

REPUBLIC OF UZBEKISTAN MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION

70320201

Information Service and Public Relations

Master's Specialization

QUALIFICATION REQUIREMENTS

Tashkent 2024

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70320201 - "Information Service and Public Relations" Specialization

DEVELOPED AND INTRODUCED:

Uzbekistan University of Journalism and Mass Communications.

APPROVED AND IMPLEMENTED:

By Order No. 277 of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan dated August 1, 2024.

IMPLEMENTED BY:

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

These Qualification Requirements were developed in accordance with the "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 employers, and represent an official normative-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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I. General Description

Training of masters in the 70320201 Information Service and Public Relations master's specialization is carried out in full-time forms of education. Education in all forms of education is organized based on the credit-module system. The normative duration of the master's program is 2 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 masters in the 70320201 Information Service and Public Relations master's specialization.

1.1.2. Main Users of the Qualification Requirements:

- Management staff of the higher education organization (rector, vice-rectors, head of the academic department, deans, and heads of departments) and the professor-teaching staff who are responsible for the development and updating of qualification requirements, curriculum, and science programs for this master's specialization, effectively implementing the educational process based on them, and who are responsible for the level of preparation of graduates within their scope of authority;
- Students of the higher education organization mastering the curriculum and science programs of the master's 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 conducting accreditation and quality control of the higher education system;
- Personnel employers and employing organizations and enterprises;
- Undergraduate graduates entering higher education organizations and other interested parties.

1.2. Description of Professional Activities

1.2.1. Spheres of Professional Activity:

It covers a complex set of issues such as managing and analyzing rapid information exchange in society, including teaching specialization-related disciplines in all educational institutions, conducting research activities in the Academy of Sciences of the Republic of Uzbekistan and sectoral scientific research institutes, centers, and scientific production associations, operating in press centers of state administration bodies, ministries, enterprises, and agencies, managing in mass media, state administration bodies, information services of state and non-state bodies, information agencies, advertising and PR fields, providing information service, analyzing, preparing and transmitting information products in the field of internet and mass communication, and conducting work in organizations whose activities are related to providing information service.

1.2.2. Objects of Professional Activity:

Graduates of the 70320201 Information Service and Public Relations master's specialization have the right to engage in pedagogical activity in higher education, retraining and qualification enhancement, and professional educational institutions for teaching general professional and specialization disciplines determined by the authorized management bodies of education in professional educational institutions.

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- Scientific research activity in the Academy of Sciences, sectoral scientific research institutes and centers, as well as in higher education institutions;
- Public relations and information service activity of state and non-state organizations, enterprises and institutions, companies (firms), production associations as a PR person, PR manager, spin doctor, and PR analyst;
- Organization and management of information and advertising agencies' activity;
- Organization and management of the activity of internet networks, websites, and social networks;
- Activity of press centers of state administration bodies, ministries, enterprises, and agencies;
- Organization and management of public relations (PR) and information services activity;
- Organization and management of publishing-printing concerns and printing houses' activity;
- Activity of press centers of state administration bodies, ministries, enterprises, and agencies;
- Activity of rapid information exchange and providing reliable information in society;
- Public relations and information service activity in non-governmental non-profit organizations, management institutions of civil society, and private companies;
- Public relations (PR) and information services activity of business structures;
- Services processes of international organizations in the fields of media and communication;
- Providing services of advertising and "PR" agencies;
- Establishing public relations of higher and secondary special education organizations;
- Working with supporters and electorate of political parties;
- Formulating and conducting public relations of organizations in commercial, economic, financial, and production spheres;
- Scientific research in the field of mass communication and advertising.

1.2.3. Types of Professional Activities

- scientific research activity;
- pedagogical activity;
- activity in information services, PR and advertising agencies;
- organizational-management and production activity;
- pedagogical activity;
- information-analytical activity;
- consulting service activity.

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1.2.4. Professional Tasks:

In accordance with the 7th qualification level of the National Qualifications Framework for the 70320201 Information Service and Public Relations specialization, as well as the spheres, 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 and Pedagogical 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;
- Possessing a system of knowledge related to the scientific worldview, knowing the basics of general methodological sciences, current issues of state policy;
- Having the ability to independently analyze social problems and processes;
- Having the ability to independently analyze social problems and processes;
- Having a holistic vision of the processes and phenomena occurring in nature and society, possessing knowledge about the spiritual image of man, 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 their professional activity;
- Being able to independently master and improve new knowledge and organize one's work on a scientific basis;
- Understanding and analyzing problems of social and personal significance based on one's individual knowledge;
- Being able to use normative legal documents in one's activity;
- Possessing a culture of thinking, a specific style of thought, and the ability to clearly express oral and written speech;
- Creatively and critically reviewing and analyzing mastered knowledge, being able to use it in one's scientific activity;
- Having a formed social responsibility aimed at sensing the results of scientific activity;
- Utilizing the basic laws of mastered disciplines in professional activity, classifying methods, being able to use methodological principles in one's scientific activity;

