

**DETAILED SYLLABUS FOR THE POST OF ASSISTANT  
INFORMATION OFFICER IN INFORMATION AND PUBLIC  
RELATIONS**

**(Cat.Nos. 639/2023)**

**Distribution of Marks and Detailed Syllabus**

**PART - 1 - 60 Marks**

I. General Knowledge	
i. History	2
ii. Geography	2
iii. Economics	2
iv. Indian Constitution, Kerala – Governance and System of Administration and Important Acts	9
v. Physics	2
Vi. Chemistry	2
vii. Life Science and Public Health	2
viii. Basics of Computer	3
ix. Commerce	10
II. Current Affairs	6
III. Simple Arithmetic and Mental Ability	5
IV. General English	5
V. Regional Language (Malayalam, Kannada, Tamil)	10

**PART - 2 - 40 Marks**

1. Communication	8
2. Reporting	8
3. Editing and media law	8
4. Public relations	8

**Detailed Syllabus****PART - 1 (60 Marks)****I. GENERAL KNOWLEDGE****(i) HISTORY ( 2 Marks + 1 Current Affairs)**

- **KERALA** - Arrival of Europeans-Contributions of Europeans- History of Travancore from Marthanda Varma to Sree Chithirathirunnal- Social and Religious Reform movement- National movement in Kerala- Literary Sources of Kerala History- United Kerala Movement- Political and Social History of Kerala after 1956.
- **INDIA** – Political History- Establishment of the British- First War of Independence – Formation of INC- Swadeshi Movement- Social Reform movement- Newspapers - Literature and Arts during the freedom struggle – Independence Movement & Mahathma Gandhi - India’s independent – Post independent period - State reorganization – Development in Science, Education, and Technology – Foreign policy.
- **WORLD** – Great Revolution in England- American War of Independence – French Revolution- Russian Revolution – Chinese Revolution- Political History after Second World War- UNO and other International Organizations

**ii) GEOGRAPHY ( 2 Marks + 1 Current Affairs)**

Basics of Geography – Earth Structure – Atmosphere, Rocks, Landforms, Pressure Belt and Winds, Temperature and Seasons, Global Issues- Global

Warming- Various forms of Pollution, Maps- Topographic Maps and Signs, Remote Sensing – Geographic Information System, Oceans and its various movements – Continents, – Nations and their specific features.

**INDIA** – Physiography- States and its features, Northern Mountain Region, Rivers, Northern Great Plain, Peninsular Plateau, Coastal Plain, Climate – Natural Vegetation - Agriculture – Minerals and Industries- Energy Sources, Transport system – Road- Water- Railways- Air.

**Kerala** – Physiography- Districts and its features - Rivers- Climate – Natural Vegetation - Wild life - Agriculture and research centers – Minerals and Industries - Energy Sources - Transport system – Road - Water- Railway- Air

**(iii) ECONOMICS ( 2 Marks + 1 Current Affairs)**

India : Economy, Five Year Plans, New Economic Reforms, Planning Commission and Niti Aayog, Financial Institutions, Agriculture – Major Crops, Green Revolution, Minerals. Direct and indirect taxes in India, GST in India- rationale and structure of GST, benefits of GST.

**(iv) INDIAN CONSTITUTION, KERALA – GOVERNANCE AND SYSTEM OF ADMINISTRATION AND IMPORTANT ACT**

( 9 Marks)

**(i) INDIAN CONSTITUTION**

Constituent Assembly-Preamble-Citizenship- Fundamental Rights, Writs -Habeas Corpus, Mandamus, Prohibition, Certiorari and Quo warranto. Directive Principles of State Policy- Fundamental Duties- Structure of Governments- Union Executive, Parliament and Judiciary- State Executive, Legislature and Judiciary- Local Self Government Institutions (LSGIs)-

