

## Linguo-Stylistic and Terminological Features of Information Service Materials in Modern Media

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### ABSTRACT

*Since an information service employee establishes direct contact with the public, it is advisable to pay attention to the linguo-stylistics of the materials they prepare as well as to their genre classification. Because in modern journalism, presenting information clearly and comprehensibly is one of the key factors. To improve public relations, boosting the effectiveness of promotional materials and creating content that enriches people's perceptions of the organization is not a particularly complex process. All that's needed is a source that assesses awareness! This article focuses on key aspects of writing information service materials and establishing effective communication, with an emphasis on providing the public with the necessary source. Additionally, the methodology for correct use of terminology in writing materials is noted. As press releases, briefings, statements, and social media posts are included in the information service's materials, the information conveyed through them ensures clarity, comprehensibility, and credibility. The importance of terminology in materials prepared to identify the target audience is very great. Therefore, every press secretary must adopt the correct approach when using them in their materials. Ensuring consistent, ongoing use of key concepts and terms within an organization helps prevent misunderstandings. The article focuses on these very aspects. Establishing a terminology strategy and using it to convey information precisely impacts the effectiveness of an*

*information service professional's work. Therefore, it is necessary to pay attention to methods for explaining specialized, scientific, narrow-field industry terms in simple language or for creating glossary databases. The article emphasizes recommendations on how to develop them. It was also noted that it is important to monitor and evaluate how these terms are received by the mass media and the public.*

**Keywords:** media, term, strategy, communication, nominative function.

#### INTRODUCTION

Today's information service professionals have been falling short, not only in their genre classification but also in their objectives and tasks, and in the proper use of terminology, by failing to pay attention to the active participation of people in all areas of life, their linguo-stylistics in preparing materials, not only in their genre classification but also in their objectives and tasks, and in the proper use of terminology, have been falling short. The activities of the information service are usually, awareness or maintaining an organization's positive image, as well as a special activity aimed at actively influencing the target audience through various PR tools, such as speeches, publications, thematic events, and much more. However, new trends in the modern media world are directly affecting the work of press secretaries. Media education is intrinsically linked to the growing influence of digital technologies and is of pressing importance. Whereas previously, internet use was limited to communication in simple chats, today the exchange of information via digital media is so widespread and active, mobile access to the network ensures that the smartphone becomes a unique window to the world, transforming its user into an active participant, an information disseminator, and even a creator. In fact, the evolving media is becoming increasingly important today because of its relevance. Press secretaries must be close to the public in this very situation. Not only are ordinary social networks growing in number and quality, but sites with diverse

content are also becoming stronger. It is therefore advisable for an information service employee to prepare and deliver material in any media outlet that consists of clear figures and terms that are inherently understandable.

Public relations play an important role in any organization's interaction with its external environment. By using them, a company can maintain a specific image and shape its external relationships. When analyzing an organization's activities, special attention is paid to its public relations, the communications it uses, and the effectiveness of its overall communication strategy. The communications in this process have social and psychological dimensions. Through any form of communication, an organization can influence public opinion. Undoubtedly, the importance of communication in text preparation, as well as in video and audio materials, is immense. However, using terminology correctly when preparing communication materials positively impacts the organization's image and work efficiency.

In fact, public relations is a specialized field of knowledge that, once its subtle aspects are mastered, enables the skillful organization of any communication processes in all areas of public life. As the press secretary prepares materials of various contents, they will undoubtedly encounter conflicting situations in carrying out their duties. Such situations are essentially processes related to the essence of the text. As linguist E. Kilichev noted, a text is a complex structure in which all elements are closely interconnected and, from the author's perspective, are directed toward a specific purpose, conveying nominative-aesthetic information. I. R. Galperin notes that text is a complex structure expressing nominative-aesthetic information, with all its elements in close interaction and directed toward a specific purpose from the author's perspective. It has eight categories, such as the autosemantics of parts, retrospection and propection, modality, cohesiveness, and completeness. parts' autosemantics, retrospection and propection, modality, cohesiveness and completeness, and eight categories. I.R. Galperin provides information on the existence of eight categories of text: informativeness, divisibility, cohesion (a system of connections), continuum (temporal and spatial

