

SANJAY GANDHI POSTGRADUATE INSTITUTE OF MEDICAL SCIENCES

Raebareli Road, Lucknow-226014 (U.P.)

Syllabus for the Post of Receptionist (Core Subject) Advt No. I/10/11/Rectt/2026-27

(Syllabus is only Indicative. The questions can assess any aspect of knowledge, aptitude, attitude and practical skills, which is expected from a trained person to work efficiently at the advertised post)

Basic Computer Knowledge

Introduction to MS Windows, MS Office, Basics of Internet etc.

Communication

Definitions – Elements of Communication, Nature, Role and Scope of Communication, Communications, Public opinion and Democracy, Communication mass media and Socio-economic development.

Methods of Communication

Face to face Communication, Group Communication, Mass Communication – Spoken, Written, Un-Spoken and Unwritten, Present state of Communication in India.

Mass Communications and Mass Media

Marshal McLuhan's theory – the Medium is the message, One-step, two-step, multi-step flow of Communication, Mass Media and its characteristics. What is Communication research, The nature and task of Communication research.

Principles of Public Relations

Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting – Developing economy. PR as distinct from other forms of Communication, PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

Historical Perspective – Industrial revolution – the beginnings of PR – Pioneers – Ivy Lee in America – Technological and media revolution in the Society – PR during First and Second World Wars – The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India.

Public Opinion – Meaning and Definition – Opinion Leaders – Individuals, Institutions, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation – persuasion. The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR – IRSI – Code of Ethics.

Media Classification

Introduction to Mass Media, Functions of Mass Media, Characteristics, Limitations, advantage and relative appeal of different media.

News-Papers and Magazines

Principal categories of newspapers and periodicals, News Agencies, Government and Press – Mass Media as Social Instruments.

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Radio Broadcasting

Radio in India, Relative coverage and appeal of Radio and Press. Impact of Radio on rural India and rural development.

TV in India

A brief history of Television – Coverage, present status and impact on masses, Role of Satellite Communication, TV for Socio-Economic change, The future of Television in India.

Film in India

Film as a tool of PR, Impact of films, Documentaries, PR Films, Feature Films, Script writing of newsreel and documentaries.

Photographs

The Camera as a tool of PR, Uses of Photos in PR, News-photos, Photo features – Photo Editing, Caption writing.

Exhibitions

Exhibition as a PR tool, Types of Exhibitions, Planning an Exhibition – Theme and Display.

Media Relations

Strategy for good media relations, Inter-Media Publicity, Press Conference. Traditional Media as a PR tool – Types – Advantages – Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages.

The Art of News writing – What is News, Difference between newspapers writing and Broadcast writing, Language, content and style. Writing for Newspapers and House Journals. Reporting – How to write a press release, Press release – Its parts, headline, subhead lines, the lead, paragraphs, essentials of writing a press release. Feature writing, Corporate features – Development stories. Editorial Writings: House Journal's Editorials, Writing for Radio & TV.

Public Relations Practice

Scope of the Practice; Profile of the practitioner; Planning for Public Relations; Measuring Public Relations Objectives; Organizing Public Relations department; Organizing Public Relations Agency.

Public Relations Specialisation

Public Relations in Employee Relations; Public Relations in Industrial Relations; Public Relations and the Community; Public Relations and the Govt.; Public Relations in Promotion of causes and Ideas.