SYLLABUS AND SCHEME OF THE EXAMINATION FOR RECRUITMENT TO THE POSTS OF OFFICERS BELONGING TO CATEGORY ‘A’ IN WEST BENGAL INFORMATION & CULTURAL SERVICE UNDER THE DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS, GOVERNMENT OF WEST BENGAL (ADVERTISEMENT No. 9/2019, ITEM NO. 3)

(i) The examination will comprise of two successive parts, namely:-
(a) Part-I Written Examination
(b) Part-II Personality Test

(ii) The written examination shall consist of following five compulsory papers carrying 100 marks each and two optional papers carrying 100 marks each, namely:-

**Paper-I:** English comprehension, essay, precis, letter writing and drafting of report -100 marks

**Paper-II:** English grammar (change of voice, transformation of sentences, application of appropriate preposition/ phrasal verbs/ idioms etc., correction of sentences, application of tense ) & translation from Bengali/ Nepali. -100 marks

**Paper-III:** Composition, drafting of report, letter and precis writing in Bengali/Nepali and translation from English into Bengali / Nepali. -100 marks

**Paper-IV:** Elementary mathematics based upon the syllabus of Madhyamik Examination or Equivalent -100 marks

**Paper-V:** General knowledge and current affairs with special emphasis on West Bengal -100 marks

**Paper-VI & Paper-VII**, two optional papers carrying 100 marks each from the following subjects:-

a) Journalism, b) Mass Communication, c) Advertisement & Public Relations, d) Sociology,

 e) Anthropology, f) Political Science, g) History, h) Film-direction or Cinematography.

**Detailed syllabus of the optional papers i.e. Paper – VI & Paper - VII**

V) Radio Journalism
   Total Marks: 20(10+10)
   b) Community Radio, Recent Developments in FM Broadcast, Radio and Newspaper: a comparative study.

VI) Television Journalism
   Total Marks: 20(10+10)
   a) History of Television in India, Use of Clippings, TV Interview, Anchoring, Effects of Television on Society.
   b) Television Documentaries, News Magazines and Talk Shows, Cable TV, Satellite Channels and its effect on Society.


(B) Mass Communication

Contents:-
I) Communication
   Total Marks: 50(25+25)
   b) Communication Models: Aristotle’s Classical Model, Media Dependency Model, McCombs & Shaw’s Agenda Setting Model, Chomsky-Herman’s Propaganda Model, Development Communication and Diffusion of Innovation, Dominant Paradigm, Uses & Gratification, Globalisation & Mass Media.

II) Media Management, Laws and Ethics
    Total Marks: 50(25+25)
    a) Definition and different types of Media Management, FDI in Media, Various Departments of Newspaper, Dual Economy of Newspaper, Circulation and Advertisement Management, Autonomous Model, Prasar Bharati, Cable TV Regulation Act, Organisational Structure of Doordarshan and All India Radio, Convergence of Media, DTH, TRP, ABC, NRS, Satellite Channels.

(C) Advertisement and Public Relations

Contents:-
I) Advertising
   Total Marks: 50(25+25)
   b) Outdoor Advertising, Advertising Agencies, Media Strategy, Planning of Ad-Budget for Newspapers, Television etc.

II) Public Relations
    Total Marks: 50(25+25)
    b) Tools of Public Relations, Media Relations, Press Release, Press Conference, House Journal, Crisis Management, Community Relations, Employee Relations, PR by Government Departments, Use of Internet as a major PR tool, Emerging Trends in PR.

(D) Sociology
   Total Marks: 100

Contents:-
1. Fundamentals of Sociology
   a) Modernity and social changes in Europe and Emergence of Sociology.
b) Scope of the subject and comparison with other social sciences.
c) Sociology and Common Sense.

2. **Pathfinders of Sociology**
   - Karl Marx – Historical Materialism, Mode of Production, Alienation, Class Struggle.
   - Emile Durkheim, Social Fact, Collective Consciousness and Social Solidarity, Suicide, Religion and Society.
   - Simmel: Formal Sociology: Forms & Types; Subjective & Objective Culture, Money; Metropolis.


5. **Individual & Groups**: Personality & Socialization, Classification of Groups & their contemporary significance.

