

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR SCREENING TEST FOR THE POST OF

PUBLIC RELATIONS OFFICER,

PUBLIC RELATIONS DEPARTMENT

Part – A

Current affairs and basic knowledge of India with special reference to Rajasthan – Historical, Political, Cultural, Economical, Geographical, Social and Literary traditions.

Various developmental schemes of Government of Rajasthan

Salient features of Indian Constitution, fundamental rights and duties, parliament and state legislative assemblies and councils, electoral system and reforms, rural development and panchayati raj.

Right to Education, Right to Information, MNREGA.

Part – B

Characteristics of various media – traditional, print and electronic.

Historical development of journalism in India with special reference to Rajasthan, growth and development of news agencies in India.

Concept of press freedom in Indian Constitution.

Laws relating to media – Contempt of Court, Law of Defamation, Press and Registration of Books Act, Copyright Act, Press Council Act, Indecent Representation of Women (Prohibition) Act, Parliamentary Privileges.

Media ethics and Code of Conduct for media professionals.

Part – C

Definition of news, news value, sources of news, essential of news writing, news story structure, inverted pyramid, various types of reporting with special reference to development and human stories.

Feature – Concept and meaning, special article, success story, features syndicates.

Photo journalism, pictures, selection and editing, writing captions.

Part – D

Historical development of electronic media in India. General principals of writing for electronic media, history of internet, news portal, blogs, definition and characteristics of online media, interactivity and new media, web news papers, radio, television.

Use of electronic media in education and development.

Part – E

Concept of Public Relations, purpose, elements, tools and functions, publicity, propaganda, advertising, structure and working of Public Relations Departments of Central and State Government, media planning, crisis management – PR in damage control, ethical issues of PR.

Organizing press conferences and tours, press briefings, VVIP visits, preparing PR campaigns.

Part – F

Proficiency in Hindi and English Language including Translation from English to Hindi & Hindi to English.

* * * * *

Pattern of Question Papers:

1. Objective Type Paper
2. Maximum Marks : 100
3. Number of Questions : 120
4. Duration of Paper : Two Hours
5. All Questions carry equal marks
6. There will be Negative Marking

* * * * *