

APPENDIX-I

Schemes and syllabus of examination for the purpose of filling up the post of **Script Writer** under **Information and Public Relations Department**, Government of Sikkim.

Sl. No	Name of paper	Subject	Full Marks	Time
1.	Paper- I	General English (Conventional)	100	3 Hours
		General Knowledge <i>(Multiple Choice Question)</i>	50	
2.	Paper- II	Mass Communication & Journalism. (250 marks) <i>(Multiple Choice Question & Conventional mode)</i>	100 (MCQ)	3½ Hours
			150 (Conventional)	
		TOTAL	400 Marks	

SYLLABUS**PAPER – I General English (Conventional mode) - 100 Marks**

The questions will be designed to test the candidates understanding and command of the English language. The patters of questions would be broadly as follows:-

- Comprehension of given passage.
- Grammar.
- Usage and vocabulary.
- Report writing, Essay Writing and Précis writing.

General Knowledge (Multiple Choice Questions) – 50 Marks.

- Knowledge of current events of local, National and International importance.

PAPER-II Mass Communication and Journalism (250 Marks)

- 100 Marks questions will be of Multiple Choice Questions with negative marking.
- 150 marks questions will be of conventional mode.

SYLLABUS FOR MASS COMMUNICATION AND JOURNALISM.

Introduction of Mass Communications,

1. Communication concepts and process.

- Communication Theories,
- Communication Models,
- Media and Public Sphere.

2. Writing for Mass Media.

- Fundamentals of Communication – I & II
- Writing for Print.
- Writing for the Web.

3. Basic of Radio and Television Production.

- Television Production process.
- Radio Production process
- Elements of sounds.
- Understanding sound.

4. Development of Media in India.

- The Indian Press,
- Radio, Television and Cinema,
- New Media.

5. Writing for Media.

- Writing for Radio.
- Writing for Television.
- Writing for media with responsibility.

6. Advertising & Public Relations.

- Advertising concept.
- Public Relations concept.
- Public Relations Management.
- Crisis Management & Ethics.

7. Traditional Folk Media and Alternative Media.

- Concept and Forms of Traditional Folk Media,
- Folk Media in North East India.
- Traditional Folk Media and Social Development.
- Alternative Media.

8. Media management.

- Principles of Media management and their specifications.
- Structure and hierarchy, Functions,
- Economics of Print and Electronic Media Management.

9. Media Entrepreneurship in North East.

- Media Scenario.
- Business models.
- Special Nature of North East
- Factors affecting entrepreneurial development, the role of entrepreneurship in society.

