



## **FONT DESIGN OF MODERN KARAKALPAK PRESS**

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### **Abstract**

In this article, we will first provide an overview of the relationship between content and form. Hegel [4] was the first to express the idea of the unity and interdependence of content and form. In his opinion, a form is a manifestation of a certain content and helps to reveal that content. Form, on the other hand, helps to present the content more clearly and understandably. This idea of Hegel contradicted the views of Aristotle. According to Aristotle, the concept of content does not exist; every thought and idea can only reach a person through some form. There is no content without form. Aristotle even called the idea, one of the main categories of content, "the unity of form." In our understanding, idea, theme, and thought are known to be units of meaning. Soviet scientists supported Hegel's views on this issue for 70 years. The views of contemporary Karakalpak scholars are based on the traditions of the Soviet era and the teachings of Hegel.

### **Introduction**

This is not the case in developed countries. They rely on Aristotle's ideas. For example, Aristotle's ideas are recognized in the world's most widely circulated and authoritative encyclopedic dictionary, "Britannica" [2]. This dictionary does not contain an article on the concept of content. But there's an article about form. In our opinion, we strive to form the idea that the unity of content and form is considered equivalent, and that newspaper design helps to reveal the content of articles published in it. We will prove this point in the article.

### **Main Part**

Due to the excessive amount of mass information, it became necessary to convey it in a way that was visible to the audience. This also applies to radio broadcasting, television, and other mass media. Due to this necessity, enhancing the appearance of newspaper publications and ensuring that their pages are visually striking and

bright has long been one of the main requirements of journalistic activity. [3, 5, 6, 7, 8, 9, 10]

For this, it is enough to compare the newspapers before and after independence. We know that there is a world of difference between the first issue of the then-communist party newspaper "Sovet O'zbekistoni" (now "O'zbekiston ovozi") on August 31, 1991, and its current decoration (Picture 1).

A report titled "Historical Day Today" was published in the newspaper. It announces the opening of the extraordinary sixth session of the Supreme Soviet of the Uzbek SSR on August 31st at 10:00 AM in Tashkent.



Picture 1

This design applies to all publications published in the country, including all pages and sections of the newspaper issue. We will illustrate this issue in the following second and third sections.

### Text design of the press

The problem we are studying is the trend of word design in the daily press of modern Karakalpakstan. There are many areas of word design in newspapers. For example, studying the constant or changing elements of a newspaper, methods of highlighting its compositional materials, newspaper articles, preparing originals for publication, and so on. We want to distinguish and study three main types of this design. These are: 1. Font design 2. Design of pictures (illustrations); 3. Design of a special page and numbers. Based on this, our dissertation was prepared in three chapters.

What questions should text design answer? First of all, what is a font? A font is texts typed in a newspaper. Fonts are measured in points, 1 point - 0.3 mm.

The main fonts used in newspapers are divided into textual and headline types. From point 3 to point 12, this is a text font, and above point 12 (usually up to

point 20-24) these are the title fonts of the page. Up to item 20, there are font names. Higher numbers are designated with numbers like 22, 24, 26, and so on. Other fonts used in newspapers: 8-petit, 9-borges, 10-corpus, and 12-cicero. Text fonts: During the Soviet era, the main fonts were 8-9. But during the period of independence, more borges and corpus are being used. Because young people are not very accustomed to reading newspapers. Font designs have their own names. For example: new newspaper typeface, magazine ruble typeface, customary new typeface, academic typeface, Baltic typeface, literary typeface, and others. So, first of all, it should be noted that fonts differ in size and image. In both cases, the fonts have their own names. Regarding font design, it's important to note that there are several rules. Usually, two or three types of fonts are used in one newspaper, sometimes up to bold. An excessive number of fonts in a newspaper is excessive because it increases the variety. The issue of font usage can be differentiated between general political and network newspapers. For example, the "Erkin Qaraqalpaqstan" newspaper uses different fonts, while the "Qaraqalpaqstan ádebiyatı" or "Jetkinshek" newspapers use different fonts.

There are many types of font decoration. For example:

1. According to the image - saturated, semi-saturated, contoured.
2. By size - depending on the points, 8, 9, 10, 12, etc.
3. Inclined - regular font, italics.
4. Sometimes two or three fonts can be used in the same material.

