

PUBLICITY INSPECTOR/SENIOR PUBLICITY INSPECTOR

Sl No.	Topics	No. of Questions
1.	Communications Introduction to communication; History of communication; Tools; Fundamentals of communication; Types of communication; Essentials of communication; Theories of communication; Effective principles; Process of communication; Factors affecting process of communication; Forms of communication; Oral Communication.	12 to 15
2.	Mass Communication Eras of Mass Communication; Introduction & history of mass communication; Culture & functions of mass communication; Tools of Mass communication; Journalism; Press Codes & Ethics; Elements of mass communication; The Psychology and Sociology of Media Audiences; Models of mass communication; Theories of mass communication; Issues in communication; Mass media and public opinion.	12 to 15
3.	Advertising Concept, Functions of Advertising, Factors determining advertising opportunity of a product/service/idea, Types and classification of Advertising Display/Classified/Trade/Product/Financial/Corporate etc., Brand Management and Positioning, Creative and Campaign Concepts; Social and Economic Impact of Advertising, Advertising: Ethics, code and Law, Brand equity and advertising. Advertising Agency - Types of agency, Structure, Functions, Roles, & Scope. Agency client relations, Apex organizations: DAVP, INS, ISA, AAAI.	10 to 13
4.	Public Relations Public Relations; Development of Public Relations; PR in India; Public Opinion; PR Process; PR for Internal Communication; PR for External Public; Mass Media of Communication; Ethics and PR; Dealing with Media/Functioning of Media; Role of Writing in PR; Emerging Challenges in PR. PR Management - Event Management, Crisis Management, Time Management & Stress Management. PR Laws - Code of ethics, PR and Press Council, Defamation, Official Secret Act 1923, Copyright Act 1957, Press Registration of Book Act 1867. Contempt of court COMPUTER and its APPLICATIONs (2 to 3 questions)	10 to 13
5.	Topic and coverage on Social Media like Blogs, Twitter, Youtube etc.	3 to 5
Total		50