

PRACTICAL MANUAL

COURSE NO: ELE EXTN-244

COURSE TITLE: Agricultural
Journalism

Index

Sr. No.	Topic	Page No.	Date
1	Practice in interviewing		
2	Covering agricultural events		
3	Abstracting stories from research and scientific materials and from wire services		
4	Writing news story		
5	Writing magazine story		
6	Writing success story		
7	Preparation of leaflet		
8	Preparation of folder		
9	Script writing for radio and television		
10	Selecting pictures and artwork for the agricultural story		
11	Practice in editing, copy reading, headline and title writing		
12	Use of proofreading symbols		
13	Preparing layout and cover design of farm publication		
14	Testing copy with a readability formula		
15	Visit to press to understand the process of publication of newspaper		

CERTIFICATE

This is to certify that Mr./Miss. _____ Registration No. _____ a Student of 4th semester has completed all the exercises satisfactorily for course no. EXTN 244 ELE course title **Agricultural Journalism** during the academic session 201 - 201

Place:

Date:

Course Teacher

Exercise no. 1

Practice in interviewing

Preparing for a Interview

A reporter has just called you to schedule a mid-afternoon interview for tomorrow's news. *What do you do?* Well, the information that follows will help you decide what to do and give you tips on how to do it. This fact sheet discusses strategies to help you succeed in presenting yourself in an interview for television, radio, or print.

Many people assume that being interviewed is as simple as walking into an office or studio and waiting for a reporter or interviewer to ask questions. However, if you are not fully prepared, both in terms of the *content* of your presentation and the *process*—what to expect during an interview—being interviewed can be a frightening experience. Conversely, if you know your material and feel confident about your ability and appearance, an interview can be a rewarding and enjoyable endeavor.

General Interview Guidelines

The following recommendations are general hints that will give you the tools you need to succeed in most interviews. Going through these steps in a *mock news interview* setting will help you prepare for the "real thing." (A *mock news interview* is when someone acts as a reporter and asks you questions that a "real" reporter would ask. You may wish to videotape the mock interview so you can review and critique your performance.) The interview skills described in this section pertain to all forms of media unless otherwise noted at the end of the sentence.

Preparation

- Prepare two to three ideas you want to convey. These are your *communication points*, the three most important issues or points you hope to address and get across to the reporter during the interview.
- Make a list of the questions you anticipate being asked. Anticipate issues and questions that may arise during the interview and be prepared to use those issues to launch your *communication points*.
- Know your subject matter well.
- Have your best answers ready.

Simplicity

- Make short, simple, and specific statements.
- Explain your most important point first.
- Do not stray from the topic.
- Summarize and then elaborate. (Example: "We have the best organization in the area because our volunteers really care. Let me explain what I mean...")

Answering questions

- Pause after complete statements. The interviewer will appreciate these breaks during the editing process (radio and TV).
- When you think you have answered a question adequately, do not feel compelled to keep talking simply because the interviewer has a microphone up to your mouth. If you are satisfied with your answer, sit in silence. Rambling leads you to say the wrong thing.

- Do not say the reporter's name in the middle of a sentence; do not use phrases like "as I explained earlier."
- Think before you speak. Avoid fillers such as *uh*, *ah*, *well*, *yeah*, and *you know* (radio and TV).
- Respond to negative questions with positive responses.
- Always tell the truth. Your credibility is *crucial*.
- Avoid "off the record." If you say something to a reporter, expect that it will end up in print. If you do not want it printed, do not say it.
- Avoid "no comment" answers. It sounds as if you have something to hide.

Try this yourself

- Determine your communication points. What three ideas do you want to get across to the reporter?
- List some possible questions a reporter might ask. Be sure to prepare answers to these questions.
- Ask a friend to interview you and videotape the mock news interview. Analyze it for strengths in your presentation and areas you need to improve.

Appearance is Everything

Television viewers will judge your trustworthiness by your substance and your style. However, your appearance also must match viewer expectations.

Clothing (in a studio setting)

- Stick to a conservative, "professional appearance" style.
- Wear a tailored sports coat.
- Skirt length should be appropriate—no mini-skirts.
- Wear tan or black hose.

Clothing (in an "on-location" setting)

- Dress in "natural" clothes. You are not expected to wear a suit if you are being interviewed in a peanut field or a citrus grove.
- Avoid hats. If you *must* wear one, push back the brim so people can see your eyes.

Jewelry

- Wear only a few pieces.
- Avoid "clunky" or dangling jewelry. Big gold or high-gloss pieces can reflect studio lights.
- Short necklaces are best. Long necklaces rub against clip-on microphones.

Make-up

- Aim for the "natural" look. A woman's "every day" make-up should be fine.
- Use a matte finish to reduce shine (this includes lipstick).
- Be sure your nails are manicured.
- *Men*: Most likely, you will not have to wear make-up, but be open to the suggestion. Some television stations will ask that you apply make-up because of the bright studio lights.

Enthusiasm

- Be animated. Use gestures, facial expressions, and body language to add vitality to your words. However, be careful not to overdo it.
- Smile. A good first impression can help establish your credibility.
- Be conversational.
- Say it in 30 seconds or less.
- Deliver your message with confidence. After all, you know more about the story topic than the interviewer.

Body Language

- Look at the interviewer, not the camera. Glances up or to the side make you appear shifty-eyed and untrustworthy.
- Sit still in your chair. Rocking or swiveling can take you out of a cameraperson's shot.
- Do not look at notes during an interview, although you can refer to them if you get "stuck."
- Stay seated when the interview is over. You might still be on camera and trip over a wire or do something else awkward.

Other Warnings

- Do not chew gum or play with your pocket change or keys while on the air.
- Never wear black or white for television interviews. Aim for mid tone colors. Dark- or bright-colored clothes can make your face look extremely washed out or dark under television studio lighting.
- Your blouse/shirt should have a place to clip a microphone.
- Do not wear light-sensitive glasses. Studio lighting will make your glasses darker; viewers won't be able to see your eyes.

Points to be considered for interviewing of progressive farmer and agriculture scientist.

1. Before Interview-

- Select the topic/subject of interview. The topic should be suitable, interested and useful to farmers.
- According to selected subject choose the interviewee person.
- Contact the interviewee person, introduce yourself to him. Clear the purpose and object of interview.
- Plan a visit according to schedule given by the interviewee person. Try to take interview of agriculture scientist at research field, laboratory or in his office to get references. The interview of farmer should be organized at his home or farm. This makes to capture the photographs of interview with prior permission of interviewee person.
- Gather sufficient information of agriculture scientist and farmers to be interviewed. This will be helpful to develop informal relation while questioning.
- Collect the information regarding the topic of interview. This will helpful to decide the sequence of question to be ask.

2. During Interview-

- Arrive at schedule time for interview.
- Don't start interview directly with asking schedule question. Firstly ask informal information to develop friendly relation and then shift towards subject.
- Take permission for recording of audio or video of interview. If interviewee allow than only should record it.
- Initially ask less important question than slowly shift towards important questions. Allow the interviewee to talk more. Interviewer should play role of audience.
- Don't make the interview as a session of questioning and answering. Make it in conversational style of communication and collect the important information.
- If answer of any question is given in point or in short try to change nature of question to be asked and get detail information.
- Write down the phrases, themes used by interviewee while answering questions. These phrases can be use as headline for news writing and attracting the readers.
- Write all information you get and also make audio copy.
- Show recorded written information to interviewee and make correction if suggested by him.
- Capture some photographs with his prior permission.
- Close the interview with vote of thanks.

3. After interview-

- Remove the less important or unwanted information.
- Give attractive headline or title which is related to main points.
- Give more emphasis on answer and interviewee rather than questions.
- Don't show interviewer opinion in information.
- Check all information and should give for publication.
- Send the publish information to interviewee and also keep record with you.

Exercise no. 2

Covering agricultural events

Prepare

Before the event, learn what you can about what's going to happen. A public meeting might have an agenda. A conference program will list the speakers. A more informal program will have an organizer who can provide an overview and some background. But sometimes you need to go beyond the handouts and the organizers. Find some contrarians who can let you know about interesting turns the event might take.

