



കേരള ദേവസ്വം റിക്രൂട്ട്മെന്റ് ബോർഡ്

പരീക്ഷാരീതിയും സിലബസ്സും

Mode of examination and Syllabus

തസ്തികയുടെ പേര് Name of Post	-	പബ്ലിക് റിലേഷൻസ് ഓഫീസർ Public Relations Officer
കാറ്റഗറി നമ്പർ Category Number	-	11/2023 11/2023
ദേവസ്വം Devaswom	-	തിരുവിതാംകൂർ ദേവസ്വം ബോർഡ് Travancore Devaswom Board
വിദ്യാഭ്യാസ യോഗ്യത Educational Qualification	-	ബിരുദം Graduation പബ്ലിക് റിലേഷൻസ്/ ജേണലിസത്തിൽ പി.ജി ഡിപ്ലോമ അല്ലെങ്കിൽ തത്തുല്യ യോഗ്യത P.G Diploma in Public Relations/ Journalism or its equivalent
പരീക്ഷാരീതി Mode of Examination	-	നിശ്ചിത വിദ്യാഭ്യാസ യോഗ്യതയെ അടിസ്ഥാനമാക്കിയുള്ള വിവരണാത്മക പരീക്ഷ Descriptive Test based on the qualifications prescribed for the post.
ചോദ്യഭാഷ Medium of Questions	-	ഇംഗ്ലീഷ് English
ആകെ മാർക്ക് (Total Marks)	-	100
പരീക്ഷാസമയം Duration of Examination	-	2 മണിക്കൂർ Two hours

സിലബസ്സ് - Syllabus

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| Part I | - | മലയാളത്തിൽ നിന്നും ഇംഗ്ലീഷിലേയ്ക്കുള്ള വിവർത്തനം
Translation from English to Malayalam |
| | - | ഇംഗ്ലീഷിൽ നിന്നും മലയാളത്തിലേയ്ക്കുള്ള വിവർത്തനം
Translation from Malayalam to English |
| | - | പത്രക്കുറിപ്പ് തയ്യാറാക്കൽ
Preparation of press release |
| Part II | - | പബ്ലിക് റിലേഷൻസ് വിഷയങ്ങൾ
Public relations subjects |
| Part III | - | ക്ഷേത്രകാര്യങ്ങൾ, ഹൈന്ദവസംസ്കാരം, ആചാരാനുഷ്ഠാനങ്ങൾ,
വിവിധ ദേവസ്വം ബോർഡുകൾ മുതലായവ.
Temple affairs, Hindu culture, Customs and Traditions,
Various Devaswom Boards |

പ്രധാനവിഷയങ്ങളെ അടിസ്ഥാനമാക്കിയുള്ള വിശദമായ സിലബസ്സ്

Detailed syllabus based on the main topics

Public Relations

1. Communication process, Models and Theories

Communication process – Definitions – Elements – Nature and scope – Various scholarships and approaches – Levels of communications – Intrapersonal, Interpersonal, Group, Mass etc. – Models of communication: Aristotle – Laswell, Shannon and Weaver – Schramm and Osgood - George Gerbner - Riley and Riley – Maletzke - Elihu Katz and Paul Lazarsfeld - Elisabeth Noelle-Neumann - Walter Gieber and Walter Johnson - David Manning White - McNelly's model - Galtung and Ruge – Diffusion of Innovation Model - One step, Two step, Multi step flow of Communication - Mowlana's model of International Flow of Information - Uses and Gratification Approach – Semantic space theory – Cognitive theories - Behavioral theories - Stimulus Response Theory - Hypodermic Needle theory - Limited effect model Communication theories - Selective Exposure, Perception and Retention - Balance Theory - Congruity Theory - Social Learning Theory - Individual Differences Theory - Social Differentiation Theory - Social Relationship Theory – Concept of mass – Mass Society Theory - Agenda Setting Theory, Framing, Priming, Stereotyping, Ideas of Persuasion, Propaganda - Cognitive Dissonance Theory - Obstinate Audience Theory - Social Judgment/Involvement theory – Social Learning Theory – Media Ecology - Normative Theories of the Press - Effects and Impact studies in Communication – Media Dependency Theory - Phenomenological methods in Communication - Transitions in Media usage patterns - Issues of Form and Content - Empirical points of differences – Social Media environment - Role of Information and Data of contemporary period – Post Modernism and Media - Communication Accommodation - Convergence – Divergence and Over Communication.

2. Writing for Print Media

Print Journalism – Characteristics of print media – Print media evolution - Historical perspective on print journalism – Types of print media - Concept of News - Definition of News - News Literacy - News values - Elements of news – Photo Journalism - Formats of news Presentation - News story structure - Inverted pyramid style - Hourglass – Narrative style - Follow ups – Types of news – Hard news – Soft news – Human interest etc. - Feature story types and approaches – Developing feature story ideas - Profile writing - Narrative storytelling in features - Technology and news gathering and dissemination – Hybrid media – Objectivity – Source cultivation – Interviewing skills – Types of news interviews - Beats – Types of reporting - Political– Science & Technology – Development– Court – Travel and tourism – Arts and Culture - Investigative, Interpretative, Embedded, In-depth, Cheque book, Yellow, Aggressive, Campaign - News Agencies - Press Releases, Meet the press, Press Conferences, Government and non-Government sources, crowd sourcing, citizen reporting, social media sources - credibility and authenticity - Hierarchies in news organizations – Deadlines – Trends in Automated Reporting – Natural language generation – Writing for Niche audience – Data-driven reporting – Real-time reporting – Automated fact checking – Artificial Intelligence enhanced interviews – Content Monetization – News algorithm – Fake news – Deepfake - Principles of Editing – Stylebook and guidelines – Editing for clarity and conciseness – Multi-media storytelling - Headline writing, Modern Trends - Checking Facts And Figures, Accuracy, Fairness and Objectivity - Localising News, Subbing, Rewriting – Editorial writing – Page design – Principles of Layout and colour – Typography – Photo editing – Caption writing.

