

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF PUBLIC RELATION OFFICER IN DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

Part-A

- 40 Questions

Unit-I: History, Culture & Heritage of Rajasthan -

Pre & early history of Rajasthan. Age of Rajputs: Major dynasties of Rajasthan and the achievements of prominent rulers. Emergence of Modern Rajasthan: factors of socio-political awakening of 19th century; Peasants and tribal movements of 20th century; Political struggle of 20th century and the integration of Rajasthan.

Visual Art of Rajasthan - Architecture of forts and temples of Rajasthan; Sculpture traditions of Rajasthan and various schools of painting of Rajasthan.

Performing Arts of Rajasthan - Folk music and musical instruments of Rajasthan; folk dance and folk drama of Rajasthan.

Various religious cults, saints and folk deities of Rajasthan.

Various dialects and its distribution in Rajasthan; literature of Rajasthani language.

Unit-II: Geography, Natural Resource & Socio-Economic Development of Rajasthan -

Geography of Rajasthan: Broad physical features- Mountains, Plateaus, Plains & Desert; Major rivers and lakes; Climate and Agro-climatic regions; Major soil types and distribution; Major forest types and distribution; Demographic characteristics; Desertification, Droughts & Floods, Deforestation, Environmental Pollution and Ecological Concerns.

Economy of Rajasthan: Major Minerals- Metallic & Non- Metallic; Power Resources- Renewable and Non Renewable; Major agro based industries- Textile, Sugar, Paper & Vegetable oil; Poverty and Unemployment; Agro food parks.

Unit-III: Current Events and Issues of Rajasthan and India -

Important Persons, Places and Current events of the State. National and International events of importance. Latest developmental and welfare schemes of the state Government.

Part- B

110 Questions

Unit I -

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).

Unit-II:

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 and other OTT platforms.

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.

Unit-III:

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.

Unit-IV:

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.

Unit-V:

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

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Scheme of examination and syllabus for the post of Public Relations Officer

(i) Written Examination - 150 Marks

S. No.	Subject	No. of Questions	Total Marks	Examination Duration
Part-A*	General Knowledge of Rajasthan	40	40	2.30 Hours
Part-B*	Concerned Subject* (as prescribed in qualification)	110	110	
Total		150	150	

(ii) Interview- 15 Marks

1. The competitive examination shall carry 150 marks and 150 questions of Multiple Choice Type questions.

2. There shall be one paper. Duration of Paper will be Two hours and Thirty Minutes.

3. Negative marking shall be applicable in the evaluation of answers. For every wrong answer one-third of the marks prescribed for that particular question shall be deducted.

Explanation: - Wrong answer shall mean an incorrect answer or multiple answers.

Note: - The Candidates shall have to appear in the written examination and the candidates who obtained such marks as may be fixed by the Commission in their discretion shall be summoned by the Commission for interview. The candidates summoned by the Commission for interview shall have to appear in interview.