RAJASTHAN STAFF SELECTION BOARD, JAIPUR

SYLLABUS FOR THE POST OF

Assistant Public Relations Officer Exam-2021

Part – A

General awareness about Rajasthan.

Various developmental schemes of Government of Rajasthan.

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

Right to Education, MNREGA.

Part – B

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.

Part – C

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

Historical development of journalism in Rajasthan, 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.

Part – D

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

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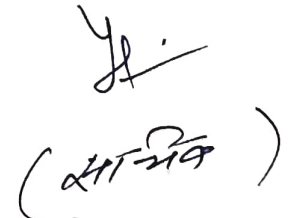
Part – E

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

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Pattern of Question Paper:

1. Objective Type Paper
2. Maximum Marks : **100**
3. Number of Questions : **120**
4. Duration of Paper : **Two Hours (02:00 Hours)**
5. All Questions carry equal marks
6. Negative marking will be applicable in the evaluation of answers. One third (1/3) of the marks allotted to the question will be deducted for every wrong answer. Wrong answer shall mean an incorrect answer or multiple answer

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