

60230300 - Publishing Work Undergraduate Field of Study

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF
THE REPUBLIC OF UZBEKISTAN

QUALIFICATION REQUIREMENT

For the Undergraduate Field of Study: 60230300 - Publishing Work

Tashkent — 2024

Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan
(MoHESI)

- **Order:** No. 218
- **Date:** June 25, 2024

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- Approved by Order No. 218 of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan on June 25, 2024.

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

Legal Status Note: These Qualification Requirements have been developed in accordance with the "State Educational Standard of Higher Education: Basic Provisions", the "Classifier of Fields and Specializations of Higher Education", the National and Sectoral Qualification Frameworks of the Republic of Uzbekistan, professional standards, and proposals from employers, and serve as an official regulatory-methodological document. The right to officially publish this Qualification Requirement within the territory of the Republic of Uzbekistan belongs exclusively to the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan.

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1. General Description

The training of bachelors in the field of study **60230300 - Publishing Work** is conducted in the full-time mode of study. Education within this mode is organized on the basis of the **credit-module system**. The normative duration of the undergraduate program is **4 years**.

1.1. Scope of Application

1.1.1. Application of the Qualification Requirement

This Qualification Requirement represents the complete set of specifications for all higher education organizations training bachelors in the field of study *60230300 - Publishing Work*.

1.1.2. Main Users of the Qualification Requirement

- **Management staff and faculty** of higher education organizations (rectors, vice-rectors, heads of academic affairs, deans, and heads of departments) responsible for developing, updating, and effectively executing curricula and syllabi.
- **Students** of higher education organizations mastering the curriculum and subject programs of this educational field.
- **State Attestation Commissions** evaluating the training level of undergraduate graduates.
- **Authorized state bodies** managing education.

- **State bodies** ensuring the funding of higher education institutions.
- **Authorized state bodies** responsible for accreditation and quality control of the higher education system.
- **Personnel buyers**, employing organizations, and enterprises.
- **Applicants** entering higher education organizations, their parents, and other stakeholders.

1.2. Description of Professional Activities

1.2.1. Fields of Professional Activities

The undergraduate field of study *60230300 - Publishing Work* encompasses a comprehensive complex of tasks used during the training of specialists for publishing houses, printing enterprises, publishing and printing complexes, and internet publications. This includes:

- Disciplines, tools, techniques, and methods of professional activity;
- The production and distribution of publishing products in printed and digital formats;
- Technologies, technical equipment, and software products used in the publishing industry;
- Economics, management, marketing, and scientific research within the sector;
- Engaging in scientific-pedagogical research as independent researchers in research institutes of humanities and other sector-specific scientific research institutes;
- Conducting professional activities in the mass media (OAV), state management bodies, and other state and non-state institutions.

1.2.2. Objects of Professional Activities

Graduates will have the right to solve complex problems in organizations dealing with modern forms of computer design, marketing, process management, and activity organization, including:

- The Academy of Sciences of the Republic of Uzbekistan, sector-specific scientific research institutes, and centers;
- Publishing houses, printing enterprises, publishing-printing complexes, and online publications;
- Publishing-printing concerns and printing shops;
- IT parks;
- State and non-state agencies engaged in the printing, digital release, and distribution of publishing products;
- Organizations dealing with technologies, technical and software tools, economics, management, marketing, and informational-analytical services in publishing;
- Press and media departments of state administration bodies and various organizations.

Upon completing this field of study, graduates are authorized to address complex tasks across publishing processes, books, journals, newspapers, printed and electronic editions, texts, fiction, verbal and visual data, author originals, publisher layouts, digital documents, data processing, storage, transmission, and distribution technologies. They will deal with forms and processes of editing-publishing activities, information-analytical and organizational-management support, theoretical issues, digital design technologies, and layout design.

1.2.3. Types of Professional Activities

- Editorial-publishing activity;
- Scientific-research activity;

- Design-innovative activity;
- Organizational-management activity, and similar fields.

