

MODERN INTERNET TERMS

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Abstract: *The article talks about many Russian-English terms that are being assimilated today due to the rapid development of information and communication technologies and the influence of globalization.*

Key words: *term, Internet terms, Russian-international acquisitions, English acquisitions, vocabulary, IT, industry terminology.*

Terminology, which is an integral part of the lexicon of the Uzbek literary language, is one of the most active and dynamically developing categories of modern Uzbek linguistics, and plays the role of an inexhaustible source for the continuous growth and expansion of the vocabulary of the language.

In fact, together with the significant role of the national language in its own layer, the status of appropriations is also high. We can observe this more in fields such as science, technology, politics, economy. In the age of globalization, internet and computerization, the Republic of Uzbekistan's place in the world community has led to the development of economic, political, social, cultural and other relations with the developed countries of the world. Such relations have an impact not only on our socio-cultural life, but also on the language.

The rapid development of science, technology and production, the processes of globalization and integration taking place in the developed countries of the world, the introduction of languages into mutual relations created the basis for the enrichment of their lexical fund. For example, it is impossible to imagine today's life without modern information and communication networks, in particular, the Internet and the system of terms used in this field. Internet terms included in the terminology of the Uzbek language mainly consist of borrowings, which are two, i.e. overlay, packet, paging, tract, petebyte, ping, pixel, plug-in, gigabyte, terabyte, borrowed from the English language. , exabyte, cross-browser, etc. and the division into such groups as yakor, massive, highway, gateway, font, and adaptation is justified. Here we note that it is possible to recommend the use of lexemes of anchor instead of anchor, dam instead of gateway, letter instead of font, branch instead of highway [1:44].

In recent years, significant work has been done to improve Uzbek terminology, to regulate terms, mainly borrowed terms. During the years of independence, many terms borrowed from the English and Russian languages were replaced by their alternatives, terminological dictionaries were developed in each field.

In particular, ready-made words in the vocabulary of Uzbek language dialects and dialects are used in addition to the native language to express certain things, concepts, and events. The participation of z-forming affixes in the formation of terms is effectively

used, serious attention is paid to the formation of terms using existing types of copying, when none of these methods are available, foreign language terms are included in the Uzbek terminology [1:51].

We can see the proof of this idea in the use of terms related to ICT and modern technologies, computers and the Internet. In particular, as a result of the development and popularization of the field of IT (information and technology in English, which is translated into Uzbek as IT - Information technologies), which has become part of our spoken language, many international terms have entered. Below we will consider the terms that represent the most modern types of professions that are widely used today in the field of Internet marketing:

SMM manager (Social Media Marketing Manager) - marketers who are engaged in online and offline marketing in social networks.

A graphic designer is a specialist who designs pages of books, newspapers, magazines and banners, websites, advertisements, interactive courses, decorates them with various graphic tools, and creates logos.

A copywriter is a person who promotes, distributes and provides information about a specific product or service on the global Internet market. They prepare advertisements, catalogs, magazine, newspaper ads, TV and radio scripts, scripts, company or service slogans, websites and social networks. Currently, it has such types as creative, naming, SMM copywriting.

Programmer (programmer) - an employee who creates programs for computers and communication devices, various technical devices, assembles computer devices, and installs software on them. This word was formed by adding a historical, Turkish word-forming affix to the Persian word *dastur* (guidance, instruction, procedure). This is evidence that the original Turkish word-forming affix is still being used productively in the formation of terms.

Mobilographer is a specialist who works with colors, backgrounds, sound and music, creates text and various video clips, deals with taking the right video in various places, at home, on the street and its rules, placing and cutting the video. Today, mobilography is one of the profitable professions that are in great demand and need.

Targetologist is one of the professions that appeared in relatively recent years. This is a professional who is engaged in the installation and launch of advertisements and announcements for social networks in the Internet market.

An administrator is a specialist who carries out general management of the employees of a particular enterprise and organization, controls the economic activities of the company's working group, their safety, sets salaries for employees, takes measures in emergency situations, and performs a number of similar tasks.

In conclusion, any language develops primarily with the help of its own internal capabilities. But today, the interaction between countries and peoples in all developed fields is considered an important factor in the emergence of any language acquisition.

Currently, a huge part of the terminology of the Uzbek language is made up of terms that have emerged on the basis of the Russian-international background.

Also, the development of various Internet technologies: the introduction of new social networks, such as Instagram, Telegram, Facebook, which are used by the whole world today, into our republic, the introduction of services such as the Internet market, online trade, and the introduction of English and Russian terms directly. ri reception is being created. The regulation of the system of Internet terms together with industry terms is one of the urgent problems.

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