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WAYS TO PUBLISH PUBLICATIONS

Abstract. Decades ago, people hurried to read newspapers. He was ready to count to the last penny in order to buy an interesting edition. At that time, the format and size of the newspaper were different, external beauty was not paid much attention to, it was strict, standard, gray. There were long columns and sloppy lyrics. However, the public was interested in the abundance of news on the pages of the publication. It is not easy to please the modern reader. Television, radio, computers, various CD-MD-DVD players, satellite and cable TV channels attract audiences and make periodicals uncompetitive. However, editors of newspapers and magazines tend to compete and consider different ways to meet the needs of the reader. Undoubtedly, there is room for an attractive design of the publication. The designer and layout designer of a newspaper can be compared to an architect and a builder, and the main elements of the design of a newspaper can be compared to the bricks from which a building is being built, that is, a newspaper issue. Designers and layout designers solve a complex of problems related to the plan of this construction – with the composition of numbers and bands, with the placement of materials, etc. The composition of the pages depends on the composition of the entire issue of the newspaper, which in turn is determined by the content of the published materials and their nature. In almost every newspaper, a more or less stable composition is gradually taking shape, which means the design of the pages, the main sections and headings characteristic of this publication. The article discusses some methods of layout of newspapers and magazines.

Keywords: layout, printed edition, design, composition, page design, layout, newspaper composition.

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Жарияланымдарды беттеу жолдары мен басылымды шығару

Аңдатпа. Осыдан бірнеше ондаған жылдар бұрын адамдар газет оқудан ләззат алатын. Қызықты басылымды сатып алу үшін сатушыға соңғы тиынына дейін санап беруге даяр тұратын. Ол кезде газеттің форматы да, көлемі де басқаша еді, сыртқы сұлулығына –

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дизайнына оншалықты мән берілмейтін, қасаң, стандартты, сұрқай жарық көретін. Ұзын-сонар бағаналардан, салақұлаш мәтіндерден көз сүрінетін. Сөйтсе де басылым беттеріндегі жаңалықтардың көптігіне жұртшылық ерекше қызығатын. Қазіргі оқырманның көңілін табу оңай емес. Түрлі-түсті теледидар, радио, компьютер, әрқилы CD-MD-DVD ойнатқыштар, ғарыштық, кабельдік телеарналар аудиторияны өздеріне баурап, мерзімді баспасөздің бәсекелес болуға шамасын келтірмей отыр. Десе де, газет-журнал редакциялары бәсекелестікке ұмтылып, оқырманның қажетіне жарау үшін түрлі жолдарды қарастыруда. Әрине, оның ішінде басылымды тартымды етіп безендірудің өз орны бар екендігі даусыз. Газет дизайнері мен макетін құрастырушыны сәулетшімен не құрылысшымен, ал газет дизайнының негізгі элементтерін ғимарат салынып жатқан кірпішпен, яғни газет нөмірімен салыстыруға болады. Дизайнерлер мен терушілер осы құрылыстың жоспарын құрып жатқандай газет беттеу композициясын құрады – бағаналар мен жолақтардың құрамымен, материалдарды орналастырумен және т.б. Беттердің орналасуы газеттің бүкіл композициясының құрамына байланысты болады. Ол өз кезегінде жарияланған материалдардың мазмұнымен және олардың сипатымен анықталады. Әрбір газетте тұрақты композиция бірте-бірте қалыптасады. Бұл осы басылымға тән беттердің дизайнын, негізгі бөлімдер мен айдарларын білдіреді. Мақалада, міне, осы газеттер мен журналдарды беттеудің кейбір әдістері қарастырылған.

Кілт сөздер: беттеу, баспа басылымдары, дизайн, композиция, бет дизайны, макет, газет композициясы.

