

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR SCREENING TEST FOR THE POST OF PUBLIC RELATION OFFICER, INFORMATION & PUBLIC RELATIONS DEPARTMENT

Part – A

Current affairs and General knowledge of India and Rajasthan; Historical, Political, Cultural, Economical, Geographical, Social and Literary traditions of Rajasthan.

Developmental schemes of Government of Rajasthan.

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

Right to Education, Right to Information, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

Part – B

Characteristics of various media – traditional, print, electronic, social and digital.

Historical development of journalism in India with special reference to Rajasthan. General Knowledge of news agencies in India.

Media Certification and Monitoring Committee (MCMC) and paid news.

Social Media : Facebook, WhatsApp, Twitter, Instagram, Google Plus, Telegram.

Electronic and Digital media in India : General principles of writing for electronic media, history of internet, World Wide Web (WWW), news portal, blogs, definition and characteristics of online media, interactivity and new media, web news papers, radio, television, Mobile Journalism.

Use of electronic media in education and development.

Part – C

Definition of news, news value, sources of news, essentials of news writing, news story, pyramid and inverted pyramid, various types of reporting and writing, development and human stories.

Feature : Concept and meaning, Writing article, success story.

Photo journalism : picture, selection and editing and caption writing.

Part – D

Public Relations : Concept, purpose, elements, tools and functions; publicity, propaganda, advertising, Structure and working of Public Relations Department. Media planning, crisis management – PR in damage control, ethical issues of PR.

Organizing press conference and tour, press briefing, VVIP visits, preparing PR campaigns.

Part – E

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

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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

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