1.2.4. Professional Tasks

According to the **6th qualification level of the National Qualifications Framework**, the graduate must be capable of executing the following tasks:

A. Editorial-Publishing Activity:

- Adhering to the principles and criteria of publishing, taking into account modern approaches to material selection and systematization, and modeling publishing materials;
- Achieving excellent command of foreign languages and using them effectively in professional practice;
- Working with authors and manuscripts, editing them, and mastering the methods of various publishing departments (logistics, production, marketing, distribution) as well as book and linguistic software creation;
- Working as a **Managing Editor** to post information on internet portals, print editions, or news agency feeds; verifying the alignment of materials and topics with the publication concept; creating engaging headlines; coordinating creative teams; preparing thematic plans; and publishing materials after rigorous editing;
- Working as a **Bild-Editor (Photo Editor)** to source photographs for articles, evaluate image quality, retouch, and arrange photographic materials on pages;
- Working as a **Content Manager** to fill websites with necessary content (textual and graphic information), and managing interactive communication with users;
- Working as a **Copywriter** to craft persuasive text that generates a desire to purchase advertised products;
- Working as a **Proofreader (Musahhih)** to compare text against the original, correct spelling and punctuation errors made by typesetters, eliminate technical violations, and check captions under pictures, diagrams, and letter spacing;
- Working as a **Media Manager** to manage mass media channels, define development strategies, oversee media projects, perform media planning, establish branding strategies and media marketing, set advertising budgets, and design profitable offers for advertisers;
- Working as a **Media Buyer** to sign contracts with publishing houses and control execution, ranging from letters of guarantee to layout delivery, payments, obtaining invoices, acceptance certificates, and checking pilot copies;
- Working as a **Media Designer** to design media products, develop design concepts according to client requirements, artistically format commercial proposals (project presentations), generate 3D-visualizations of non-standard advertising structures, create layouts for various external advertising formats, and prepare files for print;
- Mastering software applications such as **Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Draw, and PowerPoint**;
- Staying informed about multimedia products, design, video, digital advancements, modern multimedia trends, and technical innovations in advertising;
- Deeply mastering the Uzbek language and literature, including its specific features, scientific-theoretical, and philosophical-aesthetic foundations;
- Developing skills for continuous self-improvement and independent learning to utilize the rich potential of the Uzbek language and literature;
- Forming a spirit of love and loyalty to the Homeland and respect for universal human values;
- Developing into a spiritually mature specialist with a broad worldview and independent thinking;

- Studying the publishing systems of advanced foreign countries and implementing their progressive methods into local processes.

B. Scientific-Research Activity:

- Conducting scientific research by applying theoretical and practical knowledge gained in the field of Uzbek language and literature;
- Developing, justifying, and implementing innovative projects in editorial-publishing, information, and marketing technologies;
- Presenting research results via abstracts, presentations, scientific reports, and research papers;
- Conducting research on sector-specific theoretical topics in research institutes and scientific centers;
- Reading and practically utilizing English-language materials related to the research topic;
- Conducting targeted searches for the latest scientific achievements on the internet;
- Studying new scientific results, scientific literature, or research projects matching the professional field;
- Studying foreign scientific research related to publishing work;
- Collecting, processing, and systematically analyzing scientific data on specific topics;
- Possessing the capability to implement research results and developments.

C. Design-Innovative Activity:

- Extensively utilizing historical entrepreneurship experiences and modern editorial-publishing achievements to accelerate the innovative development of publishing enterprises;
- Researching the book market, e-publications market, mass media market, and competitive environment to develop the marketing strategy of a publishing enterprise;
- Creating new publishing projects, developing their concepts and business plans, and shaping the thematic and production plans of the publishing enterprise;
- Conducting monitoring and making managerial decisions regarding design in publishing activities;
- Providing information-bibliographic support and advertising for publishing design projects.

D. Organizational-Management Activity:

- Conducting explanatory work regarding the role and influence of the national language and literature under globalization conditions;
- Developing mechanisms for monitoring and quality assessment of production processes using information technology in publishing promotion and distribution;
- Organizing marketing events for product promotion;
- Providing information-bibliographic support for publishing product promotion;
- Forming the assortment for wholesale and retail distribution channels based on supply and demand;
- Analyzing customer databases;
- Organizing and managing social, spiritual, and educational work within a team;
- Making correct decisions when confronted with diverse opinions;
- Formulating work plans, monitoring execution, and evaluating outcomes of performed activities.