continuity), written form, literary in style, composed of superphrasal units, bound by lexical, grammatical, logical, and stylistic ties, and characterized by a clear purpose and pragmatic structure. According to linguist I. Rasulov, a unit larger than the sentence is a complex syntactic whole, consisting of a union of sentences that are conceptually and syntactically interconnected. In it, the idea is much more complete than in a sentence. Today, the identification of text types and their characteristic features is ongoing. We understand its specific features as the transmission of information, its composition of independent sentences or complex syntactic units, the presence of semantic and syntactic relationships between its parts, temporal and spatial coherence, integrity and completeness, and having a common topic. A text is a complex communicative–syntactic whole that embodies these features. Text emphasizes that it must have the characteristics of expressiveness (the expression of a specific idea), boundedness (the presence of normativity in content and expression), and structural wholeness. The text serves as a necessary source for the information recipient. The information provider must prepare it in such a way that it is written in strictly neutral language. Importantly, the sentences should be clear and the ideas fully developed for maximum effectiveness.

Through a written text alone, the press secretary must ensure compliance with the law guaranteeing citizens' right to receive reliable information, On the other hand, they must protect the organization's interests, and thirdly, they must, of course, prepare material that is understandable to everyone.

Public relations technologies encompass a series of procedures, various techniques, and activities aimed at achieving an organization's goals and objectives in the most optimal and effective way. This can be a difficult process. However, in today's era, which demands new information, every press secretary must properly use various techniques and activities when communicating with the public throughout their work.

Communication is the process of transmitting and receiving information. Indeed, the existence of society, especially modern society, is impossible without intensive information exchange. Communication is considered one of the most important forms of

social interaction. When organizing it, it is advisable to pay attention to the nature and type of the materials. Simply preparing and delivering material does not enrich the understanding of the process. On the contrary, material with a creative approach, language, and style will clearly serve the exchange of ideas. The present era demands precisely this. Clear figures, diverse approaches, transparency of the material's essence, and the clarity of terminology are essential for today's society. Using various communication channels, the information service can direct its activities toward the public or toward specific tasks (for example, shaping the reputation of a government body). To carry out its tasks, the information service must cooperate with the information service of the higher state governing body, as well as with the territorial and structural divisions of republican ministries and departments at various levels. Because this further strengthens openness and transparency. The essence of the material is made clear to the public, and attention is paid to the terminology. Not every piece of material is written this way; rather, it is written and distributed to provide an important source.

#### MATERIALS AND METHODS

The development of fields continues at a rapid pace. The introduction of new terminology is also directly related to the development and digitization system. However, since the press secretary is the representative who introduces the public to the primary source, they must directly ensure its correct use and pay attention to its essence. To provide an explanation of the term *termin* in general. The essence of this word is explained in the *Explanatory Dictionary of the Uzbek Language* as follows. Termin – a word or word combination that is a precise and stable expression of a specific concept characteristic of a particular field of science, technology, or profession; a term. The nature of terms has been explained in numerous scientific publications. It should be noted that they all converge on one point: they are understood to mean “a word pertaining to a field.”

Subsequently, many other scholars attempted to define the term "term" in different ways. A. P. Danilenko defines it as "a broad concept encompassing the generative core, a special type of symbolic word that equally embraces the word within it." V. F. Novodranova considers it "a recurring part of a term that usually occupies a specific position and conveys a fairly stable, generalized meaning."

