

*Toshnazarov Olimjon Eldor ugli*  
*Republic of Uzbekistan, Karshi.*

*Bekmurodov Tursunpulat Gulmurod ugli*  
*Republic of Uzbekistan, Karshi.*

**TO USE MODERN INFORMATION AND COMMUNICATION  
TECHNOLOGIES FOR THE DEVELOPMENT OF THE LIBRARY  
PROFESSION**

*Annotation. The current stage in the evolution of the library's information function is associated with the development of the information society, computer technology and telecommunications, the emergence of electronic documents, electronic products and services, and remote user access to library resources.*

*Key words: information products and services, information-communication technologies, information function.*

The development of information technology, the process of informing all sectors of modern society, has fundamentally influenced the usual library technologies: they have changed the methods of collecting information, its exhibition presentation, and its access; has changed the traditional forms and methods of library and bibliographic services; has changed the processes of receiving, processing and storing funds.

The interaction of the traditional library with Internet technology took the library's activities to a high level and opened up new opportunities for quality. To make the most of the opportunities for the rapid introduction of information technology, librarians need professional literacy that best responds to the needs of modern users, has the skills and skills to use them.

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The complexity of introducing information technology into the practical work of libraries determines the interdisciplinary nature of scientific discourse around them, and therefore the terms and concepts of several relevant subjects actively influence the development of this topic: library, science, bibliography, cultural science, psychology, management, marketing, and so on.

As a cultural phenomenon, the library was published by J.L. Borges, E.Y. Reviewed in the works of Genieva, P. Clodel, O.O. Kovalenko, U.S. Eco. The works of V.A. Belavin, V.S. Egorov, L.A. Vasilenko, E.N. Knyazeva, S.P. Kurdyumov, Y.I. Shemakin, and others are devoted to the methodological foundations of innovative approaches to building sociological foundations of information technology.

Despite extensive scientific experience and the dedication of many works to the study of library work, the problem of revisiting the use of information technology in the library and preparing it for modern society is not over. That's why the industry is particularly interesting for further research. The issue of developing effective and coordinated policies for the development of library and

information and library institutions, libraries and information and library activities is at the height of library problems in general.

Based on the above, the topic of modern information technologies used in libraries was chosen for work because it is promising, and its study is necessary for the further functioning of the library as a social information institution. The object of the research is modern information technologies. The subject of the research is the process of their implementation in the practical activities of libraries.

The purpose of the work: to increase the efficiency of the organization of modern information technologies for more effective use of information resources of libraries of activities.

Tasks:

1. To identify the essence of the basic concepts associated with information technologies in the aspect of innovative library and information activities.

2. To study the areas of application of information technologies in library practice.

The library, as a social information and cultural institution, is called upon to fulfill the tasks assigned to it by the state and society. Providing free and free access to various sources of information to all citizens is one of the main functions of a developing library. The process of such development is impossible without the introduction of modern information technologies into the library's activities.

In a broad sense, the concept of "information technology" is the process of using a set of means and methods for collecting, processing and transmitting data to obtain new information about the state of an object, process or phenomenon. The goal is to obtain information for its analysis, and to make a decision based on the results of this analysis to perform an action.

Information technology is based on the following principles:

- Dialog (interactive) mode of working with a computer;
- Compatibility with other software products;
- Flexibility in the process of changing data and assigned tasks.

Information technologies have become firmly established in all areas and spheres of library activity, and exhibition activities are no exception.

A modern library successfully conquers the virtual space, providing information about its funds and its activities to virtual users, which is almost impossible without the use of information technology, since the creation of virtual expositions presupposes the availability of the necessary equipment, software, Internet access and specialists with certain information and technical skills in the library.

The visual range of the electronic exhibition is represented by illustrative material (book covers, spreads, illustrations, maps, photographs, etc.). The text that accompanies and reveals the visual series consists of quotations, annotations, biographical references, etc.

The text that accompanies and reveals the visuals consists of quotations, annotations, biographical references, etc. After creating a presentation in Microsoft PowerPoint, it is possible to upload presentations to authorSTREAM.

Presentations are converted to Flash format. Users can get a unique Flash presentation code to embed in blogs and websites. Also, users have the opportunity to share the presentation by e-mail, upload it to YouTube.

The rapid development of new information technologies has necessitated a revision of traditional forms of work; prompted us to turn to innovative forms - the most effective and optimal for training users who prefer electronic products and services. Libraries are being actively transformed into information centers that combine scientific and information and library spheres of activity.

In this regard, the task of teaching users new ways and means of work, mastering modern information and communication technologies is becoming more and more acute, for which our own multimedia tools are widely created and used: commercials, presentations of an informational nature, training programs.

In the process of creating various multimedia media (videos, presentations, films), the intellectual level of library staff increases, their professional skills and competence grow. The library sector has recognized the inevitability of the information age and has entered the information society with dignity, contributing to its transformation into one. Therefore, a modern library should not oppose itself and its traditions to the new era, but integrate its own achievements and experience with modern information technologies for the successful performance of essential social functions.

The use of information technologies in the advertising activities of libraries opens up new opportunities in the field of advertising libraries in the virtual information space, significantly expanding spatial and temporal boundaries, increasing the audience, increasing the level of advertising effectiveness.

Library media advertising includes the following media and channels: Radio advertising, video advertising, video films, video commercials, television commercials, computer advertising on websites, social networks, e-mail, etc.

Advertising on the Internet can be carried out with the help of book trailers. A booktrailer is a short video that tells about a book in a free artistic form. The purpose of such videos is to advertise new books and promote reading, to draw attention to books with the help of visual means typical for movie trailers. Most of the booktrailers are uploaded to popular video hosting sites, which contributes to their active distribution on the Internet.

A library website is an image of a real organization in a virtual world with a high level of comfort in use. This is the only structural department that works 24 hours a day and has remote access for users. Having the skills to work with a website and the ability to create it is an essential component in the professional activity of a modern information specialist.

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