Tips on live coverage

1. If an event is worth sending a journalist to cover in person, it's worth covering live.
2. The best way to cover events live is usually to set up a live blog event on your website, auto feed the journalist's tweets and live tweet the event.
3. Cover live events for people with high interest, rather than for the "average reader" who is often the target of newspaper stories. The high-interest reader wants more volume, detail and analysis.
4. Use a hash tag so someone following on Twitter can click it and see the stream of your tweets. You can add the hash tag to your live blog auto feed if you want to add public tweets as well (live blogging tools offer filters to help keep out vulgar language, but people can be creative in their vulgarity).
5. If the pace of the event and your multi-tasking ability allow it, try to engage the public, responding to questions and comments from Twitter and on the live blog.
6. Assign multiple people to cover a big event. Possible roles, varying by the event and number of journalists: Shooting video to stream live; shooting photos and videos to post into the live blog; one journalist provides straight coverage while another provides commentary (like play-by-play and color commentators on TV sports coverage); fact-checking; curating tweets from the public to add to live blog; handling engagement; writing post-event story or column without joining live coverage (or without specific live responsibility).
7. Consider whether the event merits live video. If you can't stream video live yourself, explore whether some other media outlet or the agency you cover will stream live video. See whether you can pick up an embed code and anchor the video at the top of your live blog.
8. Set context at the start, explaining what the event is and why it's important, providing link(s) to earlier coverage, explaining where you are (on sideline, in press box, watching on TV, curating tweets from your desk or home). Reset some of the context occasionally for people who join during the event.
9. Before the event, announce on Twitter that you're going to be live tweeting, with an apology to those who don't care about the event. You can suggest that they mute you for a while, using the "mute" option if they click the ellipsis at the lower right corner of a tweet.
10. You're not providing a transcript of a meeting or a log of every play in a game. You're reporting. Use news judgment. Provide description, explanation and analysis.

11. If someone mentions a report, video or statistic that you can find online, do some quick research (as the flow of the event allows) and post the link.
12. Explain notable breaks in the live blog, saying that it's halftime, lunchtime or just that the court is taking a 15-minute break (or that they're getting bogged down in a tedious procedural discussion that you think merits a pause).
13. Consider whether you're likely to be providing a second-screen experience for people watching on TV. If so, you should provide less detail on what happened and more analysis and explanation. If people can't watch on TV, your reporting of what happened is more important.
14. If you have strong viewership in an event, and a topic where people might have varying views, consider a poll to deepen engagement (Do you favor or oppose the legislation? Should the coach change quarterbacks?).
15. Don't feel chained to your seat. Get up to shoot some video or photos (and post them to the live blog). If you didn't catch a speaker's name, get up to ask her how she spells it. If you need to step away for a quick interview, do it. You're a reporter, not a transcriber.
16. Post a link to the live blog prominently on your home page, including the word "live," which should be in the headline, too.
17. Do the live tweeting from the journalist's account, but promote the live blog on branded social media accounts before and during the event. Retweet some key tweets from the branded Twitter account (an important vote in a meeting, a lead change, when the top-billed performer takes the stage in a concert). It's a good idea to add a live blog link to these retweets.
18. If someone at an event says something that you think might be inaccurate, report what they say (if their saying it is newsworthy), but note that you will attempt to verify the accuracy. You can ask the public to help you check the accuracy of the statement. You might not be able to verify or refute the statement immediately, but report what you find, either during the event or afterward. If you make an error yourself or report someone else's error, correct it quickly.
19. Use the live blog as your primary notebook for a post-event story. But keep a notebook handy (or an app you can take notes in) for story ideas to check out later, facts you need to verify, etc.
20. Experiment with new techniques for reporting and engaging the community. Learn something from each experiment.

Take good notes

A helpful note-taking technique for events is to use initials or other abbreviations for people. If you're live tweeting or live blogging, your tweets or blog can become your notes, for the most part. But keep a notebook handy (or perhaps a Word doc on your laptop or tablet) for actual notes: facts you want to check before publishing, items to pursue in interviews during a break or after the event, possible follow-up ideas.

Take a 360-degree view

At any event, the audience might provide some potential stories, sometimes a better story than the speaker or other focal point of the event.

Watch for the surprise

Most events unfold as planned. But sometimes a surprise happens. You can't plan for the surprise, but you must remain alert and adjust your plans when surprises happen.

Visual content

Event coverage needs to include visual content. Unless you're working with a visual journalist, you need to plan to provide the photos and/or videos needed as part of your coverage. Shoot photos of the speaker(s) and crowd. Don't shoot from the back of the room (unless trying to depict a packed room). Get close enough to provide a clear shot of the speaker. Video coverage can be a live stream using Periscope, Facebook Live, Livestream or another live video service, a video story summarizing the event or video highlight(s) to run with a text story.

Write

The sooner you can write after an event, the fresher and more accurate your story will be, even if you don't have an immediate deadline. If you can write a few paragraphs during a break, before you know what your final story or your lead will be, you will help yourself write more quickly and accurately after the event.

Follow up

Many times a meeting story isn't as important as the enterprise story that follows as you explain the impact of an action taken by a board or council. If an event is important to your community, follow up by gathering reaction. If politicians are speaking or debating, follow up by fact-checking their statements.

Social media

Keep an eye on social media during or after an event. You might gather some reaction quotes or a few embeds for your story or curate reaction for a sidebar. Social media might raise questions for you to pursue in your reporting.

Types of events

- Meetings
- Trials
- Press conferences
- Concerts or festivals
- Debates
- Conferences, etc
- Funerals

Exercise no. 3

Abstracting stories from research and scientific materials and from wire services

Most journalists want to break exclusives, but a lot of what science journalists write is necessarily based on the latest research findings, published for the entire world to see in academic journals. Exclusive they are not. Nevertheless, it is perfectly possible to write a great news story that takes the contents of a research paper as its starting point. Here are some guidelines.

1. Find a good paper

Thousands of scientific papers are published each week. The majority will not make good news stories. Look for work that is entertaining, fascinating, important or controversial. Ask yourself: will anyone care? Be brutal about this. Move on if the answer is no.

2. Read it

You cannot cover a paper properly without reading it. The abstract will give the barest essentials. You need to read the introduction for context, the discussion and conclusions for take-home messages. Check the methods. Was the experiment well designed? Was it large enough to draw conclusions from? Find weaknesses and flaws. You will probably need help to work out how fatal they are. Spend time on the results. Have the authors omitted key data? Look at odds ratios, error bars, fitted curves and statistical significances. Are the results robust? Do they back up the scientists' conclusions? Remember: nematodes, fruit flies and mice are not humans and what happens in a Petri dish won't necessarily happen in a person. Read the supplementary material too. You will find gems.

3. Vested interests

Check for conflicts of interest. These should be declared at the end of the paper, but make your own checks too. Plenty of scientists have financial links with companies. The reader might want to know about them.

4. Get context

Science builds on science. Know the previous studies that matter so you can paint a fuller picture. If your story is about chimps in Guinea using cleavers and anvils, you might mention the different tools that chimps in the Republic of Congo use for termite fishing.

5. Interview the authors

Write from the paper alone and your news story will be dull. Interviews with authors will give you the colour to tell a story. Get them to explain their results and justify their conclusions. Ask your questions in simple language to get answers you can quote. Run phrases you might use past the authors, so they can warn you of howlers. Do not ask multi-part questions: you will not get full answers. Remember that papers can take months to appear in journals, so find out how the work has moved on since the work was submitted. Think about whom you want to interview. First authors are generally the graduate students or postdocs who did all the work. Last authors are often senior scientists.

6. Get other scientists' opinions

Send the paper to a handful of experts to check. You will find people in the paper's references, or on [Google Scholar](https://scholar.google.com/). Chat about the paper on the phone. Some scientists will email you thick paragraphs of reaction. You might salvage a sentence or two, but email makes for clunky

quotes: people do not speak the way they write. Ask your expert if the work looks sound or flakey. What does it add? What is the striking result? Will it be controversial? What fresh questions does it raise? Comments from other scientists will always improve your story. They will also save you from writing a story you wish you had never touched.

7. Find the top line

You've read the paper, interviewed the authors and discussed the work with other experts. Now you need to find the top line. One option is what drew you to the paper in the first place. But there will be others. Go over your interviews. What stood out as most fascinating, alarming, amusing, or important? Does it make for a stronger angle? Bear in mind that the story you should tell your readers might not be the story the authors want you to tell your readers.

8. Remember whom you are writing for

The reader may be clever and curious about the world. But do not assume they are a scientist, or that they have time to read boring, unimportant or incoherent stories. Make your story clear and informed. Science is hard enough, so use simple words. Do not patronise the reader. Respect them and be honest. Make them glad they read you.

