

60320200 - "Information Service and Public Relations" Field of Education

REPUBLIC OF UZBEKISTAN

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION

60320200 - Information Service and Public Relations

Undergraduate (Bachelor's) Field of Education

QUALIFICATION REQUIREMENT

Tashkent - 2024

Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan

Order No. 218

June 25, 2024

60320200 - "Information Service and Public Relations" Field of Education

DEVELOPED AND SUBMITTED BY:

- University of Journalism and Mass Communications of Uzbekistan

APPROVED AND IMPLEMENTED:

Approved by Order No. 1/8 of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan on June 25, 2024.

INTRODUCED BY:

Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan.

These Qualification Requirements have been developed in accordance with the "State Educational Standard of Higher Education. Basic Provisions", "State Educational Standard of Higher Education. Classifier of Fields and Specializations of Higher Education", the National and Sectoral Qualification Frameworks of the Republic of Uzbekistan, professional standards, and proposals of personnel customers, and constitute an official regulatory and methodological document.

The right to officially publish these Qualification Requirements on the territory of the Republic of Uzbekistan belongs to the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan.

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1. General description

Training of bachelors in the field of education 60320200 - Information Service and Public Relations is carried out in full-time, evening, and part-time (extramural) forms of education. Education in all forms of instruction is organized on the basis of a credit-module system. The standard duration of the undergraduate program in full-time education is 4 years.

1.1. Scope of application

1.1.1. Application of the qualification requirement.

The qualification requirement represents a set of requirements for all higher education organizations training bachelors in the field of education 60320200 - Information Service and Public Relations.

1.1.2. Main users of qualification requirements:

- Management staff (rector, vice-rectors, head of the academic department, deans, and heads of departments) and professors-teachers of the higher education organization who are responsible for developing and updating qualification requirements, curricula, and science programs in this field of education, effectively implementing the educational process based on them, and are responsible for the level of preparation of graduates within their competence;
- Students of the higher education organization mastering the curriculum and science programs of the educational direction;
- State Attestation Commissions evaluating the level of preparation of undergraduate graduates;
- Authorized state bodies for education management;
- Bodies providing financing to higher education institutions;
- Authorized state bodies controlling accreditation and quality of the higher education system;
- Staff customers (employers) and employer organizations and enterprises;
- Applicants entering higher education organizations, their parents, and other interested persons.

1.2. Description of professional activities

1.2.1. Spheres of professional activity:

The 60320200 - Information Service and Public Relations undergraduate field of education is a direction in the field of science, production, and service, and covers a complex set of issues such as the Academy of Sciences of the Republic of Uzbekistan and sectoral research institutes, mass media, information agencies, state administration bodies, information services of state and non-state bodies, PR and advertising agencies, the Internet, rapid information exchange in society, and providing reliable information.

1.2.2. Objects of professional activity:

- Information service and public relations activities in the Academy of Sciences and sectoral research institutes and centers, as well as higher education institutions;
- Public relations and information service activities of state and non-state organizations, enterprises and institutions, companies (firms), and production associations;
- Journalistic activity in mass media, state administration bodies, and information services of state and non-state bodies;
- Journalistic and information service activity in TV and radio channels belonging to MTRK (National Television and Radio Company of Uzbekistan);
- Journalistic and information service activity in TV and radio channels under the jurisdiction of the National Media Association;
- Organization and management of information and advertising agencies' activities;
- Organization and management of Internet networks, websites, and social networks' activities;
- Activities of press centers of state administration bodies, ministries, enterprises, and departments;
- Organization and management of public relations (PR) and information services activities;
- Organization and management of publishing-printing concerns and printing houses' activities;

- Activities of press centers of state administration bodies, ministries, enterprises, and departments; (*Note: Repeated in original text*)
- Activity of rapid information exchange and providing reliable information in society;
- Public relations and information service activities in non-governmental non-profit organizations, civil society management institutions, and private companies;
- Public relations (PR) and information services activities of business structures;
- Service processes for the media and communication spheres of international organizations.

After completing the undergraduate field of education in the field of science, undergraduate graduates in 60320200 - Information Service and Public Relations have the right to engage in pedagogical activity for teaching relevant subjects in the system of general secondary, secondary special, and professional education on the basis of retraining.

1.2.3. Types of professional activity:

- Scientific-research;
- Organizational and managerial;
- Project and design;
- Information-analytical activity.