2. Requirements for Professional Competencies

Graduates must possess the following competencies and knowledge bases:

- Knowledge of current state policy issues, with the ability to independently analyze socio-economic problems and processes;
- Philosophical knowledge related to worldview, enabling independent systematic analysis and application in professional work;
- Knowledge of the newest history of Uzbekistan;
- Understanding documents and work processes in English, possessing necessary knowledge within the professional field, and utilizing it on a modern scientific basis in life and work;
- Ability to independently acquire new knowledge, conduct self-study, and organize labor activities scientifically;
- Scientific understanding and conviction regarding a healthy lifestyle, alongside physical fitness skills;
- Ability to use practical application software packages of modern information technology and generate outputs;
- Knowledge of developing and operating special information systems;
- Creative thinking and an innovative approach to professional tasks;
- Proficiency in working with color theories;
- Skilled use of graphic editor programs;
- Possession of a refined taste and high visual aesthetic standards;
- Ability to apply modern information technologies used in publishing within professional practice;
- Understanding web technology principles, technical/software components, capabilities, web design skills, and the creation of finished websites;
- Creating dynamic pages and writing special scripts for various events;
- Digital and media publishing, alongside multimedia-rich blog creation and output acquisition;
- Organizing publishing activities and managing workflows for professional application;
- Utilizing computer graphics, raster, and vector graphic software to produce professional outputs;
- Executing computer graphics and design tasks using **Corel Draw**;
- Creating visual images of national and literary heroes based on Uzbek folklore;
- Executing computer graphics and design work in **Adobe Photoshop**;
- Executing computer graphics and design work in **3Ds Max**;
- Creating multimedia products aimed at awakening national pride and spiritual education;
- Operating printers, plotters, and other printing machinery;
- Binding finished products, framing, or placing them behind visual glass;
- Understanding and organizing services in marketing, production, website design, corporate identity, packaging, advertising, and multimedia design;
- Knowing methods of social media promotion as an **SMM Manager** and utilizing **SEO management**;
- Understanding the working principles, technical and software specs of multimedia technologies, and utilizing ready software packages;
- Creating Android applications that meet market demands, executing UX/UI design, and developing mobile apps that secure data exchange and fulfill diverse progressive requirements;
- Creating and managing databases using Database Management Systems and **SQL**;
- Possessing and applying knowledge regarding book history, printing history, newspaper/journal history, state documents on publishing, technological layout schemes, types and formats of publishing products, requirements for manuscript formatting, measurement units, materials for polygraphic works, output data specifications,

- International Standard Book Numbers (ISBN), International Standard Serial Numbers, and copyright laws;
- Understanding text description issues, text units, text types, text component linking tools, text linguistic analysis, and literary texts along with their formatting tools, and applying this in publishing;
 - Possessing and applying knowledge regarding text preparation theory, editing history, the social position and freedom of an editor, professional traits of an editor, types and forms of genres, the algorithm and specification of an editor's work, logical analysis, headline analysis, language and style analysis, and the nature and types of errors;
 - Possessing systematic knowledge about components of world and Uzbek literature, concepts of literary types and genres, classical adabiyot and its characteristics, development stages of Uzbek literature history, theoretical issues of world literature history, and analyzing masterpieces of world literature, to use during editing;
 - Mastering stylistic features of phonetics, author-specific stylistic tools, lexical units and their stylistic roles, specific word usages, the stylistic role of word groups in texts, stylistic features of syntax, functional styles, punctuation application options, and utilizing this knowledge during editing;
 - Knowing graphic, orthographic, and punctuation norms, history of writing, Uzbek spelling rules, history of punctuation norms, types of punctuation marks and their deployment scenarios, the sound system and its representation in writing, and building the skill to form opinions on controversial points in current spelling rules for editing purposes;
 - Fully mastering the modern Uzbek literary language and its subfields: phonetics, lexicology, morphology, syntax, and text linguistics, for use in editing;
 - Studying the history of editing, the role and significance of the editor in the publishing process, text analysis and editing, text integrity, harmony of text components, written speech requirements, and logical text analysis;
 - Studying word deployment paths, the stylistic role of parts of speech within a text, functional styles, and lexical-phraseological traits of colloquial style;
 - Perfectly knowing current spelling rules and building skills to address controversial areas;
 - Acquiring knowledge and skills regarding the organization of publishing work and workflow management for professional application;
 - Knowing the finest selections of world and Uzbek literature, and learning how to work with literary texts;
 - Fully mastering online publishing skills and using ready-made software tools for specialization-oriented online publishing;
 - Knowing the legal foundations of publishing work;
 - Managing financial-economic activities in publishing;
 - Studying the foundations of media business and media markets;
 - Knowing media editing basics and learning to work with official texts;
 - Studying the theory and practice of distributing publishing products;
 - Mastering the technology of distributing book products.

3. Requirements for Internships

Students acquire general and professional competencies, knowledge, and skills through the mastery of mandatory and elective subjects included in a logical sequence within the curriculum, as well as via internships and other academic tasks.

