

REPUBLIC OF UZBEKISTAN

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION

70320101 - Journalism Master's Specialization

QUALIFICATION REQUIREMENT

Tashkent - 2024

MoHESII of the RUz Order No. 277 2024 "1" 08

70320101- "Journalistic" Specialization

DEVELOPED AND INTRODUCED: University of Journalism and Mass Communications of Uzbekistan.

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

The right to officially publish the Qualification Requirements within 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

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70320101 Journalism: implemented in full-time forms of education training masters in the specialization. The normative period of the Master's program is 2 years.

1.1. Field of Application

1.1.1. Application of the Qualification Requirement.

The qualification requirement represents a set of requirements for all higher education organizations training masters in the specialization 70320101 Journalism.

1.1.2. Main Users of the Qualification Requirements:

- Management personnel (rector, vice-rectors, head of the academic department, deans, and heads of departments) and the professor-teaching staff of the higher education organization who are responsible for developing and updating qualification requirements, curricula, and science programs for this master's specialization, 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 specialization;
- State Attestation Commissions evaluating the level of preparation of master's graduates;
- Authorized state bodies for education management;
- Bodies providing financing for higher education organizations;
- Authorized state bodies controlling the accreditation and quality of the higher education system;
- Personnel customers and employing organizations and enterprises;
- Bachelor's graduates entering higher education institutions, their parents, and other interested parties.

1.2. Description of Professional Activities

1.2.1. Fields of Professional Activity:

It is a specialization in the field of journalism and information, encompassing complexes such as teaching subjects related to the specialization in all educational institutions, conducting research

activities at the Academy of Sciences of the Republic of Uzbekistan and sectoral scientific research institutes, centers, scientific-production associations, operating in the press centers of state administration bodies, ministries, enterprises, and agencies, engaging in journalistic activity in national and international media organizations, state and non-state media editorial offices, conducting journalistic activity in national and international press publications, preparing programs and broadcasts in television and radio editorial offices, providing information services in news agencies, advertising, and PR fields, preparing and transmitting information products in internet journalism and mass communication fields, engaging in editorial activity in publishing-printing concerns and printing houses, and working in organizations whose activity is related to providing information services.

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and covers complexes like working in organizations whose activity is related to providing information services.

1.2.2. Objects of Professional Activities:

Graduates of the 70320101-Journalism Master's specialization will have the right to engage in pedagogical activity in higher education, retraining and advanced training, professional education institutions, and teaching general professional and specialized subjects determined by the authorized management bodies of education in professional education institutions.

- Scientific research activity in the Academy of Sciences, sectoral scientific research institutes and centers, as well as higher education institutions;
- Journalistic activity in mass media, state administration bodies, information services of state and non-state bodies;
- Journalistic activity in TV and radio channels included in the structure of NTRCU (National Television and Radio Company of Uzbekistan);
- Journalistic activity in TV and radio channels under the jurisdiction of the National Media Association;
- Organization and management of activity in information and advertising agencies;
- Organization and management of activity in internet networks, websites, and social networks;
- Activity of press centers of state administration bodies, ministries, enterprises, and agencies;
- Management in state and non-state organizations, enterprises and institutions, companies (firms), production associations;
- Organization and management of activity in public relations (PR) and information services;
- Organization and management of activity in publishing-printing concerns and printing houses.
- Activity of mass media, state administration bodies, information services of state and non-state organs,
- Activity of information and advertising agencies;
- Activity of internet websites and social networks;
- Will have the right to work in ensuring operational information exchange and reliable information in society.

1.2.3. Types of Professional Activities

- Scientific research;
- Pedagogical activity;
- Journalistic activity in national and international media systems;
- Activity in information services, PR, and advertising agencies;
- Journalistic and blogging activity in the internet system;
- Publishing and editing;
- Translation activity;
- Organizational-management;
- Production and service rendering;
- Consulting service;
- Information-analytical activity.

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1.2.4. Professional Tasks:

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In accordance with the 7th qualification level of the National Qualifications Framework for the 70320101 Journalism: specialization, as well as the fields, objects, and types of professional activities of a master, the master's graduate must be capable of performing the following professional tasks:

In Scientific Research Activity:

- Analyzing new scientific results, scientific literature, and scientific research projects corresponding to the specialization;
- Conducting experimental research according to standard methodologies and others, and analyzing their results;
- Developing scientific and explanatory notes;
- Developing scientific reviews on the topics of ongoing research, compiling abstracts and bibliographies;
- Participating in the analytical process of scientific seminars;
- Preparing articles for journals related to scientific topics.
- Having mastered a system of knowledge related to the scientific worldview, knowing the fundamentals of general methodological sciences, and current issues of state policy;
- Possessing the ability to independently analyze social problems and processes;
- Possessing the ability to independently analyze social problems and processes;
- Expressing one's view on national spiritual and universal values orally and in writing, understanding the theoretical foundations of the national idea, and knowing the essence of the main idea "Building a free and prosperous homeland, a free and prosperous life" and its harmony and difference with main ideas;
- Having a holistic view of processes and events occurring in nature and society, possessing knowledge about the spiritual image of a person, and being able to use them in life, professional activity, and modern scientific research;
- Being able to apply legal and ethical norms regulating a person's relationship to human, society, and the environment in professional activity;
- Being able to independently acquire new knowledge, improve it, and organize one's labor on a scientific basis;
- Understanding and analyzing problems of social and personal significance based on one's individual knowledge;
- Being able to use regulatory legal documents in one's activity;

- Possessing a culture of thinking, a specific style of thought, and the ability to clearly state oral and written speech;
- Creatively and critically reviewing and analyzing mastered knowledge, being able to use them in scientific activity;
- Having a formed social responsibility directed towards sensing the results of one's scientific activity;

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- Using the basic laws of mastered sciences in professional activity, classifying methods, and being able to use methodological principles in scientific activity;
- Using information and pedagogical technologies in pedagogical activity;
- Having an innovative approach to increasing education quality and efficiency;
- Preparing a project to participate in projects published in the state and abroad based on the results of scientific activity;
- Being able to prepare standard working documents to obtain a patent;
- Must possess skills to prepare a project to participate in projects announced by state, non-state, and non-profit organizations.
- Perfect mastery of electronic (e-learning), mobile (m-learning), distance information technology, and educational-methodological complexes;
- Systematically increasing pedagogical and scientific skill and qualification.

Journalistic Activity in National and International Media Systems:

- Planning professional activity;
- Planning and organizing a continuous complex process that coordinates operational creative activity in mass media (media), publishing houses, and internet journalism;
- Applying modern communication technologies when operating in national and international media systems;
- Having mastered one of the foreign languages as a tool for scientific communication and professional qualification exchange;
- Mastering methods of collecting, storing, processing, and utilizing information;
- Being able to make justified independent decisions in one's professional activity;
- Possessing the skill to differentiate information, knowledge, and data, being able to use information technologies;
- Understanding the essence and significance of information technologies in the conditions of today's informed society, perceiving the danger of information attacks and threats, possessing the ability to observe basic requirements of information security;
- Possessing the basic methods and tools of retrieving, storing, and processing information from the internet network, having computer skills as an information management tool;
- Working, processing, improving, and implementing advanced modern methods and styles in evaluating materials of daily, weekly, and monthly publications as well as various publicistic texts;
- Translating and editing media materials in different languages.

PR and Information Service Rendering, Editorial Activity in Publishing-Printing Concerns, Printing Houses:

- Planning and organizing a continuous complex process that develops the activity of information scientific-technical services, public relations services, information and advertising agencies, and press services;

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- Organizing press conferences, symposia, and briefings in accordance with modern requirements;
- Preparing and distributing press releases and business information documents;
- Conducting editorial activity in publishing-printing concerns and printing houses;
- Rendering information services on a topic matching the preparation profile.

In Journalistic and Blogging Activity in the Internet System:

- Possessing the basic methods, styles, and tools of retrieving, storing, and processing information from the internet network, working with a computer as an information management tool;
- Working with data in global computer networks;
- Creating and continuously filling the content of news and information websites;
- Opening official blogs in the global network and enriching its content;
- Writing news, analytical materials, creating photo, video, and audio materials for web pages.

In Publishing and Editing Activity:

- Implementing proofreading and editing activity on artistic and scientific works, booklets and monographs related to the field in publishing and editing spheres;
- Working as an editor and literary employee in publishing institutions;
- Working as a scientific employee in archives and literature museums and organizing the work process related to the field;
- Reading, editing scripts in theater, and explaining the essence of an artistic work to directors and actors.

In Pedagogical Activity:

- Mastering and applying in practice the methodology of teaching academic disciplines;
- Mastering electronic and distance teaching methods and applying them in pedagogical activity;
- Conducting theoretical, practical, and laboratory classes on academic disciplines related to the specialization in higher, specialized secondary, and professional education institutions;
- Conducting non-traditional educational classes using modern information and pedagogical technologies;
- Compiling, preparing, and formalizing educational-methodological documents necessary for conducting lessons on taught sciences;
- Using technical tools of teaching to conduct educational classes on the taught science;
- Systematically self-improving through independent education and creative search, while mastering various methods, styles, and tools in the field of the taught science and pedagogical activity;

- Participating in the development of SES (State Education Standards), qualification requirements, and other educational-regulatory documents of the continuous education system;
- Possessing skills to develop educational-methodological manuals, design, and model;

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- Carrying out pedagogical and educational-methodological activity in higher education, retraining and advanced training, professional education institutions in accordance with one's specialization;
- Organizing the educational process and scientific activity, conducting educational classes using modern information and pedagogical technologies, and technical tools of teaching;
- Perfect mastery of electronic (e-learning), mobile (m-learning), distance information technology, and educational-methodological complexes;
- Possessing skills to systematize and integrate knowledge and qualifications in information-communicative activity in various fields, effectively using them in solving problems in the field of linguistics and linguodidactics;
- Developing scientific, educational, creative, and advertising projects of national and international significance;
- Systematically increasing pedagogical and scientific skill and qualification.