A large number of terms are syntactically formed, constituting the category of terminological expressions. V. M. Leychik explains that "a term, by definition, may consist of several words expressing a phrase," and in this context, "the more morphemes (or words) that express concepts in a particular field of science or technology, as many term elements can be identified," he explains. In his article, he discusses the main trend of using two- and three-word expressions as terms in fields such as informatics and notes that in Russian most multiword terms consist of nouns and adjectives. He emphasizes that nouns can be used with prepositions or without them, and that some nouns depend on other nouns.

Phraseological terms are widespread in media terminology and are used to name individual yet complex concepts. A journalist must consider the audience before using them. After all, the material is prepared not for a single group or organization, but for the general public. Today, press secretaries must also work based on this approach. They prepare materials not only in text form but also in the form of various video clips or infographics. We believe these aspects also need to be taken into account. We would like to touch upon another scholar's scientific views on the word "term."

According to A. A. Reformatsky, terms are specialized words limited by their specific purposes, words that strive to be unambiguous as the precise expression of concepts and the naming of things. This term comes from the Latin word *terminus*, meaning "boundary marker" or "boundary." Knowing the definition is crucial for clearly understanding what the term signifies. It should be noted that, unlike words in a natural language, a term always refers to a strictly defined, uniform set of material objects or to their interactions and relationships. This

unity is achieved because each term has a strict definition, and to understand a term, one must know its own definition as well as the definitions of all terms used in its definition, down to the most basic, undefinable concepts. At the same time, understanding the essence of a term requires understanding the physical reality behind it; otherwise, it becomes meaningless.

In G. Vinokur's first linguistic work on terminology, it was noted that any word can serve as a term, that terms are not special words but words with a specific function. Terms have existed in the human lexicon for a very long time, and their roots run deep into history. Terms are used in many fields. For example, one can cite social-political, economic, military, agricultural, medical, linguistic, journalistic terminology, and others. Another scholar, V. Gaknik, took a separate approach to terminology. He provided a detailed discussion of its essence, its function in various fields, and its methods. In the scholar's article, 'Asymmetry of Linguistic Signs and Some General Problems of Terminology,' well-founded ideas are presented about studying a term as a lexical unit. The scholar writes: "A term is a function, a lexical unit in its manifestation in speech." According to scholars, every word in any field has its own term, which means it has a function. Therefore, when writing material, one must pay attention to that function and convey it to the public while revealing its essence. We believe that information prepared for the public by an information service employee should not be approached from only one angle, because citizens of various ages will encounter it. Their worldviews and ways of thinking are also diverse. Care must be taken with the terminology in these materials. For example, the Bukhara Regional Tax Office prepares materials in various visual formats. In any promotional material presented through infographics, videos, and audio recordings, you can encounter these terms. For example, there is a piece titled "What taxes do public catering enterprises pay and what benefits do they have?" If we pay attention to the following sentence: "If the total income for the tax period does not exceed 1 billion soums, the enterprise is entitled to pay AOS at a rate of 4% or to pay a fixed amount of AOS." If we pay attention, the abbreviation AOS itself is not explained. This may be

understandable to an employee operating within this system, but the public cannot grasp the meaning of such phrases. Or the material was prepared under the hashtag "Foreign Trade." It states, "Physical persons and non-resident legal entities acquiring property, as well as foreign entities not organized as legal persons (except diplomatic missions)." Directly the essence of the DM abbreviation compound has not been clarified. It should be emphasized that such incomprehensible sentences can only serve as a clear reference for tax officials' representatives. However, the materials must be written equally for everyone, not just for them. Abbreviations can conflict with the "requirements for clarity and consistency."

As A. V. Superanskaya noted, "terminology is not colloquial language, and its precision is more important than brevity." From this perspective, the polysemy of terms cannot be considered a drawback. If a concept is designated by a phrase made up of a group of corresponding words, this both ensures the systematic nature of the term and demonstrates the concept's relationship with others.

Terms are, in fact, a special unit of language. They allow linguistic features to be identified and their distinctiveness to be studied. In direct analyses and investigations, we paid attention to the functions of information service materials and to the nature of the terms within them. In fact, any information service material fulfills the function of providing information and establishing communication. Thus, the essence of the words in them can also perform exactly such functions. However, propaganda that has not revealed its essence and is conceptually closed cannot be a good source for the public.