- Utilizing information and pedagogical technologies in one's pedagogical activity;
- Taking an innovative approach to increasing the quality and efficiency of education;
- Preparing projects to participate in projects published state-wide and abroad based on the results of scientific activity;
- Being able to prepare normative working documents to obtain a patent;

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- Preparing projects to participate in projects announced by state, non-governmental, and non-profit organizations;

In the Activity of Information Services, PR and Advertising Agencies:

- Planning, organizing, and managing the continuous complex process that develops the activity of information scientific-technical services, public relation services, information and advertising agencies, and press services;
- Organizing press conferences, symposia, briefings in accordance with modern requirements, and analyzing their results;
- Preparing and analyzing PR materials and business information documents;
- Providing information-analytical and organizational services on the topic corresponding to the preparation profile;
- Applying dialogue formats based on mutual trust between the public and various types of organizations, political structures, economic, and financial systems, conducting monitoring, and forecasting.

In Organizational-Management and Production Activity:

- Organizing corporate training based on e-learning and m-learning technologies and developing corporate databases;
- Developing and implementing quality management processes of production activity;
- Planning production processes and resources necessary for the 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 related to their exploitation;
- Participating in the control of production processes regarding compliance with environmental protection and labor safety requirements;
- Developing methods and mechanisms for monitoring and quality evaluation of production processes related to the creation and use of information technology systems;
- Developing mechanisms for monitoring and quality evaluation of production processes using information technologies;
- Controlling production processes regarding compliance with environmental protection and labor safety requirements;
- Organizing and managing social and spiritual-enlightenment work in the team;
- Making correct and healthy decisions in conditions of diverse opinions;
- Compiling a work plan for the activity performed, controlling, and evaluating the results of the work carried out.

Pedagogical Activity:

- Mastering the methodology of teaching academic disciplines;

- Mastering electronic teaching methods;
- Conducting theoretical, practical, and laboratory classes in academic disciplines provided for in the direction of specialization preparation in educational institutions of higher, secondary special, and vocational education systems;
- Conducting non-traditional training sessions using modern information and pedagogical technologies;

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- Compiling, preparing, and formalizing educational-methodological documents necessary for conducting lessons in taught disciplines;
- Using technical means of teaching to conduct educational sessions in the taught discipline;
- Regularly self-improving in various methods, tools, and other areas in the field of the taught discipline and pedagogical activity as a result of independent education and creative search;
- Participating in the development of SES (State Education Standards), State Requirements, and other educational-normative documents of the continuous education system;
- In-depth mastering of electronic (e-learning), mobile (m-learning), remote information technology, and educational-methodological complexes;
- Having skills in systematizing and integrating knowledge and qualifications in informational-communicative activity in various fields, effectively using them in solving problems in the field of linguistics and linguodidactics sciences;
- Developing scientific, educational, creative, and advertising projects of national and international importance;
- Regularly increasing one's pedagogical and scientific mastery and qualifications.

In Information-Analytical Activity:

- Collecting information and processing it;
- Quantitatively and qualitatively analyzing economic changes and their impact, evaluating consequences;
- Preparing reports on the results of information-analytical activity;
- Creatively and critically reviewing and analyzing mastered knowledge, being able to use them in scientific activity;

Consulting and Analysis Service Activity:

- Developing an analytical review of the current situation in the field of PR and information services according to the specialization;
- Participating as a participant in expert groups regarding the analysis and research of information sources;
- Providing consulting and analysis services on a topic corresponding to the specialization.

2. Requirements for Professional Competencies.

- Must possess a system of knowledge related to the scientific worldview, have the ability to independently analyze the basics of general methodological sciences, economic, political, and social problems and processes;

- Understand the essence of documents and works related to one's professional activity in one of the foreign languages, know the methodology of scientific research and pedagogy, and be able to use it in professional activity on a modern scientific basis;
- Be able to independently master new knowledge, work on oneself, and be able to organize labor activity on a scientific basis;
- Creatively and critically review and analyze mastered knowledge, be able to use them in one's scientific activity;
- Be able to use normative-legal documents in one's activity, be able to make reasoned independent decisions in one's professional activity;