1.2.4. Professional tasks.

In accordance with the 6th qualification level of the National Qualifications Framework for the educational field 60320200 - Information Service and Public Relations, and the spheres, objects, and types of bachelor's professional activities, the undergraduate graduate must be able to perform the following professional tasks:

In scientific-research activity:

- Research the activities of national and foreign media, compare their achievements and shortcomings with the quality and standard criteria of world journalism, and show aspects effective for national journalism and media activities;
- Purposefully search and find information about the newest scientific and journalistic creative achievements on the Internet;
- Solve professional activity issues within a research and production team (in accordance with the profile of preparation);
- Prepare research developments, participate in the expert evaluation of journalistic, publicistic, and philological literature;
- Collect, re-prepare, and systematically analyze scientific data on the topic;
- Study models, methods, analytical objects, and subjects on the topics of ongoing research projects, investigate the problem of the topic, and develop scientific solutions;
- Conduct experimental research on scientific theoretical views and practical activities of mass media and process their results;
- Develop scientific reports and explanatory notes;
- Prepare scientific reports, design work, compile independent works and bibliographies on the topic of ongoing research;
- Participate in scientific-practical conferences and prepare articles for scientific journals;
- Implement research results and developments;
- Collect, re-prepare, and systematically analyze scientific data on the topic; (*Note: Repeated in original text*)

- Carry out pedagogical and educational-methodological activities in accordance with the specialization in higher education, retraining and advanced training, and professional educational institutions;
- Organize the educational process and scientific activity, conduct educational sessions using modern information and pedagogical technologies, and technical means of teaching;
- Fully master electronic (e-learning), mobile (m-learning), distance information technologies, and educational-methodological complexes;
- Regularly increase pedagogical and scientific skills and qualifications.

In organizational and managerial activity:

- Establish media activities, their legal foundations, organizational structures, and activities carried out on the basis of law;
- Develop and put into practice processes for managing the quality of production activities;
- Plan the creative team of employees, tools of activity, and resources necessary for the implementation of production processes;
- Develop methods and mechanisms for monitoring and evaluating the quality of production processes related to the creation and use of information technology systems;
- Develop mechanisms for monitoring and evaluating the quality of production processes using information technologies;
- Monitor production processes regarding compliance with environmental protection and labor safety requirements;
- Organize and manage social and spiritual-enlightenment work in the team;
- Make correct and healthy decisions in conditions of differing opinions;
- Compile a work plan for the performed activity, control it, and evaluate the results of the work performed.

In project and design activity:

- Formulate and implement new media business projects;
- Organize media business, develop and implement business plans;
- Develop project and software documentation;
- Apply international and professional standards of information and communication technologies, modern methods, instrumental and computational tools in practice in accordance with the specialization of preparation.

In information-analytical activity:

- Continuously develop and use journalistic creative skills and abilities in scientific and practical activities;
- Comply with national and international codes of professional ethics;
- Plan resources necessary for the implementation of production processes;
- Develop and implement management processes ensuring the quality of production activities;
- Ensure environmental protection, fire, technical, and labor safety in production processes;
- Expertise projects, sources, literature, electronic video, and audio products on topics corresponding to the direction;
- Provide consulting services in areas corresponding to the specialization;
- Be able to provide relevant service in the field, apply methods and ways of collecting information, consulting, and translation in the field of journalism, and perform organizational work;

- Expertise projects, sources, literature, electronic video, and audio products on topics corresponding to the direction; *(Note: Repeated in original text)*
- Provide consulting services in areas corresponding to the specialization. *(Note: Repeated in original text)*

2. Requirements for professional competencies

- Know the current issues of state policy, and be able to independently analyze socio-economic problems and processes;
- Understand the essence of documents and works related to professional activity in one of the foreign languages, possess necessary knowledge in natural sciences within the scope of professional activity, and be able to use them in professional activity on a modern scientific basis;
- Be able to apply information technologies in professional activity, master methods of gathering, storing, processing, and using information, and be able to make independent justified decisions in their activity;
- Be able to independently acquire new knowledge, work on oneself, and organize labor activity on a scientific basis;
- Have an understanding of a healthy lifestyle and the necessity of adhering to it.

3. Requirements for internships

Qualification internship - is aimed at consolidating theoretical knowledge from general professional and specialization disciplines and integrating them with practical production processes, forming relevant practical skills, competencies, and qualifications.