9. Be right

Don't write a story that is wrong. This is harder than it sounds. Most scientific papers are wrong, thanks to poor study designs, author biases, small sample sizes and other problems. So don't make things worse by introducing errors of your own. Check everything. Mistakes leave readers confused and misinformed. They will undermine your credibility too. Call a shrew a rodent and your solicit story is ruined.

10. Write well

Reporters often pick the same papers to cover. Why should anyone read you? You must have something to add. Make an effort to get the details that readers want to know. And learn how to write well. Find a clear path through the story and build one paragraph after another in logical order. Stick to one idea for each paragraph.

Do ...

- Speak to the authors and get independent comment from scientists in the same field.
- Get your facts straight.

Don't ...

- Patronise your readers.
- Mistake fruit flies, mice or Petri dishes for people.

Top tips and techniques that can transform your written work:

1. Ask the right questions

Powerful writing starts from an ordered, clear structure. Begin ordering your ideas by asking yourself the questions: what? where? when? how? why? and who? When you know what you want to communicate, and why, you can then lay out your core idea first, and expand on it in the rest of the document. Always make sure you ask yourself the exact purpose of what you are writing. When you have a clear intent, you have a much better chance of crafting an effective document.

2. Avoid jargon where possible

Abbreviations are a great shortcut when you and your reader speak a common language. But don't forget that there may be acronyms and abbreviations that people outside your organisation or area of expertise just wouldn't know. This doesn't mean that you have to avoid jargon at all costs. Just be aware of your reader's knowledge and choose the words and phrases that you are certain they will understand. Most people overestimate how much their readers know and bombard them with too many technical words and phrases.

3. Focus on your reader

Do your readers really know everything about thermodynamics or mass transfer? Or are they more concerned with how the science affects the company's bottom line? Ask yourself the following questions so that you can tailor your information to your reader.

- Who will read the document?
- How much experience do they have of the subject?
- How much do they know about it?
- What is their likely attitude towards it?
- How involved in the subject are they?
- How interested are they in the subject?

4. Don't show off

In academia, the more knowledge, information and argument you display, the higher the marks. In the commercial world, only the most significant information is necessary. Summarising a wealth of related issues may at first appear to cement your expert status, but it doesn't help your reader. Managers often have several reports to read a day, so focus on becoming a solution provider.

5. Create a compelling opening paragraph

Research has shown that when it comes to focus, people remember the beginning and end of something, plus a high point in the middle. This is as true for reports as it is for holidays or feature films. So make sure that your conclusions and recommendations are in the summary. If you bury your recommendations in the middle, there's no guarantee that your readers will get that far.

6. Be confident

Say what you really mean and your readers will thank you for it. It can be a little disconcerting to write clearly and in plain English, especially if you come from an organisation that doesn't encourage having a definitive viewpoint. But it will help you to become recognized as a thought leader and means that your work reaches a much wider audience.

7. Learn how to Keep it Short and Simple

Keep it Short and Simple! Avoid long flowery phrases and make sure your sentences contain a maximum of 15 to 20 words. Presenting information in short, manageable chunks also helps you to keep the reader with you, so stick to the principle of one idea per sentence.

8. Get active

Where possible, use the active voice rather than the passive one. Instead of writing, 'the reactions of various metals were tested,' write 'we tested the reactions of various metals'. Adding in the word 'we' makes the document more personal. Don't be afraid to use the word

‘you’ when writing reports for non-scientists. The idea is to engage the reader and active, personal language does just that.

9. Check for errors

Always proofread carefully by printing out your document and combing through it word for word. You cannot rely on your spellchecker to know the difference between palate and pallet, especially if you have it on the automated setting. Print it out first. And if possible, put your work aside for a day and come back to it with fresh eyes. It’s likely that any errors will jump out at you more easily. Also check for punctuation and make sure that your structure is as effective as it can be.

10. Use a style guide

Grab a free copy of The Write Stuff to help you with the writing process. This 60-page guide contains the very essence of good writing.

Exercise no. 4

Writing news story

A. News Stories

Definition:

A news story is an account of events in sequence. It is used mainly to get information to many people quickly.

Source:

Some of the sources of news material are

1. Results of demonstrations,
2. Review of research publications,
3. Accomplishments of farmers, accounts, meetings etc.

Kinds:

Extension news stories tend to group themselves into one or more of the following categories:

1. Advance event articles.
2. Follow up event articles.
3. Information articles.
4. Feature articles.
5. Experience and success stories.
6. New developments.
7. Predictions
8. Subject matter.

Writing the Story:

News structure:

a) Heading:

It is capsule opening center of the top of news. Heading must summarize the entire news which arouses interest. It should be brief, clear and stimulating. Effective words should be used to make it meaningful and catchy

b) Lead:

The lead is the opening part of a news story or the introduction of the story. It is condensed news which gives abstract of entire information:

Most of the news lead falls into following two major forms:

i) Summary lead:

The name is self explanatory, because a lead written in this form summarizes its story. A summary lead is expected to answer as many as possible of the six questions:

- Who?
- What?
- When?
- Where?
- Why?
- How?

ii) Suspended interest lead:

Placing the real climax or feature of a story somewhere other than in the lead is effective and exciting in what is known as the suspended interest story. Often the climax in a story is in the final paragraph.

c) Body:

It gives detail information about the event. It should be made simple, clear and easy to read.

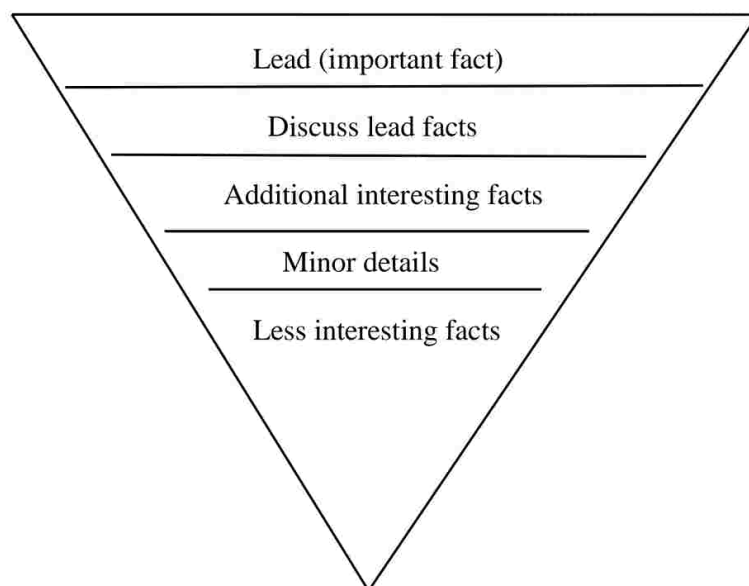
Forms of news writing:

a) Inverted pyramid pattern:

It is common to represent the structure of the news story, with lead or the summary or the most important facts forming the base, at the top, and the more important detail in one or two paragraphs, followed by more detail and additional facts supporting the main news. The minor detail and the less important facts form the apex at the bottom of the news story.

Diagrammatically this can be presented as below:

(Pyramid Structure of News Writing)



b) Chronological form:

Sometimes it is used to tell a series of events in order in which they occurred. If you want the reader to catch readily the sequence of incidents.

c) Suspended interest form:

Sometimes, you can play upon the feelings of suspense in the reader in writing the story. Instead of starting with the climax of the story, you do not give it out at the beginning, but make the reader find it later in the story.

Story length:

It is impossible to set any hard and fast rule on how long a particular news story should be. The ABC's of news writing – accuracy, brevity and clarity are our best rule.

Points in writing News Story:

- Always use standard size paper (8.2x 11 inches)
- White is the accepted colour for paper.
- All copies you produce must be typed. Double space your copy always.
- Always use good quality ribbon for your type writer to get a clean copy
- Leave a 3 or 4 inches margin at the top of your first page clear except for your name and address at the upper left hand corner. The rest of the blank space will be used for routine notations; required in processing your copy. Leave margins approximately one inch wide at the sides and bottom of the page.
- If you include a headline, type it at the top of the copy on your first page, but still leave the three inch top margin.
- If you include a headline, type it at the top of the copy on your first page, but still leave the three inches top margin.
- If your story requires more than one page, write more or continued at the bottom of your first sheet and bottom of all following pages/ sheets except the final one.
At the very top of the second page write your name but not your address, and then on the same line with it write "Page 2".
- Still on the same line write two or three words that identify your story. Repeat this procedure for many pages as you have in your story.
- When you reach the end of your story, whether on the first page or several pages later, indicate the close of your copy by using the symbols (---, ###, ***) or writing End.
- Always produce a clean copy. Clean copy means that every letter and symbol can be readily and accurately read, but that pencilled corrections are permissible. Methods of making acceptable corrections are governed by conventional rules.
- Never erase. If you make a mistake, xxxx is out and then draw a line with your pencil through xxxx marks.
- Use standard proof reading symbols for showing corrections.
- Use standard proofreading symbols for showing corrections.
- It is best to deliver or mail copy flat, because that is the way it must be handled. But news papers will not object too much if you mail your copy folded in thirds from bottom to top. Folding your copy more than this will make too difficult to handle when unfolded.