Important Constitutional Amendments (42, 44, 52, 73, 74, 86, 91, 97, 101, 102, 103, 104)- Constitutional Authorities and their functions - Comptroller and Auditor General, Attorney General, Advocate General, Election Commission of India, State Election Commission, Union Public Service Commission, State Public Service Commission- Finance Commission- State Finance Commission- GST Council- Distribution of legislative powers- Union List- State List- Concurrent List- Services under the Union and the States- Tribunals-National Commission for Scheduled Castes- National Commission for Scheduled Tribes- National Commission for Backward Classes- Official Language-Regional Languages-Language of the Supreme Court, High Courts, etc-Special directives relating to languages

## **(ii) Kerala Governance and System of Administration**

Kerala State Civil Service- Quasi-judicial bodies, various Commissions, Basic facts of socio-economic development- Planning Board-Commercial Planning and Policies- Disaster Management- Watershed Management- Employment and Labour-National Rural Employment Programmes- Land Reforms- Social Welfare and Security- Protection of Women, Children and Senior Citizens- Population, Literacy, E-governance, Delegated Legislation and its controls- Legislative and Judicial controls- Constitutional law remedies against Administrative Arbitrariness- Administrative Discretion and its Controls- Administrative Adjudication-Principles of Natural Justice.

## **(iii.) Important Acts**

1. Right to information: Right to Information Act, 2005- information exempted- third party information- constitution of Information Commissions-powers and functions
2. Right to public services: The Kerala State Right to Service Act, 2012
3. Protection of consumers: Consumer Protection Act, 2019- rights of consumers

4. Protection of vulnerable sections: Protection of Civil Rights Act, 1955- SC & ST (Prevention of Atrocities) Act, 1989- The Kerala State Commission for the Scheduled Castes and the Scheduled Tribes Act, 2007- Kerala State SC/ST Commission- Protection of Human Rights Act, 1993- National Human Rights Commission and State Human Rights Commission- Maintenance and Welfare of Parents and Senior Citizens Act, 2007- The Rights of Persons with Disabilities Act, 2016- The Transgender Persons (Protection of Rights) Act, 2019
5. Protection and Safeguarding of Women: Offences against women, Offences affecting public decency and morality, Dowry Prohibition Act, 1961- National Commission for Women Act, 1990- Kerala Women's Commission Act, 1991- National and State Commission for Women- Protection of Women from Domestic Violence Act, 2005- The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
6. Protection and Safeguarding of Children- Offences against children Protection of Children from Sexual Offences Act, 2012 (POCSO)- Juvenile Justice (Care and Protection of Children) Act, 2015
7. Prevention of corruption and mal-administration- The Prevention of Corruption Act, 1988- The Central Vigilance Commission Act, 2003- The Lokpal and Lokayuktas Act, 2013- The Kerala Lok Ayukta Act, 1999
8. Public servant: Definition - Offences by/against public servants
9. The Administrative Tribunals Act, 1985- Central Administrative Tribunal- Kerala Administrative Tribunal – Composition- Powers

**(v) Physics (2 Marks + 1 Current Affairs)**

- 1) Branches of Physics –Matter - Units, Measurements - Physical Quantities.
- 2) Motion - Newton's Laws of Motion - Third law – Momentum - Projectile Motion - Uses of Third Law - Achievements in space missions in India- ISRO.
- 3) Light- Lens, Mirrors - Problems based on  $r = 2f$  - Different phenomena of Light - Rainbow - Colours of different materials - Electromagnetic Spectrum – IR rays- UV rays - X rays - Photoelectric Effect.

- 4) Sound - Different types of Waves - Velocity of Sound in different media - Resonance – Reverberation.
- 5) Force - Different types of Forces – Friction - Advantages and disadvantages of Friction - Liquid Pressure - Buoyant Force – Archimedes Principle - Pascal’s law – Density - Relative density- Adhesive Cohesive forces- Capillarity - Viscous force - Surface tension.
- 6) Gravitation - Centripetal Force - Centrifugal Force - Escape Velocity, Satellites - Escape Velocity - Weight Mass - value of ‘g’- 'g' in different places.
- 7) Heat - Temperature - Different types of thermometers – Humidity - Relative Humidity.
- 8) Work - Energy - Power - Simple problems relating to Work, Energy, Power, Levers - Different types of Levers.

