



# **All India Institute of Medical Sciences, Jodhpur**

## **Indicative Syllabus for the Examination for the Post of Public Relation Officer**

(Syllabus is only indicative. The questions can assess any aspect of knowledge, aptitude, attitude and practical skills, which is expected from a trained person to work efficiently at the advertised post. The number and sequence of questions examining any particular topic / subject may be variable.)

### **Principles of Communication and Public Relations**

#### **WHAT IS COMMUNICATION?**

Definitions – Elements of Communication, Nature, Role and Scope of Communication, Communications, Public opinion and Democracy, Communication mass media and Socio-economic development.

#### **METHODS OF COMMUNICATION:**

Face to face Communication, Group Communication, Mass Communication-Spoken, Written, Un-Spoken and Unwritten, Present state of Communication in India.

#### **MASS COMMUNICATIONS AND MASS MEDIA:**

Marshal McLuhan's theory-the Medium is the message, One-step, two-step, multi-step flow of Communication, Mass Media and its characteristics What is Communication research?

The nature and task of Communication research.

#### **PRINCIPLES OF PUBLIC RELATIONS:**

What is Public Relations? Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting-Developing economy.

PR as distinct form other forms of Communication, PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

Historical Perspective-Industrial revolution-the beginnings of PR – Pioneers-Ivy Lee in America – Technological and media revolution in the Society- PR during First and Second World Wars – The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India.

Public Opinion – Meaning and Definition- Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion.

The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR – IRSI – Code of Ethics.

### **Public Relations Media**

#### **MEDIA CLASSIFICATION:**

Introduction to Mass Media, Functions of Mass Media, Characteristics, Limitations, advantage and relative appeal of different media.

#### **NEWS-PAPERS AND MAGAZINES:**

Principal categories of newspapers and periodicals, News Agencies, Government and Press – Mass Media as Social Instruments.

#### **RADIO BROADCASTING:**

Radio in India, Relative coverage and appeal of Radio and Press. Impact of Radio on rural India and rural development.

#### **TV IN INDIA:**

A brief history of Television – Coverage, present status and impact on masses, Role of Satellite Communication, TV for Socio-Economic change, The future of Television in India.

#### **FILM IN INDIA:**

Film as a tool of PR, Impact of films, Documentaries, PR Films, Feature Films, Script writing of newsreel and documentaries.

#### **PHOTOGRAPHS:**

The Camera as a tool of PR, Uses of Photos in PR, News-photos, Photo features-photo Editing, Caption writing.

#### **EXHIBITIONS:**

Exhibition as a PR tool, Types of Exhibitions, Planning an Exhibition-Theme and Display.

**MEDIA RELATIONS:**

- Strategy for good media relations, Inter-Media Publicity, Press Conference.
- Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India.
- Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages.
- The Art of News writing – What is News, Difference between newspapers writing and Broadcast writing, Language, content and style.
- Writing for Newspapers and House Journals - Reporting – How to write a press release, Press release – Its parts, headline, sub-headlines, the lead, paragraphs, essentials of writing a press release.
- Feature writing, Corporate features- Development-stories.
- Editorial Writings: House Journal's Editorials, Writing for Radio & TV.

**Public Relations Practice**

**PUBLIC RELATIONS PRACTICE:**

Scope of the Practice ; Profile of the practitioner ; Planning for Public Relations ; Measuring Public Relations Objectives ; Organizing Public Relations department;- Organizing Public Relations Agency.

**PUBLIC RELATIONS SPECIALISATION:**

Public Relations in Employee Relations ; Public Relations in Industrial Relations ; Public Relations and the Community ; Public Relations and the Govt. ; Public Relations in Promotion of causes and Ideas.