3. Public Relations and Corporate Communication

Publicity – Propaganda - Public Relations – Definitions - Public Relations in Popular Culture - Growth of Public Relations - The History of Modern Public Relations - Pioneers of Modern Public Relations - Public Relations Agency - Roles and Functions for Public Relations – Strategic communication, Marketing Communications, Crisis Management, Research and Strategic Planning etc. - Public Relations Tool Kit - Integration of Public Relations and Marketing – Globalization and PR practices - Ethics and Laws in Public Relations – PR for Public Good - Characteristics of a PR practitioner - The PR Practitioner as gatekeeper - Organisational communication - Internal and External communication - PR campaigns - Professional organizations – Professional standards and Code of ethics - Principles of Influence - Management Models - The Four models of Grunig and Hunt –The press agency/ publicity model, The public Information model - The two-way asymmetric model - The two –way symmetric model - Excellence Theory - Image Restoration Theory - Structuring a PR programme – RACE, SWOT and PEST analyses - ROPES model - Public Relations Writing Strategy and Style - Media Relations in a Digital World - Media Relations in Political Communications - Media Relations in Crisis Situations - Government PR - Information and Public Relations Department of Kerala - Social Media and Emerging Technologies in PR - Social Network Theory – Gamification - Corporate Communication – Corporate Identity - Corporate reputation/image – Integrated Communication – Stakeholder Communication – Campaign Management - Corporate Social Responsibility - Community Relations -Employee Relations - Corporate Culture.

5. Advertising

Idea of Persuasion – Persuasive Communication – Definition of Advertising - Evolution of advertising – Advertising archeology – Advertising pots, Early Years – The Dark Age – Industrial revolution and advertising – Advertising and war years – Post-world war period advertising – Advertising in the digital age - Types of advertising - Functions of branding – Brand name nomenclature – Creative Elements of advertising – Headlines, Body copy, logo, slogans – taglines - jingles – Copy writing process - Copy writing Techniques – USP - Advertising appeals - Layout and Design, Visualization – Engaging the advertising message - Advertising campaign – Planning, Evaluation of advertising campaigns - Advertising Agency – Types of advertising

agencies - Structure and functions - Media planning - Advertising Theories, DAGMAR – David Ogilvy and Rosser Reaves theories - Means–end chain - AIDA formula – Consumer Learning Theory - Hierarchy of Effects Models- Elaboration Likelihood Model of Attitudinal Change (ELM) - Source credibility theory - Congruency theory - Schema theory - Involvement theory – Advertising Media: Traditional: Print, Radio, Television, Outdoor, Transit etc. - Digital and Emerging Media: Digital media devices - The digital media platform – Browsers – Social media platforms – E-mails – Pop-ups – Overlays - In-text adverts – Computational Advertising - Native adverts - Paid search – In-App advertisements - In-games advertisements - Static in-game advertising (SIGA) - Dynamic in-game advertising (DIGA) – On-games - Advergaming - Emerging technologies: Location-based advertising, Online behavioural advertising, Augmented and virtual reality (AVR), Near-field communication (NFC) - Advantages of digital media advertising – Limitations of digital media - Trends in Indian Advertising, ASCI, Advertising Research- Scope and objectives - Marketing Communication – Concept, Nature, Functions and Importance - Market segmentation - Target market selection - Market positioning - Product Life Cycle - Advertising as a Marketing Tool - The Marketing Mix - Integrated Marketing communication - marketing survey

6. Reporting

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 , conclusions and their variations, different kinds of lead, changing styles of news writing. Reporting speeches, seminars, conferences, press conferences, meet the press, briefing, demonstrations, rallies, agitations, press releases, court proceedings, legislature, parliament. Reporter – Qualities and Functions, social responsibility. Types of Correspondents, Development news, science & technical news, election news, accidents, 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, intimate, public service, laid-back, citizen journalism and planting stories.

(Temple Affairs - Hindu Culture, Customs and Traditions - Various Devaswom Boards etc.)

Temple Affairs. Famous Temples in Kerala - Deities, Peculiarities, Location. Temple Festivals. Special ceremonial and devotional functions in temples – It's importance and Social relevance. Temple Arts. Famous Temple Artists. Temple Architecture in Kerala – It's peculiarities and ethnic importance. Great Spiritual leaders, Saints, Thinkers and Philosophers in Hinduism – Their contributions. Holy books of Hinduism – Vedas, Puranas and Upanishads – Basic knowledge. Concept of Devaswoms. History of temples in Kerala. Events that lead to the formation of Devaswoms. Temple Entry Proclamation. Travancore-Cochin Hindu Religious Institutions Act 1950. Present day Administration of Temples in Kerala and Various Devaswom Boards. Kerala Devaswom Recruitment Board - Formation, powers and responsibilities - Hierarchical setup.

Controller Of Examinations
Kerala Devaswom Recruitment Board