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Верстка печатных изданий

Аннотация. Десятилетия назад люди спешили читать газеты. Они были готовы потратить последнюю копейку, чтобы купить интересное издание. В то время формат и размер газеты были другие, на внешнюю красоту – оформление не обращали особого внимания, она была строгой, стандартной, серой. Были длинные колонки и небрежные тексты. Однако общественность интересовало обилие новостей на страницах издания. Угодить современному читателю непросто. Телевидение, радио, компьютеры, различные CD-MD-DVD-плееры, спутниковые и кабельные телеканалы привлекают аудиторию и делают периодические издания неконкурентоспособными. Однако редакторы газет и журналов стремятся конкурировать и рассматривают разные способы удовлетворения потребностей читателя. Несомненно, здесь есть место для привлекательного оформления издания. Дизайнера и верстальщика газеты можно сравнить с архитектором и строителем, а основные элементы оформления газеты – с кирпичиками, из которых возводится здание, то есть газетный номер. Дизайнеры и верстальщики решают комплекс проблем, связанных с планом этого строительства – с композицией номера и полос, с размещением материалов и т.д. Композиция полос зависит от композиции всего номера газеты, в свою очередь, определяемой содержанием публикуемых материалов и их характером. Практически в каждой газете постепенно складывается более или менее устойчивая композиция, под которой подразумеваются характерное для данного издания оформление полос, основные разделы и рубрики. В статье рассматриваются некоторые методы верстки газет и журналов.

Ключевые слова: верстка, печатная издания, дизайн, композиция, оформление полос, верстальщик, композиция газеты.

Introduction

Elements of newspaper page planning. Layering is based on the combination of several materials, depending on the established system. Old-fashioned forms of grouping materials make it easier to systematize the pagination process, which in turn facilitates perception and allows for in-depth analysis of the topic.

Ways to combine the materials needed for pagination are: inserting headings and headings; hyphenate or frame text; placement of pictures; decoration of topics in the same pattern: division into equal numbers of rows, selection of single-font fonts, uniform rulers and sketches, use of optimal solutions; uniform filling of text, including: equal distribution of all articles in columns, compilation of all material in one format, use of uniform text font, uniform drawing and sketching of all articles, unification of filling of introductory and free lines, selection of epigraphs and placement, etc. In many cases, paving requires strong means of integration, for which these methods and elements are performed in a complex way. Only three or four tools are needed per page. Once the complexes selected from the above materials are attached to the surface as the most suitable tool, the molding work is scheduled for a specific day of the week. It is usually done one or two days before the deadline for submission of ready-made newspaper clippings to the printing house.

Thematic page is a set of materials selected in the thematic system, which are placed on the page in a certain volume. The meaning of the tools on the page is also unique. «Hats» and headings play a big role, and sometimes pictures are more important. As one of the main tools of pagination, it is important to standardize the set of thematic fonts. Thematic pages can be divided according to the number of newspaper pages. But here the original style of the newspaper must be preserved. Nowadays, newspapers are published in large volumes, so each page has a super-headline: for example, politics, economics, culture, sports, etc.

Thematic pages are mainly focused on a narrow circle, and sometimes can be intended for specialized professional audiences: children's pages, youth pages, youth pages, student pages, women's pages, theater and art pages, ecology pages, etc. Thematic pages appear only for a certain period of time and it covers a wide range of issues or touches on some topical issues, ie important issues for the target audience. Sometimes thematic pages contain two adjacent, adjacent pages (usually a double page in the middle of the publication), which is called a cross-page [1]. This form of pagination is used only in exceptional cases: for certain events, national holidays, etc. to reveal its significance or to propagate issues of public importance (reform, elections, referendums, etc.). For this purpose, there are posters, calendars, thematic pages in the form of «mystery» («Open story» of the newspaper «South Kazakhstan», «White speech» of the newspaper «Aikyn», etc.). There are also special one-page pages dedicated to important events. These colorful posters can be pulled out and hung on the wall.

There is another interesting experience from the Soviet era – the emergence of separate pages. Such thematic pages are published by two friendly editions in order to increase the number of their readers. It seems that such good practices can still be replicated today; because economic, scientific, spiritual, cultural, etc., which can be a model for many regions. Contacts are becoming more active. Therefore, the scope of the information space is growing, the readership and consumer audience is being formed. The exchange of pages can be introduced into the practice of the newspaper and distributed as a «supplement» to one of the oblast or regional editions [2].

