



LEXICOGRAPHIC FEATURES OF ENGLISH AND UZBEK MEDIA COMMUNICATION TERMS

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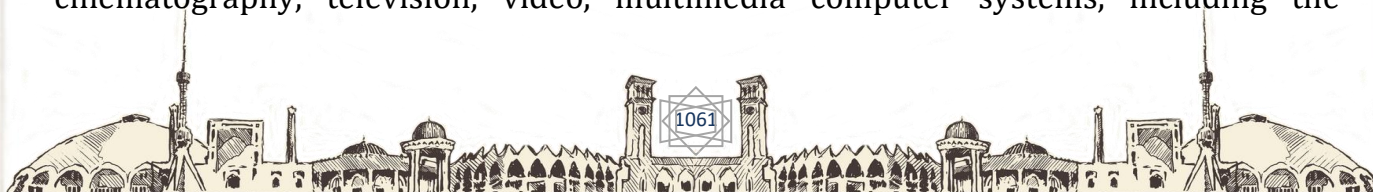
Abstract: *The science of linguistics has many branches and they have their own terms. Media communication is not an exception. In this article, we analyze lexicographic features of English and Uzbek media communication terms.*

Key words: *Communication, media, media communication, interpersonal, cognitive, communicative-informative, emotional and connotative communication, prosodic means.*

One of the most urgent problems in many fields today, especially in the field of modern science, is terminology. Because of the terminology, we face many difficulties, we can even observe cases that significantly interfere with our study. For example, in order to overcome similar problems, a general solution was developed in the field of medicine, that is, the terms in the works of Hippocrates, who lived in the 4th-5th centuries BC, were accepted as medical terms (mainly in Greek and Latin). These terms are added and re-edited by scientists from time to time. The whole world uses exactly this terminology without distorting it. But unfortunately, in addition to not giving much importance to the terminology in the new fields, the fact that all the users are translating according to their own, the lack of a clear size and standards is causing a number of problems. What we want to focus on now is IT terminology.

If you pay attention, in Uzbek literature, you can find several different translations of the words Artificial Intelligence (AI) or Machine Learning (ML): artificial consciousness, artificial intelligence, artificial intelligence or machine language, machine learning language, machine learning, machine learning language. and so on. Such non-standardity and diversity not only confuses the reader, but sometimes annoys. Therefore, in order to eliminate such problems, it is appropriate for us to adopt the international standard and use the original words as in medicine and other fields. Someday, when our scientists create systems like artificial intelligence, they name them in Uzbek, maybe the whole world will accept those terms. For now, we will read and learn everything. Because it is very dangerous to stay in this field today. We have to read news in a foreign language, not daily, but hourly.

The term media comes from the Latin medium (means, intermediary), media (means, intermediaries) and in the modern world is commonly used as an analogue of the term QMS – means mass communication (print, photography, radio, cinematography, television, video, multimedia computer systems, including the





Internet) and/or mass media (media information). At the same time, in the wording of "media" adopted in different countries, as a rule, there are no discrepancies. They differ only stylistically.

An analysis of the scientific literature shows that over the past decades, a certain system of basic terms has been formed that media education uses. At the same time, as in pedagogical science in general, and in media education there is no single terminology accepted in all countries of the world. As a rule, not only national scientific schools, but also individual scientists from different countries offer their own versions of the formulation of such key concepts as "media education", "media culture", "media literacy", "media competence", "media pedagogy", etc.

For example, the British media educator K. Bazalgette [Bazalgette, 1992] is convinced that the essence of media education is the study of six so-called key concepts: "media agency - a source of media information" (media agency), "media category" (media category), "technology media" (media technology), "media language" (media language), "media audience" (media audience), "media representation/rethinking" (media representation).

In many English-speaking countries, the term "media education" is replaced by its counterpart - "media literacy" (media literacy). However, this term, as a rule, is not used in Francophone (l'education aux medias - media education), Spanish-speaking (education para los medios - media education) or German-speaking (medienpädagogic - media pedagogy) states.

Broadcast Media Terminology in English and Uzbek languages:

Close Up Shot - This shot type is often used to draw close attention to a particular subject in a frame e.g. filling the frame with a person's face to convey emotions.

Extreme Close Up Shot - This shot type is often used to create a claustrophobic effect or focus on a subject in extreme detail e.g. the tip of a pen, a criminal's fingernails.

Establishing Shot - This shot type is often using to show where a scene is taking place e.g. a shot of New York City before we see inside Joey and Chandler's apartment

Medium Shot - This shot type is often used during conversations and can be referred to as a 'two shot' – often shows characters from the waist up

Print Media Terminology in English and Uzbek languages:

Anchorage - Fixing of meaning e.g. the copy text anchors (i.e. fixes to one spot) the meaning of an image

Banners – Typically found at the top or bottom of a print media text.

Broadsheet - Large format newspapers that report news in depth, often with a serious tone and higher level language. News is dominated by national and international events, politics, business, with less emphasis on celebrities and gossip. Examples: The Independent, The Guardian, The Times, The Telegraph

Byline - A journalist's name at the beginning of a story.





Captions – Text below an image that describes the image or informs the audience who took the image.

Copy - Main text of a story.

Digital Media Terminology English and Uzbek languages:

App - Short for application, a program that runs inside another service. Many smartphones allow apps to be downloaded, leading to a burgeoning economy for modestly priced software.

Bandwidth - The amount of data that can be transferred through an internet connection.

Banner ad - Web advert, normally found at the top of a page. Typically around 468 by 60 pixels in size. Sometimes called a web banner.

Blog - An online commentary or diary often written by individuals about hobbies or areas of specialist interest. Blogs commonly allow comments below entries and are published in reverse chronological order.

Blogger - A person who writes a blog.

Browser - A piece of software that allows users to view internet pages. Popular browsers include Firefox, Internet Explorer and Safari.

Clickthrough - When a reader clicks on an advert and is redirected to a new page.

Flash - A program used to display design-heavy, animated content.

HTML - Hyper Text Mark-up Language. Basic programming code used for the design and display of web pages.

Appearance of a new word in the media, its semantic transformations, rigid or soft typical communicative situation which leads to the semantic vibration of a social/cultural symbol, influence of the communicative sphere of media on the grammatical structure of speech, etc. have a perspective in scientific linguistic analysis and determine the conceptual basis of an innovative dictionary presented for analysis in media lexicography. Rapid emergence of language innovations in media is caused by the dynamic evolution of media sources, new milestones in the Digital Age, the revolution in the web industry (Web 2.0 theory), as well as search for innovative manipulative forms to attract the attention of recipients.

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