The problem of the relationship between a term and a word has long been one of the most important issues in terminology and has primarily attracted the attention of researchers, because without defining what a term is, one cannot speak of the tasks of terminological work. Therefore, it is appropriate for the press secretary to adopt a cognitive approach when using them. This is because informational service materials are characterized by clarity from a cognitive standpoint. The precision of the terms is, first and foremost, explained by its strategy. Their formation or

reinterpretation is characterized by this meaning. Because precision is precisely a crucial feature of information service materials. It should be noted that there are several specific requirements for terms; for example, their writing in a neutral or literary language ensures compliance with a number of linguistic norms. For example, there are lexical, orthographic, word-formation, and grammatical norms. However, it should be noted that any professional language may exhibit certain grammatical, stylistic, and other features in its usage. This, without a doubt, naturally leads to professionalism. A press secretary must prepare a resource needed by the public, rather than one tailored to a specific field. Any resource today is considered important information for society.

In modern linguistics, terms are understood as words that perform a nominative function, that is, the task of naming a specific concept. Unlike common words, the meaning of a term is not context-dependent. Within a given system of concepts, terms should ideally be unambiguous, systematic, and stylistically neutral. Why? Because their essence is clear, which makes them a necessary resource for industry professionals. In the materials provided by the information service, press secretaries must carry out propaganda work using a terminological dictionary from various fields of human knowledge. Scholars Qi Wanchji and Shen Haibo, in their book *Terms in the Modern Russian Newspaper*, emphasize that the terminological lexicon in information service texts must be continuously updated, because the language of the material reflects the living processes taking place in life: new words and new terms are recorded with the development of science and changes in social relations.

#### RESULTS AND DISCUSSION

It should be noted that in the mass media, terminology is primarily expressed in the group of informational genres: notes, reports, and interviews. All of these genres are characterized by their immediacy, the presence of an event-rich context in the materials, and the investigation of a specific fact or phenomenon.

Such texts serve as a carrier of modern information, which allows for the monitoring of important events in a specific field of activity. Since the news has become the primary focus of such texts, it can be argued that the term is used in its literal sense. As noted above, the terms in promotional materials can serve a number of functions: conveying information, transmitting knowledge, and popularizing scientific knowledge.

The information transmission function is carried out when it serves as evidence of the reliability of the propaganda work and is used in a terminological sense to convey objective information. For example: The Information Service of the Bukhara Regional Customs Department provided information on its official pages under the headline "Digest of Violations Detected by the Bukhara Regional Customs Department in Recent Days." At the "Xo'jadavlat" railway customs post, discrepancies were found in the documents when foreign-imported "stilok" goods were undergoing customs inspection. In the sentences stating "As a result of the customs inspection conducted in the presence of notaries, it was noted that there was 13.23 kilograms of excess goods valued at 123 million soms," the term "stilok' goods" is used. Only system employees can know the true meaning of this word, but since the public cannot directly grasp its essence, they will not have detailed information about the news. This negatively impacts the press secretary's work. In fact, when information is released, there should initially be an understanding of how it will affect the public. After all, the press secretary is the bridge connecting the organization and the public. Through any information provided, the user gains access to the necessary source.

The task of conveying news directly explains the process in numerical terms. However, the press secretary must focus on its essence. Vague ideas can never provide information. Also, let's pay attention to the information provided by the press service of the Regional Tax Department. "Let's get in the habit of requesting purchase receipts!" This is beneficial for us in every way, the reminder titled "Let's Get Used to Requesting a Purchase Receipt!" That is, "First, citizens who have gotten into the habit of requesting purchase receipts collect the QR code on

the receipt and 12% social cashback through the Tax mobile app. Second, if you have a complaint about the product you received with this receipt or if it turns out to be of poor quality, you have the option to exchange it. Third, by requesting a purchase receipt, you help prevent some entrepreneurs from attempting to evade taxes and curb the shadow economy." The figures presented in this text explain industry-specific terms, such as "cashback," "mobile app," and "QR code," allowing the user to gain detailed information.