«Newspaper within a newspaper» is also a type of publication that has appeared in our time. Today, Egemen Kazakhstan, Aikyn, and Caravan newspapers have their own names, headings, and designs. Such booklets are intended for a specific audience, depending on the direction and purpose. It is distributed to subscribers in addition to the main edition. The Aikyn newspaper has its own «in-newspaper» newspapers, such as Aikyn Apta and Egemen Kazakhstan, and Ezhendi Egemen.

A special element of page planning is bulky materials. They need to be accentuated (accentus – accent, accent). That's why designers use a wide range of columns for such materials, choose interesting pictures, use as effective elements of the thematic complex as possible, put a

background of different shapes, dividers [3]. However, the decoration of such large, eye-catching materials should not obscure other small messages. Therefore, it is important to pay attention to the composition of the page and never forget the composition of the page.

Dimensional materials are mainly printed in the «basement» of the page. The text is typed in several columns or «covers» most of the page. Sometimes significant volumes of material are placed on the «roof» of the newspaper. In this case, the «roof» is called an «inverted basement».

Although small in size, the topic is important, relevant materials are presented in the form of a «window» (the material is placed in a corner or in the middle of the page). Therefore, the reader pays more attention to this part of the page.

Nowadays, advertising images and advertising texts often appear in periodicals. It is also important to pay attention to the design advantages of newspaper and magazine advertising. It is especially important to take into account the specifics of the commercial text. Designers, planners and weavers work with it more. Advertising in newspapers and magazines is done in two ways: direct advertising and complex advertising [4].

Direct advertising is also called modular advertising or frame advertising. This is an individual announcement. Modular announcements are given without a title or picture. Short announcements are also made of this type. They are paid a fixed amount.

Complex advertising is a type of advertising provided through the genres of journalism (interview-advertising, review-advertising, report-advertising, etc.). They are installed on the basis of known modules and are paid for by a special fee through fixed prices (quotations). If the editorial office accepts image advertising for a fee, it

It should not be considered as «secondary» advertising. Advertising articles and promotional interviews should be marked with special markers (for example, «Paid», with notes such as «Advertising report») [5]. The advertiser needs to feel the effectiveness of this approach. Co-advertisements appear on any page in addition to the journalist's important material. These include press releases and materials published free of charge at the expense of the editorial office. The value of each promotional material is determined by the specific advertising purpose. Now let's look at the structure of frameless modular announcements. Its main elements are: trademark (logo-type), theme or thematic complex, slogan, information part, pictures, coupons, visual aids.

The trademark is usually located at the top right.

The thematic complex can be presented as a heading or as part of the main theme.

The slogan is reflected in the announcement as an independent element of the corporate style (it is located under the trademark). A slogan is repeated two or three times, which means that the page contains elements of other advertising symbols. Often the slogan can be on the main topic.

The information section contains information for advertisers. Therefore, it is based on the same rigid structure as advertisements: lid (“text image”, «Abstract», «basket»), the main text, clarification in the text (commercial offers on discounts), signatures and comments, requisites (address and contact, author's name, etc.). A text image replaces a title or text introduction [6].

Research methods

As an illustration, image photos, photo portraits depicting the appearance of customers, information about brokers, sellers, customers, goods, buildings, interiors, etc. applied. Pictures and combinations of pictures, information images (diagrams, maps, tables, diagrams, etc.) are also provided with signatures and explanations. Coupons are an integral part of promotional messages, so they are given as a «text announcement» or in the form of a personal promotional announcement.

Title and text fonts, lines, frames, ornaments (markers), colors, backgrounds, graphic elements in the image (trademarks, logos, photos, pictures, collages) are considered as graphic elements of advertisements. Thank you. All or some of these graphic elements must be in the form of a trademark.

We have considered only the most common types of advertising messages. Copiers and designers try to combine their various elements with unique compositions. And the composition can be considered both internally and externally.

Ad text fonts are much larger than the fonts for editorial materials (10–12 points). The larger the size of the announcement, the larger the size. If the advertiser pays for page ½ or orders the whole page, the main text is typed in 16–20 point size [7].