Exercise no. 5

Writing magazine story

Farm magazines

These are magazines featuring news and information pertaining to the agricultural sector. It is a resource for farmers and vendors of farmers' markets. There are various farm magazines that contain information about various farming equipment, farming practices, ideas and technology suitable to small and big farms, raising unusual livestock, growing high-value crops, direct marketing of their products to bring in more income, the latest techniques for growing bountiful, nutritious crops and many more articles that could provide information to the farmers who are their target audience. They also share the success stories of artisans and farmers, on government policies and programmes and also about how to promote their business by reaching new customers and develop value-added products. Magazines deal with socio-cultural and political issues more deeply than daily newspapers. They have a special feel and mission and exhibit even an overall special tone. The magazines are generally read more attentively during leisure time. Its language and style of presentation is quite different from newspapers. The variety and richness of the content, its social focus and visionary perspectives are more valued by the readers. The success of a magazine is based on intelligent observation, imagination and consistency in articulating the views on all matters of public life. We have already studied in detail news writing and editing in the previous year. Are there any significant differences between magazine writing and newspaper writing? What are the different types of magazines available in the market? What are the common contents in magazines? We shall attempt to answer some of these questions in this chapter.

What is a magazine?

A magazine is a publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are directed at general and special audience, often published on a weekly or monthly basis.

We know that the word "magazine" is derived from Arabic word makhazin or "storehouse," which contains a collection of facts and fiction, all bundled together in one package. Gentlemen's Magazine, founded in 1731 is considered as the world's first magazine. Functionally, a magazine still represents the idea of a bunch of thematically-related content put together as one package. A magazine can also be considered as a cabinet of curiosities; i.e. a display case in which interesting, unusual and occasionally 'eccentric' objects are collected and displayed as a conversation piece or an expression of the writer's wide-ranging interests or tastes.

Characteristics of magazines

- While popular magazines provide broad overviews of topics, scholarly journals provide in-depth analysis of topics and report the findings of research, and trade magazines report on industry trends, new products or techniques.
- A popular magazine which caters to the general public uses non-technical language.
- The contents of these magazines include interviews, general interest articles and various types of features.
- They usually cover a wide range of topics based on research, source comments and generalizations.
- Articles are usually written by a staff writer or a journalist; in some cases, interesting articles of freelancers are also encouraged.

- They generally contain many interesting and sometimes sensuous photographs to attract readers. I
- In general, magazine articles are easy to read, fairly brief in length, and may include illustrations or photographs.
- Magazines don't necessarily follow a specific format or structure in writing the articles.
- Its attractive appearance, eye-catching cover pictures and illustrations on quality paper make it more appealing to the reading public.
- Magazines also contain many colourful and impressive advertisements.

Basics of magazine writing

- The joy of magazine writing lies in its variety.
- Anything from a celebrity interview to a food recipe can be the topic for magazine articles and this variety demands versatility.
- Coverage of events for magazines offers challenges as well as opportunities to journalists.
- A creative flair and innovative skill may help in producing masterpieces and also in creating an everlasting impression on the reader's mind.
- The language used depends, to a certain extent, on the objective of the magazine.
- Literary style is generally preferred by the magazine press.
- Thus magazine writing requires a different way of thinking, writing and structuring. Effective magazine writing is accessible, interesting, lively, colourful, grabbing and relevant.
- Whatever be the type of publication a journalist writes for, the basic approach is the same: write for your readers. However, good writing for magazines depends on the adherence to some well known guidelines.
- The most important among them can be summarized as follows:
 - Know whom you are writing for, their interests and concerns.
 - Know what you want to say and achieve.
 - Always prefer the concrete to the abstract.
 - Be accurate and readable.
 - Have an attention grabbing intro.
 - Spend considerable time thinking about fresh ways to approach the subject.
 - Keep materials and sentences short.
 - Promote a vibrant style.
 - Know the publication's editorial policy to achieve your direction.
- Magazine writers often develop a strongly personal style that is opinionated, anecdotal and gossipy while developing the content.
- The quality of the content and style are equally important.
- The word play and tricks of style make the piece entertaining to read.
- How to structure a magazine article As soon as you're ready to write a magazine article, you need to think about structure.
- With magazine articles, you can move beyond the inverted pyramid style of news by scattering important points throughout the article.
- Tell a story the important thing to remember is that you're telling a story to your readers.
- That means you need a beginning, middle and an end.
- It also means you need to think about where you're taking your reader and create a logical path to that end point.
- The beginning to get people to read your article, you need to find a way to grab them. For example, you can begin an article with a quote or an anecdote from a person's life.

Exercise no. 6

Writing success story

Success Stories

Definition:

A success story is a kind of news story or feature story narrating the success of

- a) An individual or a group.
- b) An event or a programme.
- c) An organization or
- d) A project or an experiment etc.

Techniques of preparation of success stories:

It is essential that the story is marked by -

- 1. Newness or recency of the event.
- 2. Importance of the reader
- 3. Proximity of the event to the reader
- 4. Unusualness
- 5. Human interest and
- 6. Timeliness or seasonableness etc.
- 7. it should be composed of:

Good ideas

Appealing words, correct words so as to work on the psychology of the readers.

For success \ in such story writing, one needs:

- 1. Verbal facility
- 2. Conviction about the ideas to be disseminated
- 3. Ability to assimilate information.
- 4. Judgment in choosing and using the information.
- 5. Creativity in practical application of ideas.
- 6. Open mind ness
- 7. Ability to innovate.
- 8. Sales oriented attitude.
- 9. A sense of personal responsibility for what is written.

The mass appeal and readability of the story improves with

- 1. Fact based presentation.
- 2. Use of short, correct, simple and catchy words.
- 3. Sentences, using more nouns and verbs, few adverbs and adjectives, conjunctions etc.
- 4. Short sentences (about 16 to 20 words per sentence).

Steps in writing Success Story:

1. Writing the success story:

The lead and the feature. The first paragraph of any news story is called **the show window of the story** in which one should put the best of oneself. It is called **lead of the story**. Based on the writer's judgment of the reader needs and interests, he should design the lead in an attractive manner to answer **who, what, when, where, how and why** of the event.

The opening statement of the Lead is called **features**. This must be skillfully worded to work as a bait to catch the readers. The strongest or the most appealing aspect of the presentable matter may be put forth in the feature. .

2. The body of the story:

A good news story usually consists of 200-300 words. A feature story may be little longer. The opening sentences of the story the feature may answer one of the six questions raised above while the remaining five questions can get answered in due course of story writing.

The story can run into a few or several paragraphs depending upon the matter available and the objective of the story writer. But it should follow the lead. Let the details in the story be presented in the order of their importance. This will facilitate the editor as well as the reader to decide where to stop.

3. The end of the story:

The story should end with some encouraging and appealing words / phrases / sentences so as to sustain their interest in your future messages.

Remembering that a success story is meant for-

- a) Disseminating information.
- b) Motivating people to adopt new ideas.
- c) Encouraging people to continue with adopted practices.
- d) Encouraging people's satisfactions with the adopted practices.

Preparation of leaflet

Leaflets

Literature is the basis of any teaching programme. In extension teaching simple leaflets and pamphlets is valuable and essential tool in the hands of the intelligent extension worker.

A leaflet is usually:

1. Single sheet of printed matter sometimes folded one.
2. Provides precise and scientific information in simple language.
3. Single practice or item of interest
4. Serves the immediate need of the farmer.

Pamphlet:

The pamphlet varies in size from 12 to 24 pages. The difference is arbitrary and may sometimes refer to a leaflet as a pamphlet or it may be the other way round. A pamphlet or bulletin on the other hand may contain many pages and treat number of topics or steps in a given problems.