Let us address the task of popularizing scientific knowledge. Any term used in preparing materials shapes scientific perspectives, because they are sentences relevant to a particular field. Therefore, when using them, it is usually necessary to analyze them precisely from this perspective.

The function of transmitting knowledge can be expressed by the transition of terms from a specialized field to broader use, where they serve to designate specific specialized processes, phenomena, or objects, thereby conveying the most general elements of knowledge from a particular scientific field.

This function is closely linked to the one discussed above and is tasked with popularizing scientific knowledge to raise students' educational level by addressing the pressing issues of modern science. It should be emphasized that popular science texts favor a pragmatic approach to conveying scientific knowledge to non-specialist readers in a clear and engaging manner. Precisely unveiling the essence of a term in an engaging way makes it possible to become closely acquainted with the material. Press secretaries generally use scientific terms sparingly. It should be emphasized that every field specialist, without question, prepares material based on their discipline. However, press secretaries who primarily work in the medical field must pay close attention to this and delve deeply into the essence of any term. The information service of the Buxoro Regional Department of the Sanitary and Epidemiological Committee provides information on a number of infectious diseases. Their essence is revealed through various infographics, video clips, and interesting photo essays. In particular, "How can you protect yourself from respiratory diseases?" The material

titled “The Essence of the Word ‘Respirator’ and its Origin, Explained with a Photographic Infographic on Prevention” explains the meaning of the word “respirator” and its origin. Or information is provided under the headline “Pneumococcal infection is the leading infectious cause of death among children under the age of 5.” Undoubtedly, this disease may not be new to industry professionals, but the public can learn the information they need based on the material provided by the information service. Pneumococcal infection is a term directly related to the field, and the press secretary has provided a detailed explanation of its essence. The order in which information is presented undoubtedly depends on the press secretary's position. Information about the disease itself was presented in detail in a written format using visual narratives. Such a presentation of the terms' essence in this order is sure to be interesting to any user. The main thing is that the press secretary conveyed the information and urged the public to stay vigilant.

Such a stance is not common in the work of all press secretaries. This is because, when conveying information in text form, the essence of the terms is usually overlooked. The public, in turn, does not engage with the material. This approach alienates the press secretary from the public.

It should be noted that a large number of highly specialized terms are used to convey information and to familiarize the reader with the field of knowledge covered by the material. However, if a term is unclear and its essence is not explained, it can lead to a complete (or partial) misunderstanding of the entire content. Specialized words and phrases in fields must meet the requirements of communicativeness. Unfortunately, the meanings of many foreign-language terms used in materials by the information service are not always clear to readers.

For example, we can cite thousands of such terms, such as reproductive, pneumococcus, QR code, cash back, export, declaration, and the like.

To clarify a highly specialized term, the author must include its definition in the text – it is explained as a section of text that reveals the content of the scientific concept expressed by the term and serves as the answer to the question “What does the

term mean?" Based on the communicative nature of the material determined by the discourse strategy and the author's purpose, there is a distinction between direct definitions, which are formed as independent sentences, and indirect definitions, which are part of a sentence. That is, if the press secretary using the term provides a clear definition, everyone will have the same understanding of its essence. True, the meanings of terms may not always be made clear, but if a dedicated glossary is created for them, it can be regularly provided to the public as explanatory notes. Partial explanation creates two different interpretations; specifically, a user who does not have detailed information about a word may understand its meaning in two different ways. This only allows for a partial familiarity with the material.

Thus, the terms in materials distributed by an information service perform the functions of conveying information, transmitting knowledge, and popularizing scientific knowledge. Incorrectly used or unclear terms reduce the value of the information. They are not regarded by the public as a sufficient source.

