the country (link to visual content: https://youtu.be/u-YwjOTZfb8?si=nOrEppI_xfoOFVsI). These channels will allow foreign viewers to watch videos about Borovoe, Charyn Gorge or Kolsai lakes and want to travel to Kazakhstan.

Visual content is a guarantee of good PR. For example, regular and visual content of the media officers of the Kazakhstan National Football Team on YouTube has attracted thousands of fans to the Football Arena (link to the channel: https://youtube.com/@kff_tv?si=aDP3HjWyYCZqEEOa). From the training work of athletes to conversations with the coach, taping through vlogs and playing various intellectual games with football stars allows the viewer to feel the team atmosphere.

Conclusion

The conclusion of studies on the integration of visual and textual narratives in the context of new media showed that their integration affects the level of transmission and perception of information. However, we have noticed that in the context of new media, visual information is increasingly used and has a great influence. The textual narrative has been defined as a complement to the visual narrative, a tool that allows a deeper understanding of its meaning.

In contrast to the integration of visual and textual narratives in literature, textual narratives dominate. Visual information is like an auxiliary tool that contributes to increasing the artistry of literary works, its emotional perception. In addition, the very decoration of literature on the outer covers has an effect as a visual tool. These rituals have been identified as one of the factors that contribute to a person's mood marker.

Another important point in textual narratives in literary works is literacy. An important role is played by the problem of literacy in literary materials for society, public, as well as ethical, aesthetic, content quality. Considering that the narrative is a way of telling a story, that is, the process of conducting information according to a certain structure and logic, it is worth paying attention to the fact that these principles are of great importance in the field of literature.

Innovative elements in visual and textual narratives in scientific journals are an important tool for clarifying the data and facts presented in scientific articles. In the humanities, visual materials are often provided as visual tools such as tables, charts, infographics, and so on. However, the development of modern new technology has led to the provision of scientific journals with high performance in a new format. For example, adding video materials as an addition to scientific articles, highlighting and creating visual materials independently is a breakthrough in science.

Declaration of Conflict of Interest

The author(s) has stated that there is no potential conflict of interest regarding the research, authorship, and/or publication of this article.

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