**(vi) Chemistry (2 Marks + 1 Current Affairs)**

1. Atom – Molecule - States of Matter – Allotropy - Gas laws - Aqua regia.
2. Elements - Periodic Table-Metals & Non metals-Chemical Physical changes- Chemical reactions-Solutions, Mixtures, Compounds.
3. Metals-Non metals – Alloys – Acids, Bases - pH value - Alkaloids.

**(vii) Life Science and Public Health (2 Marks + 1 Current Affairs)**

Basic facts of Human Body

Vitamins and Minerals and their Deficiency Diseases

Communicable Diseases and Causative Organisms, Preventive and -

Remedial Measures

Kerala – Welfare activities in Health Sector

Lifestyle Diseases.

Basic Health Facts

Environment and Environmental Hazards

## **viii. Basics of Computer (3 Marks)**

### **1. Hardware**

1. Input Devices (Names and uses)
2. Output Devices (Names and uses/features)
3. Memory devices - Primary and Secondary (Examples, Features)

### **2. Software**

1. Classification – System software and Application software
2. Operating System – Functions and examples
3. Popular Application software packages – Word processors, Spreadsheets, Database packages, Presentation, Image editors (Uses, features and fundamental concepts of each)
4. Basics of programming – Types of instructions (Input, Output, Store, Control, Transfer) (*Languages need not be considered*)

### **3. Computer Networks**

- 1) Types of networks – LAN, WAN, MAN (Features and application area)
- 2) Network Devices – Media, Switch, Hub, Router, Bridge, Gateway (Uses of each)

### **4. Internet**

- Services – WWW, E-mail, Search engines (Examples and purposes)
- Social Media (Examples and features)
- Web Designing – Browser, HTML (Basics only)

### **5. Cyber Wrongs (Awareness Level)**

10. Types of Cyber Wrongs (Awareness level)
11. Information Technology Act, 2000 (Awareness level)

## **ix. Commerce (10 Marks)**

**Module 1:** I Management Concepts and Thought: Meaning and importance of management, management levels -Nature of management - science, art or profession-Evolution and development of

management thought, Management thinkers, Management process, Management principles, Functions of management.

**Module 2:** Introduction to Accounting – Meaning and objectives of accounting – types of accounting – financial accounting, cost accounting and management accounting - Accounting concepts and conventions - GAAP- Indian Accounting Standards- Procedure for setting various Accounting Standards.

**Module 3:** Financial and Capital Market – structure of financial and capital market – Classification – Primary & secondary - Methods of floatation of capital –Functions of stock exchange – Securities traded in the stock exchange - Major stock exchanges in India- Role and functions of SEBI.

**Module 4:** Banking Theory and Practice: Evolution and structure of banking – Types of Banks in India – Public sector banks, private sector banks, scheduled banks, foreign banks, new generation Banks - Innovations and reforms in banking sector– E-banking, CORE, ECS, EFT, RTGS, NEFT, SWIFT, mobile banking, internet banking, retail banking - Banking Ombudsman.

### **III. Simple Arithmetic, Mental Ability and Reasoning - (5 Marks)**

#### **(i). Simple Arithmetic**

1. Numbers and Basic Operations
2. Fraction and Decimal Numbers
3. Percentage
4. Profit and Loss
5. Simple and Compound Interest
6. Ratio and Proportion
7. Time and Distance
8. Time and Work
9. Average
10. Laws of Exponents
11. Mensuration
12. Progressions



## **(ii). Mental Ability & Reasoning**

1. Series
2. Problems on Mathematical Signs
3. Verifying Positions.
4. Analogy- Word Analogy, Alphabet Analogy, Number Analogy
5. Odd man out
6. Numerical Ability
7. Coding and Decoding
8. Family Relations
9. Sense of Direction
10. Time and Angles
11. Time in a clock and its reflection
12. Date and Calendar
13. Clerical Ability