6. **Inequality, Stratification & Mobility**
   - Concepts - Equality, Inequality, Hierarchy, Exclusion, Poverty and Deprivation.
   - Social Mobility - Open and Closed Systems, Types of Mobility, Sources and Consequences of Mobility.

7. **Economy & Society**
   - Formal and Informal Organization of work.
   - Labour & Society.

8. **Politics and Society**
   - Power Elite, Bureaucracy, Pressure Groups and Political Parties.
   - Nation - State, Citizenship, Democracy, Civil Society, Ideology.
   - Protest - Agitation, Social Movements, Collective Action, Revolution.

9. **Religion & Society**

10. **Science & Technology**
    - Ethos of Science;
    - Scientific Temper;
    - Social Responsibility of Science;
    - Social Control of Science;
    - Social Consequences of Science and Technology;
    - Technology and Social Change.

11. **Social & Cultural Change in Modern Society**
    - Development and Dependency,
    - Agents of Social Change,
    - Education & Social Change,
    - Science, Technology & Social Change,
    - Dominant Culture,
    - Celebrity Culture.

12. **Society & Culture in India**
• Unity & Diversity, Modernity and Tradition, Contestation.
• Approaches to the Study of Indian Society:
• Indological (Ghurye); Structural-Functional (Srinivas); Marxist/Dialectical (Desai); Dalit (Ambedkar).

13. Major Social Groups
Religious Groups, Linguistic and Regional Groups, Castes & Tribes.

14. Some Major Institutions
Marriage, Family, Kinship Patterns and Changes Affecting Those; Gender Socialization; Division of Labour and Economic Interdependence, Decision-Making, Centres of Power and Political Participation; Religion and Society; Education, Inequality, Social Change, Contemporary Trends.

15. Social Inequality
Nature and types; Traditional concepts of hierarchy, Caste and Class; the Backward Classes; Concepts of Equality and Social Justice in relation to traditional hierarchies; Education, Occupation; Changing Patterns of Stratification.

16. Social change in modern India
Westernization, Sanskritisation and Secularization; Directed and Undirected Change; Legislative and Executive Measures; Social Reforms; Social Movements; Industrialization & Urbanization; Associations and Pressure Groups.

17. Women & Children
Demographic Profile of Women; Special Problems - Dowry, Atrocities, Discrimination; Existing Programmes for Women and their impact. Situational Analysis of Children; Child Welfare Programmes.


(E) Anthropology

Contents:-
1. Introducing Anthropology: Meaning and Scope of Anthropology. Main branches of Anthropology, their Scope and Relevance: (a) Social-cultural Anthropology,
(b) Biological Anthropology, (c) Archaeological Anthropology, (d) Linguistic Anthropology.
2. Brief outline of the growth of Anthropology: Enlightenment, Colonialism and Anthropology.
3. Human evolution and Hominization process
Theories of organic evolution, Human evolution and emergence of Man: (a) Biological and Cultural factors in human evolution, (b) Theories of Organic Evolution (Pre-Darwinian, Darwinian and Post-Darwinian), (c) Synthetic theory of evolution; Brief outline of terms and concepts of evolutionary biology. Theories of human origin.
4. Human variation
• Concept of Race, Racism.
• Concept of Human Physique and Somatotype.
• Concept of Ethnic Groups – Mongoloid, Caucasoid, Negroid, Australoid.
• Emergence of man in India and contemporary variation:
• Fossil remains in India: Ramapithecus, Narmada Man.
• Classification of Indian population: H.H. Risley, B.S. Guha and S.S. Sarkar
5. Features and distribution of Prehistoric Cultures with reference to India: (a) Palaeolithic, (b) Mesolithic, (c) Neolithic, (d) Chalcolithic, (e) Iron Age.
6. Theories and concept of culture and society
• Concept (brief outline): Social Structure, Social Organization, Gender, Institution, Group, Community.
7. Culture and Civilization
• Definition and Features of Culture and Civilization. Evolution of Indian Culture and Civilization.
• Prehistoric Cultures: Palaeolithic, Mesolithic, Neolithic, Chalcolithic, Iron Age.
- Indus Valley Civilization (Origin, Distribution, Features with special reference to Architectural, Socio-Economic and Religious; Decline; Indus Script.)
- Vedic Society (Early and Late): Society, Economy and Polity.
- Impact of Buddhism, Jainism, Islam, Christianity on Indian Society.
- Contribution of Tribal Cultures to Indian Civilization.
- Ethnoarchaeology in India with special reference to Mortuary Practices and Megalithic Burials.

