

SYLLABUS FOR THE POSITION OF PUBLIC RELATIONS OFFICER

Syllabus for the Written Test (Domain Knowledge).

- **PR Concepts & Theories:** What Public Relations really means, its purpose, and how it differs from things like publicity and propaganda. Key PR models, such as Grunig and Hunt's Four Models, how PR has evolved over the years, both in the Indian and global context, Communication Aspects, Theories and Methods, Institutional awareness etc.
- **Media Relations:** Basics and advanced management skills required to organise press conferences and briefings, manage high-profile visits, and source the right information for institutional reports. Relationship skills with the media, The Concepts, Processes and Ideologies of Mass and Visual Communication, Media laws and ethics, event management etc.
- **Writing & Content Creation:** Master writing news stories following the Inverted Pyramid style, press releases, drafts and management, high-profile and institute-level impactful speeches, editing skills for clarity and precision.
- **Crisis Communication:** Develop strategies to control damage during a crisis, safeguarding the organisation's reputation, emergency handling of media in institute
- **Digital & Social media:** Social media platforms, role of influencers, overseeing Online Reputation Management (ORM), and crafting digital content
- **Advertising & Branding:** Brand management, corporate identity, media campaigns and planning, and use the Integrated Marketing Communication (IMC) approach for maximum impact, etc.

Syllabus for the Skill Test

- **General Awareness and current affairs:** Information about current events, important trends, and developments happening around.
- **Reasoning Ability:** Test of logical thinking, problem-solving, arithmetic and numerical aptitude, and decision-making skills.
- **Mathematical Ability:** Basic math concepts to tackle numerical problems that may arise in day-to-day affairs
- **English Language:** Test of grammar, vocabulary, comprehension, and overall language usage for effective communication.
- **Computer Skills:** As per the requirements of PR and communication skills, Basic graphic tools, Email drafting and etiquette; Handling video conferencing platforms; Basics of content management systems.