Semi-bold fonts are often used here, and font-composition parts are used very actively. The importance of «open space in the design of advertising is special. First, the text presented in the «open space» is perceived as impressive. Secondly, such an announcement is immediately noticeable. No matter how actively the rest of the text is illustrated (using frames, rulers, pictures, font and compositional parts, markers), the text presented in “open space” is still important.

Rulers can be decorated in different ways in advertising. However, this tool should be used according to the stylistic features of a particular material.

Serious advertising is the corporate style of the advertiser and he orders it to be decorated with his ® logo. Sometimes advertising companies provide the editors with an original layout of the announcement (ready page file).

Results and discussion

Advertising sections are often eclectic (opposite in nature). Therefore, the framework of the advertising message also serves as a frontier unit. This is because the reader does not easily accept the content of a commercial message mixed with the text. This is a «conditional agreement». After all, the subject and object of advertising is the reader.

Each announcement is evaluated individually and has its type and content. The advertiser (mass media) is the sole owner of the verbal and visual advertisement, and the customer is responsible for the rest of the purpose and appearance. But, of course, this editorial office is responsible for the overall design (quality and presentation) of the advertising package [8].

Publication. The production technology of the newspaper consists of several stages: typing and preparation of image materials, formatting and printing (choice of printing form and method of printing). At present, all pre-printing processes (typing and preparation of illustrated materials, layout and formatting) are the responsibility of the editorial office and the publishing house. The printing house performs this type of work on behalf of the editors.

The layout of the page is a graphic layout. Some editors refuse to create layouts because they take up a lot of time. They have created an international style of page design, which is stored in a computer memory, so they do not need to pre-calculate and calculate. Computer newspaper publisher – Adobe inDesign,

Do you need to look at a graphic layout on paper when Adobe Page Maker and Corel Draw graphics technology allow you to quickly compress, zoom in and out the text?

However, how quickly did they forget that only the layout could determine the exact size of the material and whether it could be published in a newspaper? It seems that colleagues need to get rid of the idea that they do not need a model. When planning, it is sometimes necessary to cut a random piece of material, to make the first pattern strictly in accordance with the editorial plan. Only a layout can help here.

A pre-drawn layout (preferably 1:1 in size, developed in A3 and A4 newspaper formats) is a well-thought-out composition [9]. With this model, the designer can create a pattern of a certain shape, looking for an interesting «surprise» for decoration. In this way, the product in front of the computer will get rid of the hassle of careless actions, the hassle of choosing a font. Design skills and culture are formed through the model. It is no secret that a number of newspapers that still call themselves professional publications have not been able to create their own «appearance» by refusing the layout.

In a poorly designed newspaper, you will notice that the designer did not read the materials at all, did not study the interrelationships of the article, did not try to understand the complex internal content of the report, interview, letter. As a result, he offers the reader, not a «newspaper gala concert» in the language of music, but an «amateur rehearsal concert».

During the layout, special symbols are used to indicate the meaning of the text columns. They can be found both in pictures and in lines. Columns are indicated by the following symbols: «snake» lines, arrows (reference pointers), curved lines, dashes and curves, etc. Pictures are presented diagonally, with an «envelope» and a bar. The rulers are drawn in a straight line and the layout shows its character (for example, newspaper open, double oil, assyure, etc.) [10]. If the newspaper does not have a system of headings, it is written in the layout, depending on which row and in which column. If there is a normal topic, it is enough to write its first word in the draft. In general, a good layout can preview the page composition on a white sheet. Only then designs the layout. The page looks beautiful in the project itself. Especially photos reveal the face.

The reshaping of the material is divided into symmetrical, asymmetric and marked asymmetric.

The newspaper secretariat chooses one of these methods of layout:

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1) «open side» – the upper left corner of the page; 2) «facial side» – the upper right corner of the face; 3) «pedestal» – two or three columns from top to bottom; 4) «roof» – the upper part of the surface; 5) «basement» – the lower part of the surface; 6) «solid basement» – two or three columns from the bottom to the top fold [11];

7) «sloping block» – grouping several materials on the same topic and placing them in several columns; 8) «mill» or «roller» – stacking two articles of the same size.