   Caste System – Origin, Features, Functions and change in Caste System, Dominant Caste, Jajmani System.


10. Concepts for understanding Indian civilization: Sanskritization, Universalization-Parochialization,
    Tribe-peasant & Tribe-caste Continuum, State Formation and Sacred Complex.

11. Idea of Folk and Folk Culture
    - Folkloric elements in Indian Culture (Proverbs, Folksong, Folkart with special reference to West Bengal),
      Folklore and Identity, Performances.
    - Cultural Relativism, Acculturation, Enculturation, Diffusion, Cultural Lag, World View, Symbol.
    - Anthropological approaches to the study of civilization.

12. Economic Anthropology

13. Political Anthropology with reference to India
    - Concepts of Band, Tribe, Chiefdom and State.
    - Political Movement - Types of Socio-political Movements (Revitalization, Messianic, Social Solidarity, Regional and Ethnic).
    - Ethnicity – Definition, Concept of Ethnic Boundary.

14. Anthropology of Religion
    - Definition of Religion, Functions of Religion.
    - Approaches to the study of Religion (Intellectual, Psychological, Functional, and Interpretative).

15. Social Stratification
    - Types – Caste and Class.
    - Concepts: Status, Role, Age-set/Age-grade, Social Mobility.

16. Emerging Fields of Social-Cultural Anthropology

17. Demographic Profile of India
    - Demography: Concept, Theories and Methods.
    - Structure and Features of Indian Population; Rates and Ratios: Fertility, Mortality; Factors Influencing Fertility and Mortality. Dynamics of Demography in Rural, Urban and Tribal Contexts. Migration and Effects of Migration.
    - Linguistic Elements in Indian Population (Grierson and S.K. Chatterjee).

18. Aspects of Indian Village
    - Development of village study in India and its significance.
    - Types of village, social organization of Indian village (agricultural).
    - Concepts developed through village studies in India.
    - Changes in rural society in post-Independent India.

19. Tribal Situation in India
    - Ethnic Strains in Indian Population, Geographical, Economic and Linguistic distribution of Indian tribes. Major problems of Indian tribes with special reference to issues of land and forest.
20. Emerging issues in Indian Anthropology

- Human Rights and advocacy of Anthropology in the contexts of women, children, health and education.
- Social-cultural dimensions of health: Bio-medical, Medical Anthropology and EthnoMedicine.

**F** Political Science

Contents:

**GROUP-A**

1. Political Theory
   (a) Nature of Politics - Approaches to the study of Politics: Traditional, Behavioural and Postbehavioural.
   (b) Theories of the state: Idealist, Individualist, Socialist.
   (c) State, Law and Legal Imperatives: The Concept of Sovereignty: Monistic and Pluralistic; Crisis of State Sovereignty.
   (d) Relation between the State and the Individual: Liberty, Equality, Rights and Justice; Concepts and their interrelations.
   (e) Theories of Democracy: Protective, Developmental and Participatory.
   (f) Marxian approach to the study of politics - Dialectical and Historical Materialism - Relationship between base and super structure, Marx’s analysis of the rise and development of Capitalism, Contradictions of Capitalism, Marx’s theory of Class and Class Struggle, Marxist concept of Freedom and Democracy.

2. Western Political Thought
   (b) Medieval Political Thought in Europe: Main Features.
   (c) Renaissance Thought: Main Features – Contributions of Machiavelli – Political Thought of Reformation: Bodin’s contribution to the Theory of Sovereignty.
   (e) Utilitarianism: Bentham and J.S. Mill.
   (f) Green’s theory of State.
   (g) Hegel: Civil Society and State.
   (h) Utopian and Scientific Socialism: Main Features & Anarchism.

3. Indian Political Thought
   (a) Kautilya: Background of his political ideas;
   (b) Features of Medieval political thought in India.
   (c) Modern political thought in India: Rammohan Roy’s contribution to Indian liberalism.
   (d) Ideas of Nationalism: Bankimchandra, Swami Vivekananda and Rabindranath Tagore.
   (e) Ideas of Socialism: Jayaprakash Narayan and Jawaharlal Nehru.
   (f) M.N. Roy and Radical Humanism.
   (g) Subhas Chandra Bose: Doctrine of Synthesis.
   (h) Mahatma Gandhi: Ideas of State and Democracy, Theory of Trusteeship.