How to write:

1) Plan the script:

- (a) Decide your message -
 1. Select the urgent need of the farmer
 2. Have one single practice or idea at a time.
- (b) Jot down all appropriate points.
 1. Decide the essential points.
 2. Finally arrive at the desirable points.
- (c) Select the most important one from the essential points.
 1. This forms the central theme.
- (d) List the remaining essential points in logical order and group the desirable points under appropriate points.

2) Write the script:

- a. Write all essential points in sequence;
 - 1. Add desirable points, supporting the essential one.**
- b. Make most important points to each the reader's interest.
- c. Write simple, short sentences.
 - 1. Use familiar words**
 - 2. Be clear in your words and sentences.**
- d. Address your sentences to your reader
- e. Lead him to action.
- f. Be accurate in information.
- g. Be brief
- h. Use illustrations and pictures in appropriate place
- i. Start with an appeal which will benefit to the reader.
- j. Give details with reference to the local situation.
- k. Round up with confirming what you said at opening of your leaflet. It will reassure your readers.
- l. Attractiveness of leaflets can be increased by using different colour of papers or ink and illustrations or photographs.

m. Mention the source, where further information can be obtained.

3) Review the script:

- a) Go over the writing after the completion of it over after a day.
- b) Remove the defects and rewrite, where required.

Advantages: Leaflets have several advantages.

They are-

- a) Economical
- b) Relatively easily prepared and quickly prepared
- c) Can be preserved and used by the readers.
- d) Supplement other information and media.

Limitations:

- 1. It is of little use in areas of low literacy.
- 2. Chances and losing its significance if not carefully prepared.
- 3. Periodical revision is necessary to keep the publication up-to-date.

Exercise no. 8

Preparation of folder

Definition:

A folder is a single piece of paper folded once or twice. When opened, material is presented in a sequence.

How to write:

- 1) Make sure that the sequence appears in a finished folder, if not reader may be confused.
- 2) Folders are normally printed on paper heavier than flyers so they may have a longer life.
- 3) Folders are usually prepared on 'offset' on a heavier paper.
- 4) Folders are made more attractive by using photograph line drawing and various colour inks and paper.
- 5) A four inch by eight inch (4" x 8") folder is quite attractive.
- 6) There is no set rule in size.
A width to length ratio of 1:1 ½ may be more suitable when paper size permits without waste. The basic consideration is that the publication size fits the paper stock, thus eliminating excessive trimming.
- 7) Folders are not distributed as freely and indiscriminately as are flyers because they are cost more.

Purpose:

1. To provide precise and reliable scientific information given in simple language about a single practice.
2. To serve the immediate needs of the farmer like control of pests, campaign against rats, treatment of seed, midge fly control.

Procedure:

1. Write on one simple practice or idea at a time.
2. Select topics related to the urgent needs of the farmer.
3. Write in simple, short sentences and paragraphs, in the local language.
4. Use illustrations and pictures.
5. Give complete directions (after checking on their correctness).

Advantages:

1. Can reach a large section of literate people.
2. Can be preserved and used for reference purposes.
3. Comparatively cheap.
4. Accurate information and minute details can be given.
5. Can be easily prepared.
6. Can be used to maintain or increase the tempo of work.
7. Can be used to continue contacts.
8. Can be used to enhance the prestige of local leaders and groups.
9. Can promote literacy.

Limitations:

1. It is of little use in areas of low literacy.

Exercise no. 9

Script writing for radio and television

Planning and writing of scripts of Radio and Television

Radio is considered to be the best and most effective means of communication for rural audience in our country. Radio broadcasts can stimulate farmer's curiosity. It can arouse and build interests of farmers. It creates a desire to learn and encourages for better doing the things. The radio voice appears to the listener as authentic and real. Therefore, radio has a good place in communication. You can use radio to inform, alert, suggest, direct, interest, stimulate and motivate the people. It is effective when you supplement it with other media or methods. But the radio has some limitations which one should understand while using it. The radio cannot teach, specify and go into details. You cannot use of your smile or frown. You cannot gesticulate or use visuals. At present broadcasting network in India covers about 93 % of population spread over 82% of geographic area.

While writing one should keep three components in mind.

- I. You as a broadcaster
- II. Your listeners and
- III. Your broadcasts or programme.

I) You as a broadcaster: Speaker - communicator, Traits of a broadcaster:

1. Sound knowledge.
2. Mental equipment
3. Build the audience
4. Know your audience
5. The continuous process
6. Your likes and dislikes.
7. Leading to action.

II) Your listeners:

1. Knowledge about their characteristics.
2. Opinion leaders
3. Varied characteristics of rural audience.
 - a. Curious
 - b. Bored
 - c. Laziness
 - d. Greedy
 - e. Competitiveness
 - f. Not well of
 - g. Practical
 - h. Limited vocabulary
 - i. Slow
 - j. Interested in local affairs.

III) Your broadcasts or programme.

1. Empathy- an asset. .
2. The questions - Ask yourself the following questions:
 - a. What is message?
 - b. Who exactly need to receive it?
 - c. How can I best put it across?

- d. When is the right time for it?
- e. How soon should I repeat it?
- f. What should be the supplementary message or messages?

Five minutes talk is ideal one. 120 words per minute is good average. Keep 50-100 words more.

See that:

- You have presented the subject clearly, correctly and briefly.
- All words are short, simple, and easy to pronounce and listen.
- Sentences are short.
- Sequence is logical.
- News-information should be latest one.
- Facts are authentic.
- The human interest is included.
- Talk can leave a message behind.
- Mistakes are corrected.
- Properly punctuated.
- Radio is for education not for teaching.

Purpose:

1. To reach a large number of people at a time.
2. To provide information quickly in emergencies.
3. To provide thinking in the audience about current problems.
4. To built enthusiasm and maintain interest.
5. To reach people not reached by other methods.

Preparation of script for talk:

Before proceeding with writing, there are several preliminary consideration to be make.

1. Be clear about of the purpose of your broadcast.
2. Keep the interest and need of the audience in view.
3. Select topics of current interest.
4. Time of the broadcast to be adjusted with the farmers leisure hours.
5. Decide what treatment to give i.e. straight talk, interview, and drama dialogue, folk songs etc.
6. Collect all the possible related material helpful for writing.
7. Select authentic material and arrange it in order.'
8. Be sure to include supporting and illustrative facts. .

Remember:

1. It is one way communication, appealing for the ear only, therefore, the message has to be simple and clear so that people can understand it and act.
2. The broadcaster has to get and hold the attention of audience, otherwise the message is lost.

Script writing:

1. Write as you talk, think of how your writing sounds.
2. Use simple and familiar language. Avoid an academic style. Mix short and medium length sentences for variety.
3. Keep listeners' view point in mind at all times.
4. Be direct and personal.
5. Use statistics, sparingly.
6. Be humorous.
7. Time is accordingly for ten minutes programme, the talk time may be about nine minutes.
8. Make listeners realize the importance of the programme.
9. Prefer to use local information and the experience of farmers, even their names can be included.

The following parts may constitute an effective script dealing with an improved agricultural practice.

1. The first part should be designed to attract the attention of the listeners towards the subject proper. A strong opening makes people want to listen.
2. The second part may analyze the present situation, laying special emphasis on the problems encountered based on local needs.
3. The third part may give out facts about the recommended practice and its merits over the previous practices and try to win the confidence of the listeners.
4. The fourth section may deal with an appeal to action.
5. Finally the script may end with a summarization of all different parts. This will give an opportunity for the listener to know all important ideas in the talk again and act as reinforcement.

Presentation of talk:

1. Feel free and easy in front of microphone.
2. Just talk to the people and do not read script, speak naturally.
3. Talk along at a normal rate.
4. Observe mike manners. Clear your throat outside the mike, avoid noisy breathing etc.
5. Put a smile in your voice and talk with pleasant enthusiasm.
6. Start and finish the programme in time.
7. Let your personality shine through your programme by giving personal touches, references human interest angles etc.

Project practical:

Listen All India Radio programme on agricultural topic and prepare a Radio Talk.

Planning and writing of scripts for Television

Script is one of the factors responsible for success or failure of any TV programme. Script writing is a highly creative activity. The script writer should therefore skillful, creative, imaginative and resourceful. He must have an instinct and a set of specialized skills. A script is not like an essay or an article and not even just questions answers. It is more than that and follows its own particular grammar. Besides electronic motion picture with attendant sound effects, the script provides the basic edifice of the whole programme. It is a kind of man blue print of what is going to be in the TV programme.

