

APPENDIX - I

SCHEME AND SYLLABUS OF EXAMINATION FOR THE PURPOSE OF FILLING UP THE POST OF SENIOR INFORMATION ASSISTANT, INFORMATION & PUBLIC RELATION DEPARTMENT, GOVERNMENT OF SIKKIM.

The examination will consist of one (02) papers :

PAPER	SUBJECT	FULL MARKS	TIME ALLOWED
PAPER - I	General English (Conventional mode)	100	2.00 Hours
	General Knowledge (Multiple Choice Questions on OMR)	50	
Paper - II	Mass Communication and Journalism - 100 marks questions will be of (Multiple Choice Questions on OMR) and 150 marks questions will be of conventional mode	250	3.00 Hours
VIVA VOCE		50	
TOTAL		450	

PAPER - I (General English & General Knowledge)

The examination of General English will be of Conventional Mode and General Knowledge will be of Multiple Choice Questions with negative marking.

The candidates will be required to answer questions of English designed to test their skill of reporting, General knowledge of current events of local, national and international importance.

PAPER - II (Mass Communication and Journalism) - 100 marks questions will be of Multiple Choice Questions with negative marking and 150 marks questions will be of conventional mode.

SYLLABUS FOR MASS COMMUNICATION AND JOURNALISM.

- Introduction to Mass Communication,
- **Communication Concepts and Process,**
 - ❖ Communication Theories,
 - ❖ Communication Models,
 - ❖ Media and the Public Sphere,
- **Writing for Mass Media,**
 - ❖ Fundamentals of Communications - I & II,

- ❖ Writing for Print,
- ❖ Writing for the Web,
- **Basics of Radio and Television Production,**
 - ❖ Television Production Process,
 - ❖ Radio Production Process,
 - ❖ Elements of sound,
 - ❖ Understanding Sound,
- **Development of Media in India,**
 - ❖ The Indian press,
 - ❖ Radio, Television and Cinema,
 - ❖ Television and Cinema,
 - ❖ New Media,
- **Writing for Media,**
 - ❖ Writing for Radio,
 - ❖ Writing for Television,
 - ❖ Writing for media with responsibility,
- **Advertising and Public Relations,**
 - ❖ Advertising Concept, Principles and Functions,
 - ❖ Public Relation Concepts, Principles and Trends,
 - ❖ Public Relation Management,
 - ❖ Crisis Management & Ethics.
- **Traditional Folk Media and Alternative Media,**
 - ❖ Concept and Forms of Traditional Folk Media,
 - ❖ Folk Media in Northeast India,
 - ❖ Traditional Folk Media and Social Development,
 - ❖ Alternative Media,
- **Media Management,**
 - ❖ Principles of Media Management and their significance,
 - ❖ Structure and hierarchy, Functions,
 - ❖ Economics of Print and Electronic Media Management.
- **Media Entrepreneurship in North East,**
 - ❖ Media Scenario in Northeast India,
 - ❖ Business Models,
 - ❖ Special Nature of Northeast,
 - ❖ Factors affecting entrepreneurial development, the role of entrepreneurship in society.