

**SCHEME AND SYLLABUS FOR THE RECRUITMENT TO THE POST OF ASSISTANT PUBLIC
RELATION OFFICER IN A.P. INFORMATION SUBORDINATE SERVICE**

Degree Standard

<u>PART - A:</u> Written Examination			
PAPER -I : General Studies (Objective Type)	150 Marks	150 Qns	150 Minutes
PAPER -II: Journalism /Public Relations Bachelors Degree Standard (Objective Type)	150 Marks	150 Qns	150 Minutes
<u>PART - B:</u> Oral Test	30 Marks		

SYLLABUS

Paper - I: General Studies (Objective Type)

General Science

Current Events of National and International Importance.

History of India and Indian National Movement. India and World Geography.

General Mental Ability.

Questions on General Science will cover General appreciation and understanding of science including matters of every day observation and experience, as may be expected of a well educated person who has not made a special study of any particular scientific discipline. In current events, knowledge of significant national and international events will be tested. In History of India, emphasis will be on broad general understanding of the subject in its social, economic and political aspects. Questions on Indian National Movement will relate to the nature and character of the nineteenth century resurgence, growth of Nationalism and attainment of independence. In geography emphasis will be on geography of India. Questions on geography of India will relate to physical, social and economic geography of the country, including the main features of the Indian agricultural and natural resources. On general mental ability, the candidates will be tested on reasoning and analytical abilities.

Paper - II: Journalism / Public Relations:

1. Communication process, theories and models. Types of mass communication; Media and Society - Media and Social change; problems barriers, diffusion and adoption theories.
2. Development communication, scope, issues, contents, effects problems, relevance, use of multi-media, etc. Strategies - adaptation to rural India.
3. Newspaper Reporting and writing - Types of reporting; techniques; investigative, advocacy, depth; specialised reporting; Courts and Crime; writing for specialised newspapers and magazines; sourcing, data gathering etc.
4. Principles of editing, design and layout, production and printing methods - current trends in newspapers and magazines;
5. Broadcasting system in India; scope and nature; low cost media, relative advantage, satellite communication. Role of radio and TV in multi-lingual society - kinds of radio and TV programmes, impact of Radio and TV - Audience participation.
6. Basic communication research, types of research, basic applied, policy research, Impact studies, Research methods, stages of research; research tools and sampling.
7. Comparative history of media - Press & Broadcasting highlights of the history of Indian Press, Press in Indian Languages. Media Laws, Constitution of India, Press Council and Codes of Ethics.
8. Public Relations, Place of PR in communication, PR process and campaign planning, etc Public Opinion and propaganda.
9. Organization and functions of public relation departments in private and public sector organisations, characteristics of the PR man, various publics, internal and external.
10. PR planning, press relations, industrial relations, consumer, community, government, company relations, PR and the management.
11. Tools of public relations: press releases, newsletter, brochure, house journals, advertising, exhibitions, annual reports. PR and corporate image; public relations in central and state government in India.
12. Role of PR in developing countries, role of multimedia publicity; Rural PR.
13. Trends, issues, contents - Environmental analysis and policy surveys, PR and Opinion research.

Sd/- Secretary,
01/07/2008