Although writing a script on a given topic differs from one another and treatment of the topic varies from person to person, these are certain common basic features in all the scripts. The effectiveness of the script is governed by four major factors viz.

1. Audience needs their culture reliance etc.
2. The purpose of communication which should be in relation to the functional rules of mass media.
3. Thematic content of the subject to be communicated.
4. The specific medium and mode of presentation considering available resources of men, money and material.

The TV script writer should keep following points in his mind:

1. Kinds of audience.
2. Objectives of the programme.
3. Genuineness of information or facts.
4. Treatments of topics.
5. Format of the programme.
6. Feasibility and practicability.
7. Peculiarities of the medium.
8. Utilizing as a visual medium.
9. Presenting in a humorous and light hearted tone.
10. Pre and post telecast preparation.

The script writer keeping in mind his audience with their back ground his objectives and peculiarities of the medium should arrange his content along with visuals in order to make the programme effective as well as interesting. He should visualize the sequences of the entire programme with the help of a story board a series of drawings with accompanying notes as to the proposed commentary. This includes time segments, video i.e. shots to be taken either close up long or medium, audio i.e. background music and commentary as well as dialogue. As the whole process is very complex it takes a longtime for repeated modification and finalization of the script.

General guidelines for writing T.V. script:

1. The script must be simple, direct and personal.
2. It must be written with a full knowledge and involvement of programme visuals.
3. The presenter's style and personality should be taken into account.
4. It must stress and recapitulate its salient points.
5. It should involve and address the audience directly.
6. It should have variety of pace and rhythm and give occasional '**breathing spaces**' especially in the middle of the programme.
7. It should not attempt to say too much in the time available.
8. It should suggest the suitable visuals, sound effects etc. along with the commentary.
9. It must not demand of the electronic studio with its facilities as well as limitations.
10. It should end with a simple resume of the programmer's main points possibly with a different visual presentation.

Principles for script writing for rural telecast.

1. Use short, simple, sentences and familiar words.
2. Use local information.
3. Be direct, personal and straight forward.
4. Avoid technical terms and difficult words.
5. Avoid contradictory ideas.

6. Use visuals / graphics.
7. Use a normal speed of 125 to 150 words per minute of speech.
8. For sustaining interest and arouse curiosity use variety of episodes.
9. Report wherever necessary.
10. Straight talk should not be of more than five to six minutes and dialogue of 10-12 minutes duration.
11. Appropriate number, variety to pitches and style of delivering the talk in interesting way impress the viewers.

Types of TV scripts or formats of TV programmes:

1. Diagrammatic presentation.
2. Camera script - story based type.
3. One man presentation / demonstration type.
4. Interview type presentation.
5. Discussion type.

Advantages:

1. The learner to learn faster.
2. Learn more and remember longer.
3. It impresses ideas more clearly on the mind of learner.
4. It overcomes the language barriers.
5. Attract and hold attention, arouse interest. Stimulate thinking and motivate action.

Limitations:

1. Audience participation depends on costly receiving sets and availability of electricity.
2. Possible risk of spectatorism instead of the attitude of thoughtful enquiry.
3. Requires lots of planning, preparation, trained personnel and availability of equipments.

Exercise no. 10

Selecting pictures and artwork for the agricultural story

Five best tips for choosing the right images/pictures and artwork for your content.

1. Match your mood

When it comes to imagery, it's essential to pick images that fit your brand's voice, style, and mood, because images should appeal to your target audience. There are so many styles out there, but even if some appeal to you, that doesn't mean they're going to fit.

2. Don't forget the people

Great marketing helps to forge a personal connection between the brand and the customer, so it's usually smart to including people in your visuals.

3. Capture a feeling

When it comes to choosing an image, your main focus should be on conveying the right feeling. You're trying to connect with the person on the other side of that screen, and the quickest way to earn their interest and, more crucially, their trust is through their heart.

A photo that screams "security" or "trust" or "confidence" will be much more effective than an image that only makes a literal connection with the reader such as "money" or "beautiful landscape."

4. Consider the conceptual

Creative conceptual photos have a timeless popularity and appeal. A well-executed conceptual still-life photo can deliver a visual punch and work for a number of messages..

5. Hold the cheese

Unpleasant stock images just don't look good in front of today's savvy consumers. But that doesn't mean you have to avoid the stock photo marketplace altogether.

Tips on choosing the right photos for your design

1. Go high-quality

This should come as no surprise, but viewers link the quality of your photos to the quality of your product. And sometimes, a really great photo can turn a merely decent idea into something truly special. So leave plenty of room in the budget for great photography—it can build trust instantly.

2. Make it memorable

Choose a super-memorable image, and your design will stick in your viewers' subconscious. Interesting coloring effects, provocative cropping, and unexpected elements and juxtapositions can all make for a memorable image. Any image that's relatable for your audience and helps tell your story will do the trick.

3. Know its purpose

Before you can choose an image, you have to know the goals of your project, and how imagery can help achieve those goals. If you're aiming to increase conversions, include a

human face and make sure the eyes point to your call to action. It's a small change, but it can go a long way to helping you reach your goals.

4. Don't settle for stock

We've all heard the term "stocky." And if you haven't, you will as soon as you use an image that feels too generic. Stock images may seem like a cheap solution—but they come at the hefty cost of making your product or service feel cheap, uncreative, and clichéd. If you **have** to use a stock photo, alter it a bit to make it unique to your concept.

5. Be on-brand

Brand guidelines exist to create a coherent narrative across every encounter with your brand. Brand guidelines exist to create a coherent narrative across every encounter with your brand. Besides color and tone, look closely at the overall feel of the image. Do the people and props represent the brand appropriately?

6. Aim to engage

Designs become memorable when they engage you—when they evoke moments, thoughts, and feelings from your own experience. Your photography should pull your audience into your design. If you know your audience and the brand well, you should be able to choose engaging photographs fairly easily. If you're not so familiar, try to learn as much about your audience as you can and think about your product or service from their perspective.

7. Take your time

For many designers, photography can be a last-minute addition to a design. Sometimes, if a design isn't working, we'll do a quick search, toss in a favorite, and call it a day. This is a great place to **start**—but it's just a start. Give your imagery search some serious time, and you'll likely find the image that elevates your work to another level.

8. Give credit where it's due

This may be obvious, but it's worth noting. Photographers work hard, and deserve credit for their labors. So make sure you have the appropriate rights for any photos you use. And if you're using a creative commons work, make sure to read the license carefully, as it may require attribution (aka, a nod to the creator).

Things to Consider When Selecting the Perfect Blog Post Image

1) Do you have the right to use it?

If you don't know the first thing about what images you can and can't use (or how to properly attribute them), this post will give you a good primer. In general, images licensed under Creative Commons are free as long as you properly attribute them (but you'll want to read this first). There are also free stock photo services available that allow you to download and use images free of charge.

2) Is it relevant?

Is the image relevant to the content? It should have a fairly obvious tie-in to your post or even just the words in your post's headline. Think about it: The headline and featured image are usually the first thing someone sees in social and email promotion. If the connection between the two isn't clear, it can make your post look unprofessional, and it may negatively impact click through to your content.

3) Is it compelling?

It's not enough to be relevant. The image you choose should also be compelling. In other words, it should be eye-catching, interesting, appealing you get the picture, right? The point is, your post's main image is often the first impression someone has of your content.

4) Is it high quality?

This may go without saying, but is the image high quality? How's the resolution? Is it pixelated? If so, you might want to keep searching. The image may have the potential to be remarkable, but if it's not high quality, it loses all credibility.

5) Is it appropriately sized?

Keep in mind that there's a fine line between pixelated images and images whose resolution is way too high. Choosing the latter will mean that your image files will take a long time to render, slowing down the post's overall page load time.

6) Is it optimized for all screen sizes?

As you're well aware, the desktop isn't the only screen you need to consider these days. Given the widespread usage of smart phones, tablets, and everything in between, you need to make sure the images you select are optimized for all screen sizes. This means that if you decide to overlay text on your images, you need to consider what that text will look like when the post is viewed on a smart phone. Will your readers have to squint to read it? What about that screenshot you decided to feature as your main image? Will it be so teeny tiny on mobile devices or tablets that the reader won't be able to tell what they're even looking at? These are all things you need to keep in mind.

Exercise no. 11

Practice in editing, copy reading, headline and title writing

EDITING

Editing is the process of selecting and preparing written, visual, audible, and film media used to convey information through the processes of correction, condensation, Organization, and other modifications in various media, performed with an intention of producing a correct, consistent, accurate, and complete output.