The layout form is in the form of a standard, grid-eye drawing project with spaces between 10 or 5 petite columns. In order to speed up and simplify the layout process, the designer draws the layout form at his own discretion. It is a means of avoiding errors in paging and re-paging work. It is possible to improve the layout in different ways: first, vertically and horizontally, a non-rail, petite, borge scale can be introduced, and several templates with 6, 7, 8 columns can be created for an A2 newspaper. These templates define the width of the page and the amount of free space between columns in square, dot sizes. In general, when working with a compositional-graphic model of a newspaper or magazine, a layout of a booklet, a book project, it is necessary to create a new layout template. For example, a layout of an A3 newspaper can be designed with 4 wide and 1 narrow column. This allows you to move the narrow column horizontally when needed.

The newspaper secretariat should have as many font-sized tables as possible. They are needed when orienting a set of primary and secondary fonts, typing text in standard or non-standard format, and scaling to existing formats. This method is especially important when linotyping. In the Soviet era, layout was very strict, and despite the fact that “blank spaces” and «tails» in the newspaper interrupted typists' work and caused accidental graphic problems, this approach was as necessary as air. Layout drawings guided where to type the text, how the topics are arranged, and how additional

headings and headings are provided. At the same time, it indicates the layout of the skins and the main theme, the clichés-photos, the color of the headband, marzan, wedge, ruler.

Now is the time of electronics. All pre-publication processes are prepared by the editorial office itself, and the printing houses do not have a zincography shop, a typing shop, a linotype shop, or a camera. Linotype specialists have re-specialized in the operator's profession, and layouts have become computer designers [12]. The latter rarely have higher education and are programmers of different levels. They can work with the Internet, have mastered new packages of various programs, but, unfortunately, most of them do not know the aesthetics of printing.

Many newsrooms are now resigning from the post of Deputy Executive Secretary. The deputy secretaries worked on the newspaper's schedule. From then on, the executive secretary did not waste time on modeling, but immediately sent the materials approved for the current plan for typing. Now you need to know the design idea of each page to create a normal style of decoration. The designer also has a full opportunity to create creative freedom. It is important to involve artists and photojournalists in such work. Because they have their own views on newspaper graphics.

The same can be said about polygraphic rulers, which in practice are also called «road measuring rulers» [13]. Modern pageants have also abandoned this tool, because they think that everything is provided on the computer display, and the calculator helps to calculate.

But this ruler is not for pavers, but for designers. The ruler replaces the typometer, performs a metric system of measurements, systematizes basic measurements such as non-parallel, petite, corpus, cicero.

With the help of a ruler you can accurately calculate the size of the future image. With this metal ruler, even the layout is accurate and accurate. If you do not have a ruler, you can easily create one by hand. It is an indispensable tool if you prepare a paper version of the road meter on a simple thirty-centimeter ruler and glue it on both sides. In general, the printing line has accumulated centuries of experience in printing, established harmony and balance, printed patterns – fonts, numbers, symbols, spaces, lines, etc. provided [14].

Newspaper and magazine design not only required designers to know the basics of mathematics, but also the art of printing. In general, newspaper design is a process involving a professional team: a typing operator, proofreader, designer, artist, photojournalist, designer, executive secretary and all his deputies.

The contribution of each of these specialists to the production of newspapers is immeasurable, so each of them must be a professional. To do this, they must not only get a higher education, but also learn more from former professionals.

Thus, the requirements for the design of periodicals are: to determine the whole idea of the page; collection of materials necessary to achieve this goal, selection of certain compositional, graphic tools to increase its attractiveness and effectiveness, etc. [15]. Guided by the layout of the page and its layout, it is important to take into account the full range of fixed elements: the title, page columns, text materials and their headings, pictures, auxiliary details, etc. The number of newspapers and magazines in the hands of readers is the result of joint creative work of journalists, designers and publishers.

