

**EXAMINATION FOR PUBLIC RELATIONS OFFICER IN KERALA  
STATE ELECTRICITY BOARD  
SYLLABUS**

**Part I  
MARKS : 50**

**MODULE 1 :            MASS COMMUNICATION            10 MARKS**

Communication: Elements, Process, Types, Models and Theories: Lasswell, Osgood and Schramm, Shannon and Weaver, Barlund, Westley MacLean, Goerge Gerbner, Everet M Rogers, Gatekeeping Theories, News Flow Models, Agenda Setting Theory, Spiral of Silence, U and G theory, Media and public opinion,  
Development Communication, Health Communication, Rural Communication, Science Communication, Political Communication.  
Mass Communication in national and international settings

**MODULE 2:            NEWS REPORTING & EDITING            10 MARKS**

Defining news, news writing styles, news values, types of news- soft and hard. News reporting process and workflow. Sourcing skills, networking skills, writing skills, covering events and press conference, interviewing. Investigative reporting in offline and online environments.  
Editing news, principles of editing, newsroom operations, structures and responsibilities in various media houses like print, audio-visual and digital.  
Media laws. Code of conduct. Regulatory mechanisms like Press Council etc.  
Digital tools and environment.  
Recent trends in news reporting and editing

**MODULE 3:            ADVERTISING & PUBLIC RELATIONS            10 MARKS**

Advertising : Definition, functions, and scope of advertising, advertising theories- DAGMAR, AIDA formula, marketing mix, social marketing theory, hierarchy of effects model, ELM model, and McGuire's persuasion matrix. Types of advertisements: product, service, institutional, industrial, public service and public awareness advertisements, outdoor advertising, surrogate advertising, mobile advertising, search engine advertising, and personalized advertising.

Public Relations: Meaning, functions and importance of Public Relations. Evolution of Public Relations -early years, model proposed by James Grunig and Todd Hunt (Press Agency, Public Information Model, Two-Way Asymmetric Model, and Two-Way Symmetric Model). Evolution of PR in India (four stages of PR).

Tools PR, Newsletters, Press release, Press kit, brochures, notices etc. and how to prepare them. Qualities of PR personnel, PR agency and functions,

organizational set up of PR departments/agencies, PR consultants (Spin doctors), social media consultants.

**MODULE 4: ELECTRONIC MEDIA 10 MARKS**

Characteristics of Electronic Media: Broadcasting, Telecasting, Narrowcasting, Podcasting, webcasting, Terrestrial Transmission, Broadcasting Technology, Programs and Policies, Code of Ethics and Broadcasting Standards, Newsroom Conference, sources of News, News agencies, Hoaxes, Reporters, Personal Network, Other News Media, Planned Events, Staged Events, News and Entertainment Channels, Morgue/Repository, Defining Broadcast Journalism, Qualities of Broadcast Journalists.

Types of Radio Programmes, Bulletin, Teaser, Promo, Debates, Radio drama, Radio Interview, Discussions, Music and Phone-ins entertainment, Education Programme Formats, News packaging, Live programmes, Gossip Sitcoms, Soap Operas, Non-news programmes in Radio. Genres and Language, Preparation of Commentary, Speed, Emphasis, Research, Narrative Devices, On-air, Programme Structure and format in the new era, Podcasts, Streaming media.

**MODULE 5: DIGITAL MEDIA 10 MARKS**

Introduction to Internet, Basics of web design, Important jargons and tools related to internet and websites. Role of the web designer, Importance of user experience, Web domain, Web hosting service, Form and function of a responsive website, Comparison of different website genres, Planning content and structure, Skills required to build a basic website,.

HTML and functioning of websites, Review of existing HTML document, Basic HTML coding, HTML syntax, File Transfer Protocol (FTP), Creation of basic HTML web page, Image optimization for the web, Key terms, Copyright, Image file formats, Basic image-editing tools, Naming and storage practices, troubleshooting problems with graphic optimization, Producing optimized web graphics.

**Part II  
MARKS : 50**

**MODULE 1: WRITING MALAYALAM NEWS MARK 10**

Preparing hard news story, soft news story, features, profile, interview etc. in Malayalam following professional standards

**MODULE 2: WRITING ENGLISH NEWS MARK 10**

Preparing hard news story, soft news story, features, profile, interview etc. in English following professional standards

MODULE 3: TRANSLATION MALAYALAM TO ENGLISH AND VICE VERSA

MARK 10

Translation of general and technical, specifically electrical sector related content from Malayalam to English and vice versa

Translation of PR content from English to Malayalam and vice versa

MODULE 4: ADVERTISEMENT COPIES, BROCHURES, & NOTICES ETC.

MARK 10

Copies of ads of various types- spread, classified, promotional, service, PSA etc.

Brochures and Notices to promote services, products, institutions etc.

Preparation of brand promotion materials and brand promotion plan both for print, visual and audio platforms.

MODULE 5: PR MATERIALS: NEWS RELEASE, NEWSLETTER ETC.

MARK 10

Materials for press kit, news release, rejoinder, explainers, crisis communication materials, scripts for promotion videos etc. Institutional manuals.

**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.**