The following internships are conducted in the educational direction:

1. Educational-introductory internship;
2. Production internship;
3. Pre-graduation internship.

4. Structure of the catalog of disciplines

No.	Discipline code	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester
1.00		Majburiy fanlar (Compulsory disciplines)	4320	144	
1.01.	OEYT1104	Newest history of Uzbekistan	120	4	1
1.02.	OZRT1104	Uzbek (Russian) language	120	4	1

No.	Discipline code	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester
1.03.	JOKA1104	Foundations of journalism and mass communication	120	4	1
1.04.	PRRT1104	History of PR and advertising	120	4	1
1.05.	MATK1128	Information technologies and computer graphics in media	240	8	1,2
1.06	JARN1110	Theory of public relations and advertising	300	10	1,2
1.07.	AXFT1204	Organization of information service activity	120	4	2
1.08.	FALS1204	Philosophy	120	4	2
1.09.	MTVU1104	Media language and style	120	4	2
1.10.	PRMK1304	Copywriting of PR texts	120	4	3
1.11.	MVFC1304	Media literacy and fact checking	120	4	3
1.12.	IMVB1310	Imagemaking and Branding	240	8	3,4
1.13.	OVJA1310	Uzbek and world literature	300	10	3,4
1.14.	DINS1404	Religious studies	120	4	4
1.15.	NOTS1504	Art of public speaking	120	4	5

No.	Discipline code	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester
1.16.	TAPR1504	Network PR	120	4	5
1.17.	TAHM1510	Editing skills	300	10	5,6
1.18.	MULJ1604	Multimedia journalism	120	4	6
1.19.	MHME1605	Media law. Media ethics.	120	4	6
1.20.	DATJ1704	Data journalism	120	4	7
1.21.	MPMS1704	Media psychology. Media sociology.	120	4	7
1.22.	MEVM1704	Media marketing and media management	120	4	7
1.23.	CHET1130	Foreign language (profession-oriented foreign language)	900	30	1,2,3,4,5,6
2.		Tanlov fanlari (Elective disciplines)	1800	60	3,4,5,6,7,8
		Qualification: Public relations specialist, PR manager			
		TOTAL	6120	204	
		Malakaviy amaliyot (Qualification internship)	900	30	2,4,6,8

No.	Discipline code	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester
		Bitiruv malakaviy ishi (Graduation qualification work)	180	6	8
		TOTAL	1080	36	
		Grand Total	7200	240	

*Based on the characteristics of the organization of educational processes of the Higher Education Institution, the semesters in which the disciplines are taught can be changed while coordinating the total amount of credits established for the semesters.

Bibliographic data

UDC: 002:651.1/7.

OKS 01.040.01

Group T 55

Keywords: Marketing, information-communication management, analysis, questionnaire, argument, poster, banal, briefing, bingo card, blogging, blitz interview, video clip, video player, geopolitics, globalization of mass media, graphomania, argumentation, disorientation, demagoguery, demoscropy, bestseller, regional press, boulevard journalism, virtual world, mass communication, online journalism, public relations, information globalization, disinformation, Jadid press, genre, radio jingle, investigative journalism, deontology in journalism, authoritarianism in journalism, journalistic jingoism, image maker, interactive journalism, interview-dialogue, composition, communication models, compromise, convergence, consensus, content analysis, creative, marketing communication, mass-media, media business, media education, press conference, media text, editing (montage), personal journalism, pluralism, post-industrial society, psychological war, Reuters, advertising technologies, press release, press kit, reportage, speechwriter, stringer journalism, commercialization, factual genres, freelance, chronicle, commentary, épater interview, eco-journalism.

Approval sheet

Developers, agreed main related higher education institutions, and consumers of personnel

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- National University of Uzbekistan – Rector: I. Madjidov, 2024 (L.S.)
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- National News Agency of Uzbekistan (UzA) – Director General: A. Ko'chimov, 2024 (L.S.)
- National Television and Radio Company of Uzbekistan (MTRK) – Chairman, 2024 (L.S.)
- Creative Union of Journalists of Uzbekistan – Acting Chairman, 2024 (L.S.)
- National Media Association of Uzbekistan – General Director: Jo'raboyev / Abutalipov, 2024 (L.S.)