The term design has several meanings: project, design, drawing, planning, painting, composition. A detailed reference to it was given in 1964 at an international seminar on design education in Bruges:

«Design is a creative activity that determines the quality of industrial products, reflecting the overall external quality of the product shared by the producer and the consumer.» But over time, we see that the field of design has expanded and has begun to penetrate into all spheres of life. Therefore, the exact definition has not been given yet. «If design were a science, we would give it a clear definition, such as 'chess is a sport', but design is constantly evolving and evolving, just like any other form of creativity,» admits Artemy, a Russian web designer. Lebedev. Basically, design is the name of an art form, which includes measures to create the best examples of art, architecture,

clothing, handicrafts and to harmonize the material environment. The peculiarity of the design activity is the implementation of environmentally friendly combinations of beautiful and artistic consumer goods and products, constantly updated with new inventions. And the design of the press has become a branch of the art of publishing, which includes a dynamic combination of the external visual appearance and internal elements of the publication.

If we look at the origin of the name design, this concept began to be used in 1928 in the United States. However, although the term design is a new usage, there is every reason to believe that it is based on antiquity. For example, unique types of Kazakh handicrafts are made in an ethno-design style (yurt, kobyz, dombra, sandyk, kebezhe, ozhau, korzhyn, etc.). And the first examples of graphic design, which are the basis for the decoration of the press, we can find on the surfaces of syrmaк, tekemet, alasha, felt. In general, if we base the design of the Kazakh press on this national art, we will have our own brand in newspaper design.

The art of design is constantly changing and evolving in line with modern requirements. In the CIS countries, including Kazakhstan, the art of design has been systematically formed and developed since the 1960s. In 1987, the Union of Designers of Kazakhstan was established.

A specialist in design is called a designer. There is every reason to call a designer a person who has innate creativity and is able to visually implement an idea. A good designer should have the following skills: willingness and ability to search, knowledge of modern graphics packages (programs), mastery of design technologies, communication with people, basic knowledge of marketing and economics, drawing, creative search. The main tool of the designer is a computer. Additional tools, such as a ruler, pen, eraser, and calculator, are also recommended. Basically, a designer must fully master at least two graphics packages: Photoshop and SogelDRAW (or Adobe Illustrator). These are graphic programs with great potential for newspaper design.

Not only an artist, sculptor or architect engaged in design, but also a sociologist, psychologist, engineer, journalist, photographer, tailor-fashion designer, programmer, etc. can be. We see that the methods and practices of design are widely used in our daily lives (yurt equipment, national costumes, etc.). Design is also rarely used in public and cultural life. The art of design is divided into many types, depending on the method of execution, scope: industrial design, environmental design, image design, clothing design, interior design, exterior design, art design, computer design, advertising design, etc. Newspaper and magazine design is born of these visual and computer design experiences.

The art of design is gaining new characteristics due to the growing living conditions and demands of today. The development of advertising, poster, banner design, book design, production of products, the introduction of new models of furniture, and other modern professions are closely linked with the art of design. Therefore, design plays an important role in the relationship between public life and industry, production and consumers. Design has a special place in the production of periodicals and in the publishing house. The decoration reflects the appearance of the newspaper or magazine. Through beautiful design, we can show the reader the whole essence of the newspaper and magazine. Attractive page design is one way to engage a newspaper or magazine reader. For the last 20 years, graphic design has been one of the most integral aspects of the newspaper. The newspaper, which in recent years has felt that the Internet and television, and even mobile communication, can be a strong competitor, is devoting all its energy to decorating. That's why newspaper publishers are always at the forefront of new ideas and thoughts. And this requires great ingenuity and sophistication.

When it comes to decorating a publication, first of all we are talking about professional pageants. There are few children who do not dream of becoming a designer when they grow up. But despite their passion for architecture, painting, clothing, interior and exterior design, it is hard to see that they aim to become newspaper frontiers. On the one hand, this seems to be due to the fact that universities do not train specialists in this field. This is a goal born of necessity. The vast majority of those who turn their backs are journalists or programmers. When it is necessary to prepare a

newspaper for publication, journalists gradually become pageants. One day, the editor noticed that you were sitting at the computer for a long time and said to you, «Congratulations on your new job! From now on you will be an assistant editor! You know how to write a newspaper,» he said. Is it possible to refuse such a rare and popular «new service» when the leader is axed? This is how the first steps of paving work begin.