Between the font and non-font styles, letters can be printed separately, but this style is rarely found in newspapers. If there is a gap between the letters, it is called a bit.

Adobe PageMaker is being developed for the publication of the "Erkin Qaraqalpaqstan" newspaper. Texts on newspaper pages are typed in the Cyrillic alphabet using the ABD KABKs1 font, typically size 9-10. To distinguish topics and subtopics from the text, a larger topic is selected if the material volume is large, and a corresponding smaller topic if it is small. Photoshop is used to place photographs on a newspaper page. Additionally, photographs submitted to the editorial office will be converted from JPG format to CMYK, and color painting will be organized by the typesetter to create the artistic image we see in the newspaper. While it takes 10 minutes to layout the second and third pages of the newspaper, it takes 20 minutes to layout the first and fourth pages.



The length of the material can be from one to eight columns. This is determined based on the volume and significance of the materials. If it's small, one column is enough. Single-column materials are usually presented on the first and last pages of the newspaper. Single-column materials can usually be short messages or announcements.

On average, newspapers are typically divided into two or four columns, and many materials are published in this format. There is a significant difference between the newspapers "Yangi O'zbekiston" and Karakalpakstan. Unfortunately, the newspapers of Karakalpakstan are often published in an inconspicuous, inconspicuous form.

However, it has become customary to publish materials requiring significant space in the main newspapers of Uzbekistan and Karakalpakstan. Due to the colorful design of the pages of "Yangi O'zbekiston" and the abundance of illustrations, the "density" is less noticeable, but it is immediately noticeable in the "Erkin Qaraqalpaqstan" newspaper. Due to the abundance of state decrees and materials about the President, the audience doesn't want to read the newspaper, which leads to a lack of interest.

Now, let's move on to the font design of the republican newspapers "Yangi O'zbekiston" and "Erkin Qaraqalpaqstan." In this regard, you should note that the "Yangi O'zbekiston" newspaper is well-developed. Of course, there are shortcomings here as well. For example, six or eight-column versts. This is a common practice in the newspaper. However, although the texts in the "Yangi O'zbekiston" newspaper are large, their presentation in block form is less noticeable, as the newspaper's text is somewhat lively. Of course, journalists notice this immediately, but a non-journalist reader doesn't pay much attention to it. Because this newspaper is adorned with large fonts, numerous illustrations, large themes, and colorful decorations. Sometimes, on the front page of the "Yangi O'zbekiston" newspaper, text occupies only 15-20% of the space, while the rest are images, headlines, and subheadings. This practice encourages the publication of an interesting newspaper. However, this method limits its ability to deliver information and news. This trend is generally the law and custom of this newspaper. This situation applies not only to the first page but also to other pages of the newspaper.

Now, let's move on to the "Erkin Qaraqalpaqstan" newspaper. The pages of this newspaper are mainly occupied with fonts. There are few large headlines,

pictures, but a lot of text. These texts are typically printed in the 9th font. Texts in the form of dialogues appear frequently. The questions are given in bold italics, and the answers are in plain font. As a result, the "Erkin Qaraqalpaqstan" newspaper has largely ceased to be limited to font design. This, from a design perspective, doesn't quite justify the title of a leading newspaper in our republic. In our opinion, the editorial office is not conducting research on these issues. Instead, the "Qoraqalpog'iston tongi" newspaper is quite good. In this newspaper, the selection and placement of topics, the font design, are somewhat enhanced, and more images are used. In our opinion, the "Erkin Qaraqalpaqstan" newspaper resembles a dormant newspaper. The newspaper "Qoraqalpog'iston tongi" also publishes a lot of materials in dense font design. However, the diverse design of the pages and the more productive use of illustrations make the newspaper appear a bit more vibrant.

In terms of text, the "Jetkinshek" newspaper can be cited as a good newspaper in Karakalpakstan. In this newspaper, non-traditional methods of text presentation are more commonly used. For example, you rarely see a print run with 6, 7, or 8 columns on a single page of a newspaper. Of course, this method leads to larger column sizes. For example, printing text in 3 or 4 columns in A3 format newspapers leads to the expansion of these columns. However, despite the large column width in this newspaper, the readability of the text increases. Of course, this is also determined by the newspaper's concept, its character, language, and audience.