In Translation Activity:

- Being able to masterfully translate relevant legal-normative documents, journalistic materials, and literature regarding mass media and news agencies, publishing houses, and scientific-technical information services;
- Being able to freely interpret and translate scientific-terminological concepts on literature related to journalism and international journalism;
- Performing oral and written translation from foreign languages in state organizations and non-governmental private enterprises and organizations.

In Organizational-Management as well as Production and Service Activity:

- Developing and implementing production activity quality management processes;
- Planning production processes and resources necessary for effective implementation of production processes;
- Creating a system of modern information technologies and developing methods and mechanisms for monitoring and quality evaluation of production processes associated with their operation;
- Participating in the control of production processes regarding compliance with environmental protection and labor safety requirements.

In Consulting Service Activity:

- Developing an analytical review of the existing situation in the field of mass-media activity;
- Participating as a chairperson (participant) in expert groups on the examination of projects on topics matching the specialization in the field of mass-media activity;
- Rendering consulting services on topics matching the specialization.

In Information-Analytical Activity:

- Collecting information and processing them;

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- Analyzing changes in mass media, their impact qualitatively and quantitatively, evaluating the consequences;
- Preparing reports based on the results of information-analysis activity;
- Creatively and critically reviewing and analyzing mastered knowledge, being able to use them in scientific activity;
- Conducting analytical work regarding the formation of public opinion on journalism issues and studying the point of view of national and foreign mass media;
- Must possess abilities to evaluate the effectiveness of management decisions.

2. Requirements for Professional Competencies

- Must have mastered a system of knowledge related to the scientific worldview, the basis of general methodological sciences, possess the ability to independently analyze economic problems and processes;
- Understanding the essence of documents and works related to professional activity in one of the foreign languages, knowing scientific research and pedagogy methodology, and being able to use it in professional activity on a modern scientific basis;
- Being able to independently master new knowledge, work on oneself, and organize labor activity on a scientific basis;
- Creatively and critically reviewing and analyzing mastered knowledge, being able to use them in scientific activity;
- Being able to use regulatory-legal documents in one's activity, being able to make justified independent decisions in one's professional activity;
- Possessing the basic methods and tools of retrieving, storing, and processing information from the internet network, having computer skills as an information management tool;
- Being able to use information technologies, understanding the essence and significance of information technologies in the conditions of an informed society, perceiving the danger of information attacks and threats, possessing the ability to observe basic requirements of information security;
- Being able to use information and pedagogical technologies in pedagogical activity;
- Formulating practical skills of independent research activity;
- Forming pedagogical activity skills and mastery using modern pedagogical and information technologies, interactive methods of educational-upbringing works;
- Must form the learning and skills to organize the scientific-methodological provision of the educational process;
- Forming theoretical and practical knowledge, learning, and skills regarding master's specializations in the journalism and information education field;

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- Developing skills to create, accumulate, and utilize a database of knowledge regarding the master's specialization in the journalism and information education field;

- Performing scientific research works on the master's specialization, must ensure scientific knowledge, practical mastery, and skills in modeling processes and a systematic approach to achieving targeted results of professional activity;
- The scientific activity block must envisage the mastery of scientific research methodology, performance of scientific-research and scientific-pedagogical works in journalism and the information field by students in specialized scientific and educational institutions;
- Must be directed towards teaching how to search for information on research issues, analyze and systematize them, generalize, compile a catalog of truthful information sources and high-status scientific societies;
- Sciences must ensure deep knowledge, understanding, evaluation, and drawing relevant conclusions and recommendations of theoretical foundations and innovative approaches of the specialization;
- Must be directed towards deep analysis and evaluation of scientifically substantiated data reflecting the national interests of our state in the international information environment;
- Deeply knowing, understanding, evaluating, and giving relevant conclusions and recommendations on international experiences of innovative approaches in humanitarian sciences;
- Conducting independent research in Uzbekistan and abroad, establishing mutual relations with foreign institutions and scientific research centers, and implementing scientific cooperation that answers the interests of our state.

3. Requirements for Internships.

Scientific internship is directed towards reinforcing theoretical knowledge from general professional and specialized sciences and harmonizing them with practical (production) processes, forming relevant scientific-research and practical skills, competencies, and qualifications.