- **Mandatory Subjects:** A complex of disciplines directly aimed at acquiring general and professional competencies, providing the foundational knowledge and skills required for the undergraduate field.
- **Elective Subjects:** A complex of disciplines that provide deep, additional knowledge based on specialization within the educational field, serving to expand specific professional competencies, while supporting the student's personal interests, creative approach, and talent.

The following internships are conducted within the educational field:

1. **Qualification Internship (Malakaviy amaliyot):** Directed at reinforcing theoretical knowledge gained from general professional and specialization subjects, integrating it with practical (production) processes, and forming appropriate practical skills, competencies, and qualifications.
2. **Production Internship (Ishlab chiqarish amaliyot):** Focused directly on upgrading professional mastery and expertise.

4. Structure of the Subject Catalog

No.	Subject Code	Names of Educational Disciplines, Blocks, and Activity Types	Total Workload (Hours)	Credit Amount	Semester
1.00		General Mandatory Subjects	5070	169	1-7
1.01	F1104	Philosophy	120	4	1
1.02	O'EYT1204	Newest History of Uzbekistan	120	4	2
1.03	JMS2304	Physical Culture and Sport	120	4	3
1.04	DSh2404	Religious Studies	120	4	4
1.05	XT35-715	Foreign Language	450	15	5, 6, 7
1.06	NIAT1105	Information Technologies in Publishing	150	5	1
1.07	O'TL1105	Uzbek Terminology and Lexicography	150	5	1

No.	Subject Code	Names of Educational Disciplines, Blocks, and Activity Types	Total Workload (Hours)	Credit Amount	Semester
1.08	ZMShA1105	Fundamentals of Modern Textology	150	5	1
1.09	WD11-210	Web Design	300	10	1, 2
1.10	HO'AT11-211	Modern Uzbek Literary Language	330	11	1, 2
1.11	IM1206	Orthography Issues	180	6	2
1.12	NA1205	Fundamentals of Publishing	150	5	2
1.13	KGD12-415	Computer Graphics and Design	450	15	2, 3, 4
1.14	MON2306	Multimedia and Online Publications	180	6	3
1.15	O'BOTT2305	System and Language of Print Media in Uzbekistan	150	5	3
1.16	TNT23-410	Theory and Technique of Editing	300	10	3, 4
1.17	DTTY2405	Business Records in the State Language	150	5	4
1.18	AT3505	Literary Editing	150	5	5
1.19	AVU3505	Information Visualization Methods	150	5	5
1.20	JO'A35-610	World and Uzbek Literature	300	10	5, 6
1.21	RS35-610	Digital Pagination (Layout/Typesetting)	300	10	5, 6
1.22	O'TAS3605	Practical Stylistics of the Uzbek Language	150	5	6

No.	Subject Code	Names of Educational Disciplines, Blocks, and Activity Types	Total Workload (Hours)	Credit Amount	Semester
1.23	MIYT4705	Mobile Application Development Technology	150	5	7
1.24	MBA4705	Legal Foundations of Publishing	150	5	7
1.25	NIMM4705	Management and Marketing in Publishing	150	5	7
2.00		Elective Subjects (8 subjects)	1230	41	3-8
		Subtotal (Academic Courses)	6300	210	
Qualification:	Publisher, Publishing Manager				
		Qualification Internship	900	30	8
		Final State Attestation	0	0	8
		Subtotal (Internship/Attestation)	900	30	
		TOTAL	7200	240	

Bibliographic Data

- **UDK:** 002:651.1/7
- **OKS:** 01.040.01
- **Group:** T 55

Key Words: State educational standards, qualification requirements, curriculum, competence, credit, module, types of professional activity, object of practice, quality of personnel, field of study, main curriculum and subject program of bachelor's degree, profile, learning outcomes, educational cycle, bibliographic reference, bibliographic list, brochure, booklet, bulletin, VIP-

journal, geopolitics, argumentation, information globalization, ISBN (International Standard Book Number), JCR (Journal Citation Reports-Science Edition), impact factor, indices, image maker, interactive journalism, index numbering, font size (kegl), running header (kolontitul), proofreading (korrektura), composition, creative, consensus, copyright (kopirayt), marketing communication, proofreader (musahhih), binding (muqovalash), media business, media text, author's sheet, copyright, publishing financial plan, press release, patent, circulation (tiraj), review, format, co-authorship, citation, information-communicative systems, modern research methods, informational and modern pedagogical technologies, modeling, virtual electronic knowledge sources, didactics, theory.

Agreement Sheet

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AGREED WITH:

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