As a rule, students majoring in journalism are given a general explanation of design in lectures on media design, Internet journalism, newspaper and magazine publishing. As an example, it can show a large, beautifully decorated edition. And now, through laboratory classes, the student, the future pageant, has to decide for himself how to match the title and text, pictures and diagrams with the text.

We have a newspaper and a textbook

We can only provide guidelines for the design of the magazine and the activities of the publisher. We can also explain the features of working with some computer programs that the pageanter needs. And the practical significance and novelty of the design of periodicals can be worked out only on the basis of materials taken from examples of daily publications. That is why one of the foundations of a publicist's work is the importance of teaching design separately in the newspaper secretariat. We have already mentioned that there are big differences between the yellowed newspapers of history and modern editions. There is every reason to call modern newspapers «live». Undoubtedly, the development of digital computer technology contributes to it. A clean, neat and well-designed design also has a positive effect on the newspaper's economic situation. In this way, he is ahead of his competitors and captures both the reader and the advertiser. We can say with confidence that any publication dreams of reaching this level. Newspapers and magazines are not only two types of periodicals, but also a convenient way to convey information in different ways, to have a different impact on the reader. For this reason, although they offer two different forms of layout, there is no doubt that they choose the most convenient way for the reader to convey information. Newspapers and magazines, which are published daily and provide accurate information, are not only a means of public opinion, but also the most effective way of propaganda and aesthetic education of the reader.

Compared to many competitors, the newspaper-magazine can be figuratively compared to a turtle. He is so calm and calm that he reaches his destination very slowly. Despite these «shortcomings», it is interesting that the orange leaflet has not disappeared for many years and has retained its prestigious name. However, there is no doubt that in the near future, newspapers and magazines will undergo a major change. The first hypothesis is that the newspaper may disappear completely. Once upon a time, the ancestor of the media, the telegraph, became a legend, didn't it? Secondly, it is attractive to be redesigned and decorated in accordance with modern requirements

May be renamed as a «virtual newspaper» or «video newspaper». Now every house has an Internet connection. The number of its users is growing, as well as blogs in the Kazakh language, which are full of articles. However, their decoration is not yet satisfactory. But one day, bloggers may pay more attention to design to attract readers. It is better to keep the reader away from newspapers and magazines and stare at the monitor day and night. In the Kazakh sector of the wordpress.com blog platform alone, more than a dozen blogs are registered a month. Many online newspapers are also opening. Such an increase in the number of video newspapers can not only tie the readership to virtual life, but also gradually eliminate the instinct to search for news on paper.

Conclusion

Proofreading and proofreading marks. During the preparation of the printed form, it is necessary to correct it. This includes the process of technical, grammatical, stylistic, orthographic reading and correction of the manuscript. Proofreading does a lot to detect and correct spelling errors. The main purpose of the proofreading process is to ensure that the printed form corresponds to the original, the text is technically and grammatically mature. The main task of the proofreader is

to read the printed texts very carefully, to check the correctness, to check and correct its conformity to the original, to identify all the shortcomings and to point out the errors with special proofreading marks.

The main purpose of the page correction process is to ensure that the printed form corresponds to the sample that has undergone proofreading, to correct all errors and omissions and submit to the publisher.

The technological process offers many types of proofreading: correction, comparison, evaluation, etc. Only competent proofreaders and journalists can do this job.

With the introduction of computer technology in printing, paperless proofreading appeared, and the proofreader began to read and correct the text with the help of a computer monitor. This is done in two stages: first, if the author has carefully read the original and corrected the error, the proofreader performs the correction in the screen mode, according to the old technology it is called granular correction. In the second stage, the assistant proofreader (editor on duty) reads the original text aloud, and the proofreader carefully corrects grammatical errors with proofreading marks. The page is also read by the literary staff of the relevant departments, the secretariat and the editor. The on-duty editor groups all the corrected errors in one column and presents it to the compilers (in some editions, all corrected errors are displayed on the screen of the video terminal). The final correction and re-reading is performed once more by the «fresh eye» before the on-duty editor marks «print» or «publish».

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