

BROAD SYLLABUS FOR SCREENING TEST FOR THE POST OF PUBLIC RELATION OFFICER

Note :-

- 1) There will be 100 objective type (multiple choice of answers) questions of one mark each.
- 2) There will no negative marking.
- 3) Duration of test will be 90 minutes

General awareness about Economy and Social Structure of State of Haryana.
Various developmental schemes of Government of *Haryana.*

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

Right to Education, MNREGA.

Concept of news, news value, essential of news writing, news story structure, inverted pyramid, various types of reporting.

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

journalism, pictures, selection and editing, writing captions.

Characteristics of various media – traditional, print, electronic & new media and their role in public awareness.

Historical development of journalism, General principals of writing for electronic media, news portal, blogs, definition and characteristics of online media, interactivity and new media.

Important laws relating to media –Law of Defamation, Press and Registration of Books Act, Copyright Act, Press Council Act, RTI.

Concept of Public Relations : Concept, purpose, elements, tools and functions, publicity, propaganda, advertising, structure and working of Public Relations Departments of State Government, media planning, role of PR in crisis management.

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

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

ML
5/3/21

Orangish
5/3/21

JL

Sumit