



## PRESS AND PUBLISHING TERMS

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### Article history:

**Received:** 20<sup>th</sup> March 2022

**Accepted:** 11<sup>th</sup> April 2022

**Published:** 30<sup>th</sup> May 2022

### Abstract:

This article analyses a variety of scientific and theoretical considerations for emerging terms in the rapidly evolving field of press and publishing today.

**Keywords:** advertising, journalist, correspondent, information, information balance, information business, media, information city, information and legal relations.

It is well known that terminology refers to an independent type of literary language, that is, the language of traditional science (the language of science, science or technology)<sup>1</sup>. This means that the terms that still exist and appear in our language are inextricably linked with the development of various spheres of our society. As society evolves, so does terminology.

According to H. Huell, terminology is a set of scientific terms or words used in the field of technology. By understanding the meaning of terms, we also become aware of the concepts they represent. As we interpret terms in various new fields, we also try to point out the principles and reasons for their origin. This process increases the level of absorption and recollection of the term<sup>2</sup>.

The basis of terminology is the lexicon, word formation and grammar of the literary language. Today, with the development of modern information technology, the number of terms used in the press is growing, and new terms are emerging. The main task is to ensure that the terms adopted are as close as possible to the concept they mean. This, in turn, increases the viability of the term. In addition, the terms press and publishing will be updated and enriched as a result of integration between countries<sup>3</sup>. In this sense, we will try to explain the meaning of the terms that are actively used in the world press today, especially in Uzbekistan.

<sup>1</sup> Даниленко В.П. Русская терминология: опыт лингвистического описания. – М.: Наука, 1977. — 246 с.

<sup>2</sup> Хьюэлл У. Философия индуктивных наук, основанная на их истории. - М.: Кнорус, 2016. 501 с.

<sup>3</sup> Дадабаев Х. Астрономическая наименования в старотюркских письменных памятниках XI-XIX вв. Историко-лингвистический анализ лексики старописьменных памятников. -Ташкент: Фан, 1994.- С.4-13.

**ADVERTISING** - the word advertising, which is translated into Latin through the French language, has the following meanings in the Uzbek literary language: 1. information about these goods and services. Commercial advertising: In the marketing concept, advertising plays a central role in a set of product sales activities "Economic Theory". Although Family and Society is not advertised like other newspapers, it is in high demand from the newspaper. Advertising means promoting a product under its own name.

2. Disseminate information about a person, organization, thing in order to promote it. Political advertising. Advertising and advertising department of the newspaper. It's the same thing in the stands, on the TV screens, in the commercials. E. Oxunova, Two Oceans. There is no doubt that you can achieve effective advertising with us. From the newspaper.

3. An advertisement, poster issued for this purpose. Advertising (OTIL, III, 374).

Advertising has a long history, dating back to ancient Greece and ancient Rome. The current form of advertising was first introduced in the United States in the second half of the 19th century by the first advertising agencies, which began to generate significant revenue. Initially, written advertising served the purpose of informing buyers about the store and the goods sold in it. This work was done by writing on the board and setting up showcases. Advertising later became a form of appeal to potential buyers through publications - posters, books, magazines, newspaper advertisements, and the involvement of the media (press, radio, television, and cinema) in advertising.

Advertising has several functions: 1) the task of informing consumers of goods and services - the advertisements provide information about the quality and reliability of goods and services, their areas of application, manufacturers and ways of purchase; 2) persuasive - serves to increase the propensity of consumers and buyers to the existing product; 3)



Reminder - plays an important role in expanding the existing but somewhat forgotten demand, the attitude of buyers to the goods known to them.

A journalist is a writer who publishes literary and journalistic articles in periodicals, a journalist, and a person who fills the media with information by collecting, processing, and disseminating information about important facts, events, people, and events. Journalists are mainly focused on journalistic activities (columnists), they are able to form a certain social opinion, as well as to influence as an editor of certain decisions and actions of state power, and to publish, broadcast on radio or television. Aims to be a mediator between society and the state within the boundaries set by its founders.

**CORRESPONDENT** is an Arabic term meaning "messenger, informant; spy" is expressed in three ways: 1. An employee who serves as a journalist in an editorial office. 2. A person who does not work directly in the editorial office, but regularly collaborates creatively in the media. 3. Represents an employee of a newspaper, magazine, radio, television editorial office who communicates with a person or organization and organizes a speech in other media (OTIL, II, 749).

The information comes from Arabic; 1. A message, information that gives an idea about the work, events. The chairmen of the parliamentary committees who spoke at the meeting ... gave information. From the newspaper.

2. Radio broadcast the name of a special information program on a television program. He watches concerts, movies, Axborot, sports, weather ... S. Nurov, Narvoy.