In a sense, the editing process originates with the idea for the work itself, and continues in the relationship between the author and the editor.

Editing is important process in field of journalism. It is preparing a final copy for printing.

Editing is, therefore, a practice that includes creative skills, human relations, and a precise set of methods.

Tips for Effective Editing

- Focus on the real subject.
- Write actively, not passively.
- Cut unnecessary words and phrases.
- But don't leave out key words
- Put a cap on the buzzwords
- And, of course, proofread

Good Writers are those, who keep the language efficient. That is to say, keep it accurate, keep it clear.

Practice of writing skill

- Put the most understandable parts of the article up front.
- Add a concrete example.
- Add a picture.
- Use jargon judiciously
- Eliminate long strings of adjectives,
- Use short sentences when possible
- Use language similar to what you would use in a conversation.
- Use active voice where this brings greater clarity
- Do not "dumb-down" the article in order to make it more understandable.
- Conclude

Typing and printing

Many extension organizations run magazines or put out newsletters for extension workers and farm and home readers. They put together stories received from agricultural advisors subject matter specialists and field workers in each issue. If you intend to publish a farm magazine or newsletter you too will have to depend upon materials from similar sources. You have to go through certain steps i.e. typing, printing and proof, reading. At each stage you have to consider certain points, which are described below:

Typing:

- ❖ Good quality standardize (A4: 297 x 210 mm) paper should be used.
- ❖ Typing should be done on one side of the paper.
- ❖ Proper margins should be left on all sides (left: 4cm right: 2.5 cm, top: 2.5 cm, bottom: 2.5 cm).
- ❖ Indent first line of the paragraph at five spaces on the typewriter or 2.5 cm from the margin other cases.
- ❖ General text should be typed in double space. However, tables, long quotations, foot notes and figure captions should be single spaced.
- ❖ Form and spacing of the headings as well as text should be consistent throughout the script.

Printing:

- ❖ Decide the size of publication.
- ❖ Mark out the width of the column.
- ❖ Indicate typefaces and sizes to be used.
- ❖ Printer will first send you the galley proof. Compare it with original copy.

Copy Reading and Headline Writing

Copy reading is much like the work of a communication arts teacher correcting compositions, except that he uses different symbols. A copy may be a news item, an editorial, a feature story or any literary article.

Duties of a copyreader:

- Straighten out ungrammatical construction.
- Shorten sentences and tighten paragraphs.
- See that the paper's style requirements are strictly followed. Check names, addresses, title, designations, identifications, figures, etc.
- Rewrite the story completely if it is poorly written.
- Rewrite the lead or the first few paragraphs whenever necessary, but must never tamper with the facts unless he is sure of his corrections.
- Delete all opinion, speculations and statements on news which are without attribution or sources.
- Watch out for slanting or any attempt to present the story in a subtly biased way.
- Watch for libelous statements.
- Recheck figures and totals.
- Cross-out adjectives in news which tend to make a story sound over-written.
- Cut a story to size or to the required length if necessary.
- Check attributions and see to it that they are properly identified.
- Challenge facts, claims, or reports when they sound anomalous, illogical and incredible.
- Check slug lines and paging sequences

What to copy read?
Errors in fact
Errors in grammar
Errors in structure
Errors in style
Libelous and derogatory statements
Seditious and rebellious matter
Expressions contrary to law and good taste
Opinion and editorializing statements
Verbal deadwood, redundancy
Technical terms, slang, jargons

Headlining

- It is easy to write the news headline. Just look at the first paragraph called the lead which contains the gist; just write the gist of that lead.
- Do's and don'ts in writing traditional headlines
- Make your headline answer as many W's as possible.
- The headline should summarize the news story, but must avoid using all the words used in the lead. It should contain nothing that is not found in the story.
- Positive heads are preferable to negative ones.
- Out a verb expressed or implied in every deck.
- Omit articles like a, an, and the, and all forms of the verb to be (is, are, be, etc.), unless needed to make the meaning clear.
- Use the strongest word in the first line as much as possible.

Exercise no. 12

Use of proofreading symbols

Proof reading symbols are the marks that a proof reader makes on a paper when they edit it. They are a coded set of instructions that point out where mistakes have been made and how a piece of writing can be improved.

Best Proofreading Tips

1. **Prepare mentally:** Proofreading requires concentration, patience, and time. Ensure that you are not tired, rushed, or distracted.
2. **Gather supplies:** Print out the proofs. Even if you are marking a PDF file electronically, work with a printout first. Errors that are missed on screen often “jump out” on paper. You will need a colored pen, a ruler or piece of paper, the original or edited manuscript, and the publisher's instructions (including specific proofreading marks).
3. **See the big picture:** First, compare the proof with the original submission (or the edited version if applicable) to ensure that no text, tables, or illustrations are missing.
4. **Consider the details:** Next, get ready to proofread all text, tables, illustrations, and references. You will be looking for spelling errors; errors introduced by the copyedit; errors in tables and illustrations; errors in numbers, notation, and symbols; and other types of errors, depending on the publisher's instructions.
5. **Trust no word:** Read each word of text, each sentence, and each paragraph slowly and carefully. Take nothing for granted. Place the ruler under each sentence as you work. Alternatively, cover all but the sentence you are proofreading with a blank piece of paper.
6. **Focus on the small things:** Circle or highlight punctuation marks and symbols so that you will focus on them. Watch for errors in small words (a, an, and, of, form/from, is, it, the) that are easy to miss.
7. **Study the tables and illustrations:** Look carefully at each table and each illustration. Are they in the correct order? Are they in approximately the right place? Are the titles and captions correct? Are all cross-references accurate?
8. **Double-check numbers, scientific notation, and symbols:** Be vigilant when checking numbers and notation, both in text and in tables. Are numerical lists sequential? Have all symbols transferred to the page proofs correctly?
9. **Enter two marks for each correction:** Enter the in-text mark (line, caret, etc) and then the corresponding marginal mark (symbol or notation). Double-check that you have correctly placed the in-text mark (see examples in Proofreading Marks at a Glance).
10. **Separate marginal marks:** Add a slash (/) to separate marginal marks on the same line. To enter identical corrections on the same line, add a slash for each one (eg, caps / indicates caps 3 times).
11. **Jump the margins:** Work from left to right, ensuring that the marginal marks correspond with the order of textual marks exactly.
12. **Circle the instructions:** Circle marginal marks that instruct, even shortened forms (for example, caps, lc, ital), to prevent confusion about whether these marks are entered into text as words.

13. **Take regular breaks:** Decide ahead of time when to take breaks, but stop sooner if you start to rush or become tired. After you proofread the entire manuscript once, take a longer break (at least a day if possible) before starting the next step.
14. **Proofread more than once:** A surprising number of errors can be found in the second (or third) round. Separate what you look for in each round: for example, first look for misspelled words, then for numbers and symbols, and then for another type of error.
15. **Try different methods:** Try other proofreading tips and techniques. Read out loud as you go, have someone read a copy of the text out loud as you read your own copy, or exchange proofreading tasks with a colleague. Find the technique that works best for you.

Proof reading:

- ❖ Reading the proof for errors is proof reading.
- ❖ Proof is a printed copy of material set in type.
- ❖ The proof reading is done with the help of symbols, which are marked in a particular manner:
- ❖ Some of the important rules for proof correcting are as below.
- ❖ All corrections should be made in the margin. Only such marks should be made in the text, which are required to indicate the place to which the correction refers.
- ❖ If any change is required in a letter or word, it should be struck through and the letter or matter to be substituted should be written in the margin.
- ❖ Special attention should be given to the checking of scientific names and numerical data.
- ❖ Word breaking or division at the end of the line should be checked and made to agree with the dictionary or the style manual of publishing house.
- ❖ Running heads should be read carefully and the continuation from the last of the page to the head of the next page be properly checked.
- ❖ In the pages carrying illustrations, the position of the blocks and the accompanying captions should be checked carefully.

Proof reading symbols:

Remember, when proof reading, draw a line from the error to the margin. At the end of the line, place the proof reading symbol.