## **III. GENERAL ENGLISH - (5 Marks)**

### **i. English Grammar**

- Types of Sentences and Interchange of Sentences.
- Different Parts of Speech.
- Agreement of Subject and Verb.
- Articles - Definite and Indefinite Articles.
- Uses of Primary and Modal Auxiliary Verbs
- Question Tags
- Infinitive and Gerunds
- Tenses
- Tenses in Conditional Sentences
- Prepositions
- The Use of Correlatives
- Direct and Indirect Speech

- Active and Passive voice
- Correction of Sentences
- Degrees of Comparison

## ii Vocabulary

- Singular & Plural, Change of Gender, Collective Nouns
- Word formation from other words and use of prefix or suffix
- Compound words
- Synonyms
- Antonyms
- Phrasal Verbs
- Foreign Words and Phrases
- One Word Substitutes
- Words often confused
- Spelling Test
- Idioms and their Meanings
- Expansion and meaning of Common Abbreviations

## IV. REGIONAL LANGUAGE (10 Marks)

### Malayalam

5. പദശുദ്ധി
6. വാക്യശുദ്ധി
7. പരിഭാഷ
8. ഒറ്റപ്പദം
9. പര്യായം
10. വിപരീത പദം
11. ധ്വനികൾ പഴഞ്ചൊല്ലുകൾ
12. സ്ഥാനപദം
13. ചേർത്തൊഴുതുക
14. നൂലിംഗം പുല്ലിംഗം
15. വചനം
16. പിരിച്ചെഴുത്തൽ
17. ഘടക പദം (വാക്യം ചേർത്തൊഴുതുക)

### Kannada

1. Word Purity / Correct Word
2. Correct Sentence
3. Translation
4. One Word / Single Word / One Word Substitution

5. Synonyms
6. Antonyms
7. Idioms and Proverbs
8. Equivalent Word
9. Join the Word
10. Feminine Gender, Masculine Gender
11. Number
12. Sort and Write

### **Tamil**

- 3) Correct Word
- 4) Correct Structure of Sentence
- 5) Translation
- 6) Single Word
- 7) Synonyms
- 8) Antonyms / Opposite
- 9) Phrases and Proverbs
- 10) Equal Word
- 11) Join the Word
- 12) Gender Classification – Feminine, Masculine
- 13) Singular, Plural
- 14) Separate
- 15) Adding Phrases

## **PART 2 - JOURNALISM - DEGREE LEVEL (40 MARKS)**

### **1. COMMUNICATION (8 Marks)**

Types of Communication, Functions and Scope, Early forms of Communication, Emergence of Mass media, Models of Communication, Aristotle, Claude E. Shanon & Warren Weaver, Wilbur Schramm, Harold D Lasswell, Charles E Osgood, Gerbner, New Comb, David Berlo, SMCR, Becker, Riley and Riley, De Fleur, Westely & Maclean, Concepts of Communication - Indian, Eastern,

Western Concepts ( Christian, Gandhian), Mass Media Effects - Violence, obscenity, attitude and behavioural changes, typology of audience & critical consumer - culture and communication - Roland Barthes, Herbert Schiller, Noam Chomsky & Manufacturing consent - typologies of mass culture - trends in semiotic studies, Normative Theories of Press - Authoritarian, Libertarian, Socialist - communist, Social Responsibility, Development Media & Democratic participant Press Theories, Globalisation - Features, Trends, Challenges, ICE - ICEET, Narrowcasting, Demassification, Convergence, Accessibility, Reach, International Information Order, Present Scenario of Mass Media, Development Communication - Origin, Meaning, concept, definition, philosophy, process, theories, trends, future. Role of Communication, Information, technology & mass media in development.