As is well known, the press secretary primarily uses electronic mass media. Undoubtedly, it is appropriate to prepare materials based on the requirements placed on them and to focus on their substance. In particular, properly defining the terminology strategy positively impacts the essence of the information. This is a key step in delivering a new source to the public. In information service materials, the terminology strategy is determined not only by the material's essence but also by its scope, volume, and content. If these are not used correctly, the level of coverage decreases. The public's interest will not be sustained. Likewise, the number, sequence, and duration must be appropriately chosen. We also want to draw attention to another issue: each information material is written based on a specific genre. The choice of terms is also crucial during genre-based categorization. Because terms are a core element of the material, users who understand them are well-informed. In general, a media format is the structure of a media product. To prepare the media material more perfectly, as noted above, the press

secretary must choose the right terminology strategy. Each term has a function and undoubtedly performs its role.

During communication, a unique terminological strategy is established to facilitate it, achieve a clear understanding of the expression, and subsequently assign to that expression a meaning defined by a definition rather than any other field. If they are established for a long time, they automatically become analytical definitions, the main characteristic of which is, without a doubt, understood in terms of the concept's generally accepted meaning. The speech sphere of modern society is distinguished by its diversity. On the one hand, there is a focus on the expressive nature of speech and behavior, and on the other, an effort to introduce specialized terminology into everyday life, striving for clarity and precision. This trend is particularly evident in press service materials, as they, like a mirror, reflect events from almost all spheres of human life, its cognitive component, with maximum speed and comprehensiveness. The rapid development of science and technology leads to the emergence of new objects, concepts, and similar phenomena, which is directly reflected in the enrichment of specialized vocabulary with new units. The influx of numerous terms into our everyday speech has become commonplace. We emphasize that a term is a multifaceted linguistic unit.

Lately, we have been seeing journalistic materials targeting specific audiences incorporate terms from almost every terminological group. Modern print media cover a wide range of topics to broaden their readership, resulting in a very rich vocabulary. Using them is nothing new, but applying them appropriately and focusing on their essence is one of the main requirements. Press secretaries today must pay attention to this aspect, because not all terms are understandable to the public. Therefore, when preparing material, regardless of its format, it must always have a clear substance. For example, on the official website of the Cadastral Agency, an infographic titled "Geodesy and Cartography Activities" is provided. It focuses on the type of activity, but the meaning of the field-specific term remains unclear. Likewise, when we review the infographic, we encounter activity-related terms such as aerial photography,

orthophoto plan, and deciphering. True, their meaning may be clear to the staff working within the system. However, the press service should also serve the public. If the meaning of these terms were explained in the text as notes, it would provide clear information; however, as it is, it will undoubtedly be regarded as a report, and the public will not be provided with the necessary source.

Usually, press secretaries don't delve deeply into the essence of the terms they use in their materials. Whether it's an infographic, an article, or visual content, there isn't a clear lexical focus. You may reject my argument, rightly saying that revealing the essence of terms requires considerable effort. But every press secretary must, based on their area of focus, compile a glossary of terms. In any material that introduces a term, it can reference the glossary database. The user can then learn the meaning of any word they find difficult to understand through that glossary. For example, on the official Tax Service news page, a flash interview was conducted under the headline "When was the 'Korxonabay' system introduced and how will our taxpayers benefit from it?" In it, the press secretary directly explains the word "korxonabay." The explanation is, without a doubt, based on a specialist's interpretation. In the visual material provided by the press service, the phrase "korxonabay" is highlighted. This is information the public needs. On this official page, we would like to draw attention to another piece of material. An official statement was issued under the headline "The 17 Billion Somni 'Electronic Translator' in the State Procurement System Was the Result of a Technical Error." Readers encountering the text also come across industry terms such as "module" and "transaction." These industry terms are not equally understandable to everyone. Only tax officials can understand them. However, if the press secretary had compiled an electronic dictionary composed solely of these industry terms, the substance of this statement would have been more understandable to the general public.

