

## AUTOMATIC TEXT TRANSLATION IN SOCIAL NETWORK INSTAGRAM

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**Abstract.** *This article talks about Instagram, its development and prospects, as well as text translation.*

**Key words.** *Instagram, Facebook, Twitter, user, image, video, messages, social network.*

Instagram is a social network program for sharing photos and videos from smartphones. Similar to Facebook or Twitter, anyone who creates an Instagram account has a profile and news feed. When you post a picture or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts with your feed. In the same way, you will also see the posts of other users that you choose to follow.

Pretty straight forward, right? It's like a simplified version of Facebook that emphasizes mobile use and visual sharing. Like other social networks, you can interact with other users on Instagram by following, commenting, liking, tagging and private messages. You can even save photos you see on Instagram.

Originally, this app was called "Burbn". Later, Systrom and Krieger combined the words "instant camera" and "telegram" and changed the name of the application to "Instagram". The development of Instagram began in 2010 after meeting Kevin Systrom and Michael Krieger in San Francisco. There, two developers decided to create a new project called Burbn and connect it to mobile photography... In the same year, Systrom managed to raise \$ 500,000 from Baseline Ventures as initial capital for the development of the project. In the fall of 2010, Instagram applications appeared on Apple devices... After that, many users were able to evaluate the program, and the project itself is successfully developing to this day. Thus, in 2011, hashtags were added to the program, which allowed users to search for photos of users around the world. At the end of 2011, the program version was updated with various new effects. In addition, the program began to support high-resolution photos, new frames were added to it, and the program icon was updated. In 2011, the management company managed to get 7 million dollars of support from investors. After this transaction, experts began to value the company at \$25 million. In 2012, a version for Android-based devices was released. At the same time,





another 50 million dollars of investment was attracted, and the company itself began to be valued at 500 million dollars. At the end of 2012, the network administration made changes to the terms of the user agreement specified in the social network. Instagram network photos can be sold to third parties by the administration. No compensation or sales notifications are planned to be sent to users. However, such amendments to the terms of the user agreement have been sharply criticized by users and experienced lawyers. Later, the administration refused to sell the photos.

Today, you can send directly from apps on your device or from existing photos/videos. In addition, you can print both photos and videos up to one minute, and you have additional filtering options, as well as the ability to tweak and edit.

When you tap the Send Medium Instagram message tab, you can choose a camera or video image to let the app know if you want to send a photo or video. To get a pre-taken video, take it through the app or tap on the photo/video preview window.

Instagram has up to 23 filters that you can apply to photos and videos. By tapping Modify under Image Editor, you can apply editing effects that allow you to change settings, brightness, contrast, and texture. For videos, you can cut them and choose a cover.

If you want to edit your photo or video in the Instagram app, just tap on the wrench icon and select a feature from the bottom menu. You can adjust contrast, temperature, saturation, focus, shadows, vignette, distortion and sharpness.

Today, the success of Instagram is something that new programs and platforms want to achieve. It's no secret that Instagram has become not only one of the most popular applications, but also one of the most popular. There are many nuances that make Instagram successful. Like all other programs, Instagram also started. This startup was also the most successful. Instagram gradually adapted to its audience, new technologies and the constant growth of the Internet. Many analysts attribute their success to their constant updates. What is clear is that the program is one of the largest in the world. At the moment, Instagram is not coming down, on the contrary. Over the years, his audience has grown and his appeal has grown.

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