**Newspaper composition.** It covers 3 main areas:

1. Divide the material into headings and sections.
2. Newspaper design style
3. Main themes and composition of numbers.

The composition of the issue depends on the editorial plan: on which topic, from which regions, under whose authorship the material is written and delivered to the editorial offices. The collection of these materials constitutes the newspaper issues. The design here must meet a number of requirements:

1. General rules of the press.
2. Compliance with local design traditions.
3. The internal traditions of this very newspaper.

A key feature of Karakalpakstan newspapers' design is that the first page serves as the newspaper's mirror. Because the most important news and the most urgent messages are published here. Therefore, the design of the first page is carried out last.

The traditions of working with newspaper designs show that, first of all, the 2nd page is designed. Then page 3, then page 4, and finally page 1. This rule is the same for the newspapers "Erkin Qaraqalpaqstan," "Yangi O'zbekiston," and "Pravda Vostoka." Because page 2 is dedicated to materials from districts and regions of lesser importance. On page 3, the same materials and international news will be posted.

Local news is provided on page 2. For example, news from factories and plants, rural life, and various institutions.

On page 3, sometimes theoretical materials are posted or the life of foreign countries is discussed.

Page 4 is the most thematic. Here, information on culture, sports, medicine, emergencies, materials on everyday topics, announcements, news, weather, advertising, and other similar small information is displayed. Page 4 design will be the most complex. Because there are many materials here, their themes are diverse, and they must be distinguished from one another. Only an experienced designer can create a variety of materials from the outside.

Room design style. This is a multifaceted and multi-level complex concept. The fundamental foundations of such design are the historical characteristics of national press traditions, the audience's familiarity with the newspaper, and the newspaper's unique appearance. These features define the style of room design. For example, local writers and poets frequently appear in the "Erkin Qaraqalpaqstan" newspaper, while "Yangi O'zbekiston" publishes expanded political and economic materials.

It should also be noted that the style and appearance of newspaper design cannot change frequently. One of the important trends in design is consistency, because the audience quickly chooses their newspaper this way, that is, through the consistency of design style. The newspaper reader understands the importance and value of this material by looking at the design, that is, by which material is placed on which page and where of the issue and how it is decorated.

Now let's move on to the third direction. What principles are the placement of materials in rooms and their decoration based on? What are these laws?

1. Based on newspaper design traditions
2. Placement of each material in its proper place.
3. Each material should be written in a suitable font.
4. Choosing the right design name for each material.
5. This material should reach the audience easily and quickly.
6. A striking image should be placed next to this material.
7. Highlighting the works of well-known journalists through design, etc.

Good design adorns the newspaper and makes it look beautiful. If the design isn't beautiful, if it doesn't convey the significance and overall image of the newspaper issue, the entire team that created that issue's work will be wasted. This will be a significant disadvantage for the editorial staff. The design of newspaper composition is a whole process. As a result of the design, materials, names, illustrations, and decorative elements form a single whole, or in other words, a harmonious ensemble.

The editorial staff should consider ensuring this harmony to be their primary responsibility. This work, that is, the design, is the final stage of all editorial work. Here, it is not permissible to exaggerate any material or overlook any other material. This contradicts the principles of design. Because designers must ensure the consistency of the newspaper issue and the consistency of its variable principles.

If the editorial office wants to help the designer, if it wants to simplify the design work, it must ensure the balance of different materials. It is advisable to present four or five pieces of material from one side on the first page; if it is not clear, it will not justify itself. Here too, equality and harmony are necessary.

One of the most complex designs of newspaper design is ideological issues. Should a newspaper have ideology or not? Even specialists find it difficult to answer this question. In our opinion, there is no newspaper without ideology. It's true that communist ideology, during the Soviet era, that is, having ruled, made a mistake. But this does not mean that newspapers should be published without ideology today. Such newspapers distort society and lead to discord.

## **Conclusion**

In our opinion, the design of newspaper composition is a whole process. As a result, the materials, names, illustrations, and decorative elements form a unified



whole. Ensuring this harmony is the main task of the editorial staff. All republican newspapers published in Uzbekistan and Karakalpakstan must operate based on the ideology of independence, and this ideology should serve as one of the main principles of design.

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