**GROUP-B**

4. Public Administration
5. Indian Administration
(a) Evolution of Indian Administration: Legacies of the British rule.
(b) Organization of the Central Government: Cabinet Secretariat, Central Secretariat, PMO.
(c) Organization of the State Governments: State Secretariat and the Chief Secretary, the Divisional Commissioner.
(d) District Administration: Changing role of D.M.
(e) Financial Administration: Concept of Budget and its implications, Public Accounts Committee, Role of C&AG.
(f) Citizens and Administration- Bringing people closer to Administration: e-governance.
(g) Meaning and forms of public accountability and redress of public grievances - Lokpal and Lokayuktas.
(h) Official Language: Constitutional provisions & provisions in West Bengal.
(i) The Civil Services in India: Recruitment & Training-Role of UPSC & State PSC.

6. Constitutional Democracy and Government in India
I. The Constituent Assembly and the Constitution
(a) Framing of the Indian Constitution: Role of the Constituent Assembly;
(b) The philosophy of the Constitution and its salient features;
(c) The Preamble and the Basic features of Constitution;
(d) Fundamental Rights and Duties;
(e) Directive Principles of State Policies;
(f) Nature of Indian Federalism;
(g) Constitutional Amendments.

II. Organs of Governments
(a) The Legislature:- Parliament and State Assembly; Composition, Power, Function and Privileges.
(b) The Executive:- President, Prime-Minister, Governor, Chief/Minister; Election, Position, Functions, Privileges.
(c) The Judiciary:- The Supreme Court and High Court; Their Jurisdictions.

III. Federalism and Decentralisation
(a) Centre-State Relations and vice-versa;
(b) Emergency Provisions;
(c) Three-tier of Governance- Panchayati Raj and Urban Local Bodies with reference to 73rd & 74th Amendments of the Constitution.

7. Political Process in India
(a) National and Regional Parties; trends in the party system— from the Congress system to the era of multi-party coalitions, Political trends in West Bengal.
(b) Federalism and Regional Aspirations in present India.
(c) Election Commission: Composition and Functions; Electoral Reforms in India-nature and Challenges.
(d) Religion and Politics: Debates on Secularism; Majority and Minority communalism.
(e) Caste and Politics: Caste in politics and the politicization of caste; Interaction of Caste with Class and Gender; Caste Discrimination and affirmative action policies.
(f) Role of Media in Indian Socio-Political context, Government & Media, Role of Press Council of India.

8. Development Process, Social Movements and State Institutions in Contemporary India
I. Perspectives on Development since Independence:- State and Planning, Mixed Economy, Economic Reforms, Privatisation and Liberalization, Land Reforms and Green Revolutions.
II. Social Movements & Other Right based Movements:-
(a) Peasants Movements, Tribal Movements and Labour Movements;
(b) Environment Movement;
(c) Human Rights Movements with special emphasis to The Protection of Human Rights Act, 1993;
(d) Women Movements with special emphasis to National & State Commission for Women;
(e) Rights to Food, Work, Education;
(f) Right to Information with special emphasis to The RTI Act, 2005.