The following internship is conducted in the specialization:

1. Scientific-pedagogical work and qualification internship
2. Scientific research work and preparation of a master's dissertation

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4. Structure of the Catalog of Disciplines:

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No.	Qualification code of science	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester in which the science is taught
1.00		Compulsory sciences	1260	42	
1.01	MITM1106	Scientific research methodology in media	180	6	1
1.02	JZTT1106	Modern development trends of journalism	180	6	1
1.03	AXJN1106	Theories of information society	180	6	1

No.	Qualification code of science	Names of educational disciplines, blocks and types of activities	Volume of total workload, in hours	Credit amount	Semester in which the science is taught
1.04	MFOM1206	Methodology of teaching specialization sciences	180	6	2
1.05	MTIB1206	Media convergence and editorial work management	180	6	2
1.06	XRMM1206	International ratings and national media	180	6	2
1.07	MTVM1304	Media analysis and monitoring	180	6	3
		Elective sciences	540	18	1,2,3
		Qualification			Journalist, (pedagogue-researcher)
		TOTAL	1 800	60	
		Scientific activity	1800	60	
		Conducting scientific research work, preparing and defending a master's dissertation	1260	42	1,2,3,4
		Scientific activity: Scientific-pedagogical work and qualification internship	540	18	3,4
		TOTAL	1 800	60	
		TOTAL ALL	3 600	120	

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Bibliographic Data

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

Key words: Audiovisual journalism, audience segmentation, information society, informative press, information-communicative management, Associated Press (AP), analysis, questionnaire, entrefilet, argument, poster, banal, briefing, bingo-card, video clip, video player, VIP-journal, newspaper "canard" (fake news), geopolitics, graphomania, substantiation, disorientation, demagoguery, demoscropy, de facto, de jure, drive-time, bestseller, military journalism, regional press, tabloid journalism, virtual world, mass communication, online journalism, Public relations, information globalization, disinformation, Jadid press, genre, journalistic investigation, deontology in journalism, authoritarianism in journalism, journalistic jingoism, image maker, interactive journalism, interview-dialogue, composition, compromise, creative, marketing communication, media business, press conference, media text, consensus, online journalism,

personal journalism, pluralism, post-industrial society, psychological warfare, press release, reportage, arts journalism, travel journalism, political-legal journalism, sports journalism, commentary on sports events, skepticism, stringer journalism, talk show, factological genres, freelance, international journalism, chronicle, outrageous interview, essay, eco-journalism, information-communicative systems, modern research methods, information and modern pedagogical technologies, models and modeling, virtual electronic knowledge sources, didactics, theory.

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(Image 1: Seal and Signature)

- **Rector:** Sherzodxon Qudratxo'ja
- **Year:** 2024 « ____ » _____
- **L.S.** (Place of Seal)

AGREED:

(Image 2: Seal and Signature)

- **Ministry of Higher Education, Science and Innovations of the Republic of Uzbekistan Center for Development of Higher Education Studies**
- **Director:** M.Tolubayev
- **Year:** 2024 « ____ » _____
- **L.S.**

(Image 3: Seal and Signature)

- **National University of Uzbekistan**
- **Rector:** I.Madjidov
- **Year:** 2024 « ____ » _____
- **L.S.**

(Image 4: Seal and Signature)

- **Agency of Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan**
- **Director:** A.Khodjayev
- **Year:** 2024 « ____ » _____
- **L.S.**

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

DEVELOPED:

- **University of Journalism and Mass Communications of Uzbekistan**

- **Rector:** Sherzodxon Quadratxo'ja
- **Year:** 2024
- **L.S.**

AGREED:

- **Center for Development of Higher Education Studies under the Ministry of Higher Education, Science and Innovations of the Republic of Uzbekistan**
 - **Director:** M.Tolubayev
 - **Year:** 2024
 - **L.S.**
- **National University of Uzbekistan**
 - **Rector:** I.Madjidov
 - **Year:** 2024
 - **L.S.**
- **Agency of Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan**
 - **Director:** A.Khodjayev
 - **Year:** 2024
 - **L.S.**
- **Uzbekistan State University of World Languages**
 - **Rector:** I.Tukhtasinov
 - **Year:** 2024
 - **L.S.**
- **National News Agency of Uzbekistan**
 - **Director General:** A.Kuchimov
 - **Year:** 2024
 - **L.S.**
- **National Television and Radio Company of Uzbekistan**
 - **Chairman:** A.Khodjayev
 - **Year:** 2024
 - **L.S.**
- **Creative Union of Journalists of Uzbekistan**
 - **Chairman:** O.Salimov
 - **Year:** 2024
 - **L.S.**
- **National Media Association of Uzbekistan**
 - **Director General:** A.Jurabayev
 - **Year:** 2024
 - **L.S.**