The complexity and multifaceted nature of people's professional activities imply a significant variability in forms of oral communication. From a broad perspective, all speech genres developed in the course of communication within the

professional sphere can be defined as professional speech. In other words, all communication related to professional activity, whether in written or oral form, regardless of whether it takes place in formal or informal settings, that is, communication as a special, auxiliary activity that supports the performance of the main professional activity and is subordinate to its objectives as high-level activity goals is professional speech. This definition allows us to distinguish professional speech from other professional types of oral communication. Terms play a special role in professional communication, but it should be noted that they are not uniformly formed in every language when it comes to terminologizing part of its vocabulary. Because a term can signify two or more meanings, of course depending on the context. Its application and explanation, however, depend on the expertise of the field specialist. In presenting professionalism, the press secretary must determine the proper placement of terms.

#### CONCLUSION

Press secretaries must pay attention to the essence of terms and their functions when preparing materials. As the scholar noted, a term can have multiple meanings. They undoubtedly differ depending on the context, but in this case the press secretary must choose an approach when writing the material that reveals the intended meaning.

The process of adding new words with explanations can be most reliably observed in the press pages, as they primarily cover real-life events. Furthermore, the appearance of a new word in news service materials introduces it to a wider readership, thereby creating the conditions for its lexical meaning to become established. However, it is preferable for the press secretary to handle materials containing a new term in an appropriate manner while preserving originality. After all, they are the only staff member responsible for communicating with the public on behalf of the organization.

In information service materials, terms facilitate communication and information exchange in professional and scientific activities and serve to optimize public knowledge.

Their inherent characteristics, functions, and position in the language system must be suitable for any form of communication. Cultural interactions influence the development of terminology. Words borrowed from other languages serve as a good source for their formation. Each field of knowledge has its own terminological system. By focusing on their essence and structuring them in harmony with the text, the informational service material will undoubtedly appear flawless. A terminological system is a collection of terms belonging to a specific field of scientific knowledge, and in using them, one must undoubtedly take the audience's perspective into account.

In conclusion, the strategy for using terminology in information service materials plays a crucial role in ensuring the materials' effectiveness, clarity, and reach to the target audience. When using terminology, each press secretary should adhere to the following key strategies:

First, you must identify the target audience. Before preparing the material, you need to know who it's intended for. If the material is written for a broad audience, you should avoid using complex, specialized terminology. Because any complex term cannot reveal the material's essence or facilitate understanding. Terms must be explained in simple, comprehensible language. If the material is prepared for a specialized audience, professional terminology must be used. They increase clarity. In doing so, one must avoid excessive simplification.

Standardizing and explaining terms is one of the strategies directly employed by the press secretary and is considered more appropriate. When preparing the material, the same term must always be used for the same concept. Randomly using different synonyms leads to confusion. The user cannot obtain the necessary information, and some terms differ depending on the context.

When a new or complex term is used for the first time in the material, it should immediately be briefly explained in parentheses or within the context. This is because explaining it makes it easier to convey information to the public. If the material contains a large number of specialized terms, a glossary

of terms must be provided as an appendix. Compiling and presenting such glossaries helps the reader understand.

There is a particular approach to selecting terms. A term must have a clear meaning. If it is necessary to use abbreviations, their full forms must be provided the first time they are used. For example, information prepared for taxpayers typically uses such abbreviations. Moreover, an excessive number of abbreviations or complex terms prevents a thorough understanding of the material. The primary goal of the strategy for using terminology in informational service materials is to maintain a balance between scientific precision and clarity. The material is professionally prepared and uses terminology, but it must not be incomprehensible to the reader. It is advisable to convey complex terms as much as possible through real-life examples, simple analogies, and visualizations. The strategy for using terminology should be determined based on audience needs and ensure that the material is clear, consistent, and comprehensible.

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