## **2. REPORTING ( 8 Marks)**

News - Concepts, elements, values. Sources of News, Techniques of news gathering and dissemination. News flow, Predictable & Unpredictable News; Soft news and hard news, anticipated news, follow ups, slanting / advocacy. News story - Structure of news, story inverted pyramid and other styles. Principles of News Writing. Intro, body, back grounding, conclusion and their variations; different kinds of lead; changing styles of news writing. Reporting Speeches, seminars, conferences, press conferences, meet and press, briefing, demonstrations, rallies, agitations, press releases, court proceedings, legislature, parliament, Govt. and Non Govt. Reporter - Qualities and Functions, social responsibility. Types of Correspondents, Development news; science & technical news, election news accident, death, crime, war disasters, conflicts, obituaries, weather and human interest stories, Cultural Reporting. Art of interviewing, techniques and strategies for interviews. Types of interviews - Investigative, interpretative, embedded, in-depth, cheque - book, Page Three & Local Page, Aggressive, yellow, paparazzi, tabloid, precision, intimate, public service, laid - back, citizen journalism and planting stories.

## **3. EDITING AND MEDIA LAW ( 8 Marks)**

Editing-Introduction, principles, need, functions. Line editing, creative editing and design editing. Style sheet / book, Editing. Process - Selecting, Examining, Checking, Correcting, Condensing, slanted stories, Editing News Agency copy, Bureau copy. Functions and trends in writing Headlines, Writing editorials and middle pieces. Principles of page Makeup & Design, Traditional, Contemporary and Computer Aided Design (CAD). Dummy preparation, Pagination. Layout & Design of pages. Photo editing and caption writing. News room set up - Editorial duties and functions. New trends in editing - Emergence of Special Editors, Page Editors, Spot Editors, Readers Editor, News Ombudsman, News casters.

Freedom of Press & Parliamentary Privileges. Press Legislations in India. Press Council Act of 1978 - Cable Television Networks ( Regulations) Act of 1995. Information Technology Bill, Cable Television Act, Cyber Laws Censorship guidelines - Press Accreditation Rules. Legal Bodies & Commissions - Press Council of India - Advertising Standards Council of India - Press Ombudsman - Legal Bodies - Guidelines & Broadcast Codes. Right to Information Act 2005.

#### **4. PUBLIC RELATIONS ( 8 Marks)**

Public Relations - Concepts, functions and characteristics. PR Propaganda, Publicity, Public Opinion, Advertising, Persuasion. PR - PR Professional Organization - IPRA, PRSI, PIB, DPR, DAVP Films Division, Directorate of Field Publicity, Song & Drama Division. Public Relations Tools, Instruments, Channels - Preparing & planning - House Journals, News letters Hand outs, Brochures, Meet the press. Press releases. Lobbying, Press conferences. Annual meetings, Open houses. Exhibitions, Speeches, Seminars, Symposia, Demonstrations, Information Dockets, Conducted Tours, Gossips, Rumours, Interviews, Publicity materials & Corporate Films. Public Relations Departments / Agencies - Publics, Internal, External - Organizational set up. Structure, Characteristics, role, functions. Public Relations in public and private sectors. Event management. PR and use of mass Media - Print, Radio, Film, Television, Video, Traditional Media, Photographs, Internet. PR & Corporate Communication.

#### **5. ADVERTISING ( 8 Marks)**

Advertising - Definition, Functions and relevance, Classification of advertising. Role of advertising in Marketing, Marketing mix. Structure of an Advertisement/T.V. Commercial. Ad Campaign. Advertising Agency - Sytem, structure and functions. Indian ad agencies. International Ad agencies. Cannes & Ad festivals. Major Publications - A & M, 4Ps, USP Age, Pitch, Ad Age, Brand Equity, Catalyst. Advertising Media-Media Selection, Scheduling & Media Mix - print, Radio, Television, Film & Internet, Telephone, SMS, Out door. Direct mail & Web advertising. Infomercials, Webmercials, Advertorials. Advertising Research - Scope, objectives & methods. Professional Organizations. Code of ethics. ASCI and its code of condust advertising and Public Relations, Publicity. Economic and social aspects of advertising. Trends in contemporary Advertising.

**NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.**