

**FURTHER DETAILS REGARDING MAIN TOPICS OF
PROGRAMME NO. 01/2016/ONLINE (Item Nos. 19, 20 & 21)**

**PUBLIC RELATIONS OFFICER
(Part I & Part II)**

DISTRICT CO-OPERATIVE BANK

(CATEGORY Nos. 18/2013, 19/2013 & 7/2015)

PART I – QUESTIONS BASED ON PUBLIC RELATIONS/ JOURNALISM

Definitions of PR – Origin and development of Public Relations - Growth of Public Relations in India.

Public Relations and propaganda- PR and publicity - Public opinion in Public Relations

PR functions – Characteristics and qualifications of PR personnel – PR and Communication skills

Organisational setup of PR departments/agencies - PR in private and public sectors, PR in Central and State Governments - Government Information Services.

PR Counselling and consultancy - PR for sales promotion - Media relations - Community relations.

PR Campaign - Stages of PR campaign - Planning and implementing PR campaigns - Evaluation of feed back.

PR tools - House journals - newsletters - handouts - press conferences - audio/visual aids.

PR and social responsibility - PR codes of ethics - professional organisations.

**PART II: GENERAL KNOWLEDGE, CURRENT AFFAIRS & RENAISSANCE
IN KERALA**

Salient Features of Indian Constitution

Salient features of the Constitution - Preamble- Its significance and its place in the interpretation of the Constitution.

Fundamental Rights - Directive Principles of State Policy - Relation between Fundamental Rights and Directive Principles - Fundamental Duties.

Executive - Legislature - Judiciary - Both at Union and State Level. - Other Constitutional Authorities.

Centre-State Relations - Legislative - Administrative and Financial.

Services under the Union and the States.

Emergency Provisions.

Amendment Provisions of the Constitution.

Social Welfare Legislations and Programmes

Social Service Legislations like Right to Information Act, Prevention of atrocities against Women & Children, Food Security Act, Environmental Acts etc. and Social Welfare Programmes like Employment Guarantee Programme, Organ and Blood Donation etc.

RENAISSANCE IN KERALA

Towards A New Society

Introduction to English education - various missionary organisations and their functioning- founding of educational institutions, factories, printing press etc.

Efforts To Reform The Society

(A) Socio-Religious reform Movements

SNDP Yogam, Nair Service Society, Yogakshema Sabha, Sadhu Jana Paripalana Sangham, Vaala Samudaya Parishkarani Sabha, Samathwa Samajam, Islam Dharma Paripalana Sangham, Prathyaksha Raksha Daiva Sabha, Sahodara Prasthanam etc.

(B) Struggles and Social Revolts

Upper cloth revolts. Channar agitation, Vaikom Sathyagraha, Guruvayoor Sathyagraha, Paliyam Sathyagraha. Kuttamkulam Sathyagraha, Temple Entry Proclamation, Temple Entry Act. Malyalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention movement etc.

Role Of Press In Renaissance

Malayalee, Swadeshabhimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, Al-Ameen, Prabhatham, Yukthivadi, etc

Awakening Through Literature

Novel, Drama, Poetry, *Purogamana Sahithya Prasthanam, Nataka Prashtanam*, Library movement etc

Women And Social Change

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu. Akkamma Cheriyam, Anna Chandi, Lalithambika Antharjanam and others

Leaders Of Renaissance

Thycaud Ayya Vaikundar, Sree Narayana Guru, Ayyan Kali. Chattampi Swamikal, Brahmananda Sivayogi, Vagbhadananda, Poikayil Yohannan (Kumara Guru) Dr Palpu, Palakkunnath Abraham Malpan, Mampuram Thangal, Sahodaran Ayyappan, Pandit K P Karuppan, Pampadi John Joseph, Mannathu Padmanabhan, V T Bhattathirippad, Vakkom Abdul Khadar Maulavi, Makthi Thangal, Blessed Elias Kuriakose Chaavra, Barrister G P Pillai, TK Madhavan, Moorkoth Kumaran, C. Krishnan, K P Kesava Menon, Dr. Ayyathan

Gopalan, C V Kunjuraman, Kuroor Neelakantan Namboothiripad, Velukkutty Arayan, K P Vellon, P K Chathan Master, K Kelappan, P. Krishna Pillai, A K Gopalan, T R Krishnaswami Iyer, C Kesavan. Swami Ananda Theerthan , M C Joseph, Kuttippuzha Krishnapillai and others

Literary Figures

Kodungallur Kunhikkuttan Thampuran, KeralaVarma Valiyakoyi Thampuran, Kandathil Varghese Mappila. Kumaran Asan, Vallathol Narayana Menon, Ulloor S Parameswara Iyer, G Sankara Kurup, Changampuzha Krishna Pillai, Chandu Menon, Vaikom Muhammad Basheer. Kesav Dev, Thakazhi Sivasankara Pillai, Ponkunnam Varky, S K Pottakkad and others

GENERAL KNOWLEDGE AND CURRENT AFFAIRS

General Knowledge and Current Affairs

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.