3. The names of some of the collections that come out from time to time. Information of the Academy of Sciences.

4. Total evidence and information that may be of interest and should be stored and processed. Text of the book, scientific formulas, use of bank account and payments, lesson schedule, messages about the distance between the ground and space station of the measurement complex, etc. may be information. The information required for the operation of a computer consists of information and a program that must be processed, and the program determines (or allows the user to specify) what and in what order to perform this information. Information can be created and transmitted in the form of light, sound and radio waves, electricity or voltage, magnetic fields, and symbols on paper.

In general, any material structure or energy flow can carry information. The extent to which information is used determines the level of development of a society. The results of the reflection process that takes place in the interaction of different objects are suitable for active action. Also, information about something. The diversity reflected. It combines similar features and sees the face of the press.

**INFORMATION BALANCE** is a quantitative expression of the ratios between the aspects of any activity (income and expenditure) that need to balance each other. There is a balance of income and expenses, a balance of payments and other balances.

We can see that the property of this word corresponds to the word information) a certain balance of quantity and quality of information. It determines the compatibility of the information space.

Information business is a new direction in society. It deals with the implementation of trade and intermediate functions in the information market, as well as the organization of the production, service, and rental, insurance, financial and labor supply of the media. Exactly such terms are the culmination of the press. Today, the press is well-integrated into the nature of business. Therefore, we can say that such terms have emerged.

An information intermediary is a person who sends, receives or stores electronic documents on behalf of another person, or provides other services related to these documents. Refers to the person involved in providing the information provided in different ways for different purposes.

Information processes are the processes of creating, collecting, processing, collecting, storing, searching, distributing, and consuming information. The process of collecting, processing, collecting, storing, updating, and presenting documented information to the user. It can be said that this term refers to the process of formation of information published in the press.

An information owner is an entity that fully exercises its authority to own, use, and dispose of information in accordance with the law. An information relationship entity that has the legal right to own, disposes of, and uses an information resource. The legal right to own, dispose of and use the information resource belongs to the persons who inherited this information resource. Discovery, invention, scientific and technical developments, proposals for rationalization, etc. the authors have the legal right to own, dispose of and use the information from which they are the source.



An information city is a city with an industrialized economy. Its main activities include management, financial activities, research, higher education, culture, information services, media services (advertising, consulting, information and other services), which employ more than half of all employees.

Information-legal relationship is an information-social relationship regulated by information-legal norms. The parties to the relationship act as carriers of mutual rights and obligations established and guaranteed by the information-legal norm. The term refers to the fact that information published in the press or related fields is provided in accordance with certain legal norms.

The matrix of information-legal relations - (if we interpret the word matrix, the matrix (Latin matrix - uterus) - 1) in metallurgy - a working part of the stamps used in the processing of metals by pressure. The surface of the matrix has a recess (or hole) that matches the shape of the work piece (detail). This hollow (or whole) includes the second part of the stamp - the punch. The matrix can be made as a whole or in parts; 2) in printing - a metal plate or board (pallet) with the image of a letter, number or symbol. The matrix can be font-type (for manual typing), string-type, or letter-type. A deep copy immersed in cardboard or plastic from a high-pressure mold is also called a matrix. From such a matrix are stereotypes or galvanostereotypes. It can be seen that the nature of the matrix has shifted to the information-legal relationship. This is a good example of the process of integration between industries.

Table defining information processes in a number of subject areas: search, receipt and consumption of information, information resources, information products, information services; their production, transmission and distribution; creation and application of information systems, their networks, means of their maintenance; create and implement information security mechanisms. The matrix columns show the categories of rights: right, limitation of right, obligation, responsibility. At the intersection of rows and columns are lists of information relationships that occur in information processes in these categories of rights. At the heart of this term lie similar features.

According to A.S. Gerd, a term is a natural and artificial linguistic unit, ie a word or phrase, with a special terminological meaning that clearly and completely reflects the basic features of the concepts existing at a certain stage of scientific development. From the scholar's point of view, when a field in a

state reaches the peak of its development, the terms belonging to that field gain a dominant frequency over the terms of the rest of the field. It turns out that depending on the level of terms used, we can find out which industry has developed in a particular country. So, the development of the terms press and publishing, or in a sense, the decline in their activity, can be evidence of the development or non-development of the industry. The needs of the public and the consumption of workers in this field are important factors in the emergence of the term.

Nowadays, along with the equipment and features coming from the countries where the press and publishing industry is sufficiently developed, the terms referring to them are also coming. The nationalization or direct adoption of such terms is one of the great responsibilities. Such issues are one of the most important issues facing professionals today.

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