Contents:-

3. Period of Mahajanapadas: Formation of territorial States (Mahajanapadas; Spread of Jainism and Buddhism; Iranian and Macedonian invasions and their impact.)
4. The Mauryan Empire: Foundation of the Mauryan Empire, Chandragupta, Kautilya and Arthasastra; Asoka; Concept of Dharma; Art, Architecture and Sculpture; External Contacts; Religion; Spread of Religion; Literature.
5. Post-Mauryan Period: Both Northern India, the Deccan and Southern India with reference to: Social conditions, Culture and Religion: Rise of Mahayana Buddhism and Buddhist Centres; Literature and culture; Art and Architecture.
6. Guptas, Vakatakas and Vardhanas
   Gupta Polity and Administration, Caste System, Position of women, Education and Educational Institutions; Nalanda, Vikramshila and Valabhi, Creative Literature, Art and Architecture.
7. The Post Gupta Period and the Rise of Regional States
   Cultural Aspects, Regional Languages and Texts, Literature, Growth of Art and Architecture, Sculpture, Temple Architecture; Education and Literature, Major philosophical thinkers and schools, Ideas in Science and Mathematics.
9. Society, Culture and Economy during 16th and 18th centuries: Sher Shah to Akbar — Evolution of religion under the Mughals — Sulh-i-Kul and Din-i-Illahi — Mughal Art, Architecture, Painting, Music and Literature, Mughal Culture and Society.
10. Indian Economy under the British Colonial Rule: (A) Impact of Colonial Rule on Indian Agrarian Economy:
    • Land Revenue Settlements—Permanent, Ryotwari and Mahalwari Settlements.
    • Economic Impact of Revenue Settlements — Commercialization and its consequences.
    • Rural Indebtedness and growth of landless labour.
    • Famine and Poverty.
11. Changing Nature of India’s Trade and Industry under the Colonial Rule
    • Dislocation of traditional trade and commerce;
    • De-industrialization - decline of village industries and town handicrafts;
    • Railways;
    • Growth of Foreign capital and rise of modern industries.
12. Indian Society in transition: Cultural Encounter and Socio-Cultural changes
    • Introduction of western education and modern ideas.
    • Reform Movements—Ram Mohan Roy, Brahmo Samaj, Young Bengal, Vidyasagar, Arya Samaj, Vivekananda and Ramkrishna Mission.
    • Women’s Question and Indian Reformers.
    • The growth of Modern Vernacular Literature, Press and Public Opinion, Growth and Spread of Scientific Ideas.
    • The Faqari and Wahabi Movements; The Aligarh Movement, Deoband School.
• Social Reform Movements in the late 19th and early 20th centuries (including depressed caste movements)—a broad overview.

14. Resistance to the British rule
   • The Revolt of 1857—Genesis, Course, Character, Causes of its failure and its impact.
   • The Act of 1858 and the establishment of the British Raj.

15. Growth of Nationalism (1858-1918): Factors leading to birth of Indian Nationalism—Early Political Associations—The foundation of the Indian National Congress (1885)—The Safety-valve thesis—Programme and objectives of the early Congress—Economic Nationalism and Drain Theory—The Moderates and the Extremists—the Partition of Bengal (1905)—The Swadeshi Movement in Bengal and other provinces—the economic, cultural and political aspects of Swadeshi movement.


(II) Cinematography

PART – 1

Contents:

1. International history of cinema
   a. Silent
   b. German Expressionism
   c. Russian Schooling
   d. Neo-Realism
   e. Latin American Cinema
   f. French New Wave etc.

2. Rudiments of film-making
   a. Shot
   b. Scene
   c. Sequence
   d. Lens
   e. Aperture
   f. Camera Angle-height
   g. 180 degree look
   h. Different types of Continuity etc.

3. Screen-play writing
   a. Story
   b. 3 Act structure
   c. Character Development etc

4. Different stages of film-making

Marks: 50
10 marks in each segment
5. Art direction & budgeting

PART II

1. Rudiments of photography
   a. Aperture
   b. Film speed
   c. Different lenses
   d. Censor
   e. Processor
   f. Exposure
   g. Colour temperature
   h. Filters etc.

2. Cinematography/Electronic Cinematography
   a. Technicalities
   b. Methods etc.

3. Different types of lighting methods, types & logistics of lighting a scene.
4. Different types of lighting equipments, filters, gears and its use.
5. Colour correction, digital intermediates etc.

(I) Film Direction

Contents:

PART I

1. International history of cinema
   a. Silent Era
   b. German Expressionistic
   c. Russian Schooling
   d. Neo-Realism
   e. Latin American Cinema
   f. French New Wave etc.

2. Rudiments of film-making
   a. Shot
   b. Scene
   c. Sequence
   d. Lens
   e. Aperture
   f. Camera Angle-height
   g. 180 degree look
   h. Different types of Continuity etc.
The Personality Test in part II will be of 100 marks. For this purpose a limited number of candidates, selected in order of merit on the results of the Written Examination will be called.

N.B.: 
(i) The Public Service Commission, West Bengal shall have the discretion to fix qualifying marks in the aggregate.
(ii) All papers must be written either in English or in Bengali except Paper- I & Paper- II.