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- Possess the basic methods and tools for obtaining, storing, and processing information from the Internet, and possess skills in working with a computer as an information management tool;
- Be able to use information technologies, understand the essence and significance of information technologies in the conditions of an information society, realize the danger of information attacks and threats, and have the ability to comply with the basic requirements of information safety;
- Possess skills in conducting scientific and practical research, processing experimental results and drawing scientifically substantiated conclusions based on them, preparing and editing scientific articles, organizing and conducting scientific seminars, conferences, and symposia, and developing scientific projects;
- Be able to use information and pedagogical technologies in one's pedagogical activity;
- Form practical skills of independent research activity;
- Form mastery and skills of pedagogical activity using modern pedagogical and information technologies, and interactive methods of educational-upbringing works;
- Must form the ability and skills to organize the scientific-methodological provisioning of the educational process;
- Form theoretical and practical knowledge, abilities, and skills in master's specializations in the field of journalism and information education;
- Develop skills in creating, accumulating, and utilizing a database of knowledge in the master's specialization in the field of journalism and information education;
- Must ensure scientific knowledge, practical mastery, and skills regarding performing scientific research works in the master's specialization, modeling processes and systematic approach in achieving the intended results of professional activity;
- The block of scientific activity should provide for the mastering of scientific research methodology, the performance of scientific-research and scientific-pedagogical works by students in the field of journalism and information in specialized scientific and educational institutions;
- Be aimed at teaching how to search for information related to research issues, analyze and systematize them, generalize them, compile a catalog of reliable information sources and high-status scientific societies;
- Ensure deep knowledge, understanding, evaluation, and the ability to draw relevant conclusions and recommendations regarding the theoretical foundations and innovative approaches of disciplines' specialization;
- Be aimed at deep analysis and evaluation of scientifically substantiated data reflecting the national interests of our state in the international information environment;

- Deeply know and understand, evaluate, and provide relevant conclusions and recommendations on international experiences of innovative approaches in the humanities;
- Conduct independent research in Uzbekistan and abroad, establish interactions with foreign institutions and scientific research centers, and implement scientific cooperation that meets the interests of our state.

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3. Requirements for Internships.

Scientific internship is aimed at strengthening theoretical knowledge from general professional and specialization disciplines and harmonizing them with practical (production) processes, forming relevant scientific-research and practical skills, competencies, and qualifications.

The following internships are conducted according to the specialization:

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

4. Structure of the Catalog of Disciplines:

No.	Discipline Qualification Code	Names of Educational Disciplines, Blocks, and Types of Activities	Volume of Total Load, in Hours	Semester in which Discipline is Taught	Amount of Credits
42		Compulsory Disciplines	1260	1,2,3	42
1.01	MITM1106	Methodology of Scientific Research in Media	180	1	6
1.02	IMBT1106	Image Management and Branding Technologies	180	1	6

No.	Discipline Qualification Code	Names of Educational Disciplines, Blocks, and Types of Activities	Volume of Total Load, in Hours	Semester in which Discipline is Taught	Amount of Credits
1.03	AXJN1106	Theories of Information Society	180	1	6
1.04	MFOM1206	Methodology of Teaching Specialization Disciplines	180	2	6
1.05	ARPR1206	Traditional and Digital PR Technologies	180	2	6
1.06	KOKA1206	Fundamentals of Corporate Communication	180	2	6
1.07	MTVM1306	Media Analysis and Monitoring	180	3	6
18		Elective Disciplines	540	1,2,3	18
60	QUALIFICATION TOTAL	Public Relations Specialist, PR Manager (Pedagog- Researcher)	1,800		60

No.	Discipline Qualification Code	Names of Educational Disciplines, Blocks, and Types of Activities	Volume of Total Load, in Hours	Semester in which Discipline is Taught	Amount of Credits
		Scientific Activity	1800		60
		Preparation and Defense of Scientific Research Work and Master's Thesis	1260	1,2,3,4	42
		Scientific Activity: Scientific-Pedagogical Work and Qualification Internship	540	3,4	18
		TOTAL	1,800		60
		TOTAL	3,600		120

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UDK: 002:651.1/7.

OKS 01.040.01

Bibliographic Data

Group T 55

Information-communicative management, analysis, questionnaire, entrefilet, argument, audience segmentation, poster, briefing, bingo-card, video clip, graphomania, argumentation, disorientation, demagoguery, demoscropy, de facto, de jure, drive-time, bestseller, public relations, information globalization, disinformation, interview-dialogue, image maker, compromise, creative, marketing communication, press conference, media-text, online journalism, pluralism, post-industrial society, psychological warfare, press release, talk show, factological genres, freelance, chronicle, information-communicative systems, modern research methods, information and modern pedagogical technologies, models and modeling, virtual electronic knowledge sources, didactics, theory.

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70320201 - "Information Service and Public Relations" Education Direction

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

DEVELOPED BY:

Uzbekistan University of Journalism and Mass Communications

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2024-y

Sherzodxon Quadratxo‘ja

AGREED WITH:

Center for Research on Development of Higher Education under the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan

Director

2024-y

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