

SCHEME AND SYLLABUS FOR THE RECRUITMENT TO THE POST OF DISTRICT PUBLIC RELATIONS OFFICER IN A.P. INFORMATION SUBORDINATE SERVICE

SCHEME OF THE EXAMINATION

Written Examination (Objective Type & Descriptive Type) Degree Standard				
Part - A	Subject	No. Of Questions	Duration in Minutes	Maximum Marks
Paper - I	General Studied & Mental Ability (Objective Type)	150	150	150
Paper - II	Journalism/ Public Relation (Objective Type)	150	150	150
Paper- III	Test in Telugu and Test in English (Descriptive Type) 75 marks each	-	180	150
Total				450
Part - B	Interview			50
N.B.1: As per G.O.Ms. No.235 Finance (HR-1, Plg & Policy) Dept, Dt: 06/12/2016, for each wrong answer will be penalized with 1/3 rd of the marks prescribed for the question in all objective type papers only.				

PAPER-I: GENERAL STUDIES AND MENTAL ABILITY

No. Of Questions: 150

Marks: 150

1. Events of national and international importance.
2. Current affairs- international, national and regional.
3. General Science and it applications to the day to day life Contemporary developments in Science & Technology and information Technology.
4. Social- economic and political history of modern India with emphasis on Andhra Pradesh.
5. Indian polity and governance: constitutional issues, public policy, reforms and e-governance initiatives with specific reference to Andhra Pradesh.
6. Economic development in India since independence with emphasis on Andhra Pradesh.
7. Physical geography of Indian sub-continent and Andhra Pradesh.
8. Disaster management: vulnerability profile, prevention and mitigation strategies, Application of Remote Sensing and GIS in the assessment of Disaster.
9. Sustainable Development and Environmental Protection
10. Logical reasoning, analytical ability and data interpretation.
11. Data Analysis:
 - a) Tabulation of data
 - b) Visual representation of data
 - c) Basic data analysis (Summary Statistics such as mean, median, mode, variance and coefficient of variation) and Interpretation
12. Bifurcation of Andhra Pradesh and its Administrative, Economic, Social, Cultural, Political, and Legal implications/problems.

PAPER - II: Journalism / Public Relations

No. Of Questions: 150

Marks: 150

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.

PAPER-III

Sl.No	Subject(Descriptive Type)	Maximum Marks	Duration in Minutes
1.	Test in Telugu	75	180
2.	Test in English	75	

Paper – III Have three Sections

- 1) Essay
- 2) Condensing of Para
- 3) Comprehension with Questions