IN MARGIN	IN TEXT
a	insert word or letter
e	deletes; delete and
(e)	close up space
)	close up space
#	insert space
eg #	equalize space; make space between words or lines equal
no	
# #	begin new paragraph or continue last paragraph
] []	center
(fl)	flush left
(fr)	flush right
(tr)	reverses the order; transpose
{ }	ragged margin; don't justify lines
└ ┘	move text down move text up
^ v	superscript or subscript 2 (πr^2 or H_2O)
(sp)	spell out (set 1 hr. as one hour)
(stet)	don't change; go back to the original
(lc)	change from Capital to lowercase letter (capital)

IN MARGIN	IN TEXT
(sc)	set in <u>small capital letters</u> (SMALL CAPITAL LETTERS)
(cap)	change from lowercase to <u>capital</u> (Capital)
(ital)	set in <u>italic</u> or slanted type (<i>italic</i>)
(rom)	set in <u>Roman</u> type (Roman)
(bf)	set in boldface type (boldface)
(wf)	wrong front or type style or size; set in <u>correct</u> type (correct type)
↑	insert comma
⋮ ⋮	insert period or colon
↕ ↕	insert double quotation marks (The Catbird Seat)
↘	insert single quotation mark or apostrophe (today's newspaper)
≡	insert hyphen (first class)
$\frac{1}{n}$	insert en dash (3-4 credits)
$\frac{1}{m}$	insert em dash (required courses--stand-alones or clusters)
(set) ?	insert question mark (Who's on first)
=	insert equals sign (1+1=2)
() []	insert parentheses or square brackets

Assignment-

The students shall learn about proof reading symbols and practice correction by using symbols.

Exercise no. 13

Preparing layout and cover of farm publication

Layout-

It is an arrangement or display of heading, text, photograph, illustration within a given space. The main objective of layout is to attract the attention of the readers. The text should be arranged in such a way that it would be easy for the reader to read.

How to draw the layout-

1. A safe margin should be left around the edges. The important elements such as text, caption etc. should be inside the margin.
2. The layout should be balanced so as to have feeling that everything is in its proper place.
3. Special emphasis should be given to display the visual.
4. Photograph must always face inside the page or towards the rest of the pages.
5. It must be remembered that a large type cannot be followed immediately by a smaller type or type should not jump. There should be a gradual change in type.
6. When matter is to be changed, care is to be taken to maintain the continuity.

Types of layout-

Different types of layouts are used in farm publication

1. **Top balance-** Attention is paid only to the top of page and matter is allowed to flow conveniently on the text of the page.
2. **Top and bottom balance-** The centre of the page is ignored. The headline is very carefully arranged all over the page except at the centre.
3. **Off balance-** The page is divided into four areas. The placement of material with each area is not exactly similar in other area of the page.
4. **Broken page balance-** The concept of balance is still at its bear, headline in the broken page are used or bigger items are placed ostensibly (clearly evident).
5. **Centre balance-** It is opposite to top and bottom balance. Attention is drawn at centers. The front page of news paper is done by this balance.
6. **Stepped makeup balance-** Stepping from larger out to the smaller one is a staircase. This is also known as a pyramid. A big double column on top and below smaller ones.
7. **Free style-** No balance, no limitation. It is just filing page.

Points for good layout-

1. **Make up-** Make up of magazine or news paper depends on size and format. The space should be filled effectively. It should be interesting and authorities material. The column setting should be properly done. It should stimulate the interest of reader. Proper space should be kept in between lines. If possible, colours should be used to attract the readers.
2. **Design-** Design plays an important role in life. Every aspect of our life is influenced by design in one or the other form. The publications are also not free from this. Considerable attention is paid in planning the design in literature. It is an art side of communication and

architecture on the basis of which whole structure is built. It brings the understanding of line, colour and texture and help to increase the readability. The designer must have the knowledge of human perception.

3. **Colours-** Colours add to attractiveness of the teaching material. They are use to achieve psychological impact, dramatization, contract attraction, emphasis and visibility. The use of proper colour combination is a skill. Proper colour combinations increase the importance of the reading material and attract the attention of the readers. To clashing colours should not be used at one place. There should be harmony in colours.
4. **Letters-** The position, size of the letters and also spacing in letters is important in increasing effectiveness of the literature. The letters should be bold and clear.
5. **Layout of cover page-** Illustration, colour, letters and empty space are important in layout of the cover page.

Vertical Layout	Horizontal layout
<ul style="list-style-type: none"> -Entire news is in one column -Photographs use are reduced to accommodate in one column. -No rigidity of layout - Flexible in sense of important news come at 11th hour. 	<ul style="list-style-type: none"> - News are multiple column/multicolumn -Photograph deep and covered one/two coloumn.

How to do-

- Take the small size of paper to prepare the layout.
- Find geometrical centre of the page.
- Draw a line passing through a centre parallel to a length.
- Divide the line in eight parts.
- Point out the sixth point. It is called optical point. It is very crucial point in layout.
- Generally the eye moves in the form of Z through quadrants. They are also called as hot spots. Quadrants are the four points on the page, first two are in the line of optical point, equidistant from the central line to both sides. The other two points are in the line 2/8 th point on the central line from below.
- Optical point is most important point, which eye movements never miss. Hence important words or illustration are put in that area.
- The cover page must be balanced. The distribution of illustration, typography material and colour should be put in such way that of total of weight and distance on the left side of the optical point will be equal to the right side. It is done by adding contrast colours, using deep colour and by increasing the size of the letters.
- It should express only one idea.
- There should not be monotony.
- The proportion of illustration in relation to written material should be appropriate.

Assignment-

Student should prepare a cover page for a bulletin on cultivation of vegetables crops.

Exercise no. 14

Testing copy with a readability formula

What Are Readability Formulas?

Readability formulas work by measuring certain features of a text based on mathematical calculations. We base these readability measures on a handful of factors, like the number of words in a sentence, as well as the number of letters or syllables per word. Most readability formulas are based on one semantic factor, i.e., the difficulty of words, and one syntactic factor, i.e., the difficulty of sentences. We don't need to calculate other factors, as they tend to make the formulas more complex and achieve little in return.

Importance of Readability Formulas

It requires a great deal of effort to come up with some kind of text. This text may be unique in its contents, yet it fails to serve its purpose of making the reader understand and use it. The problem many writers face is how to assess the 'readability' of their text. Readability formulas offer the solution. By applying these scientific and mathematical principles, the readability formulas aim to present an objective analysis about the readability of a particular text.

READABILITY

Definition-

Rudolf Flesh- Trying to write every story so that the average news paper reader will read understand and remember it.

Neihley and William- Readability is the characteristics of material that determines how difficult or how easy it is to read and understand.

Hakanson and Deing- Reaching the quietest possible readership with a writing would inform and inspire the readers without difficulty.

Research conducted by different researcher found that

- How rich complex, compound, hard, difficult, abstract, words will reader tolerate?
- How active words, concrete words, words referring to people are found in writing which is accepted by readers ?
- At what level of word difficulty or complexity do the readers balk?

Steps involve in estimating of readability of message-

Rudolf flesh develop formula in two steps

1. How Easy?
2. How interesting?

1. Estimating reading ease-

- Test 100 words sample. Select sample by a numerical scheme.
Eg- in a book of 50 pages select page 1, 5, 10, 15, 20.....50.
- To start counting of words at beginning of a paragraph, bracket 100th word, count as one word anything surrounded by white space (word □ word).
- Figure average sentence length for each 100th word sample or for all samples combined. Divided 100 words by number of sentences, count as a sentence each complete unit of thoughts (independent clause) if its end is marked by a full stop, question mark, exclamation point, semicolon (;) or colon (:).

Av. Sentence length=100/ No. of sentences

Rudolf flesh yard stick-

How Easy?

Sr.no	Reading level	Reader will balk					
		V. easy	easy	Fairly easy	standard	Fairly difficult	Difficult
1	Av. Sentence length in words	8	11	14	17	21	25
2	Syllables per 100 words	127	134	142	150	158	166

How Interesting?

		%= No. of sentence/ Total no. of sentence x100
No of personal words in 100 words sample	Human interest level	Percent personal sentence in 100 word sample
17	Dramatic	58%
10	Very interesting	43%
7	interesting	15%
4	Middle interesting	5%
2 or less	Dull	0%

- Figure word length, count syllables the way you pronounce the word or symbol.

Syllable- It is a sound or combination of sound uttered together or at a single impulse of the voice and construct in a word or a part of word.

Eg- for pronounce sixty- 2 impulse are there, so 2 syllable are there.

Ask- 1 syllable

24- 3 syllable

1960- 4 syllable

Procedure for estimating the how interesting your writing is-

- First count all the words having personal reference
 - Secondly count personal sentences
 - Thirdly consult yardstick and draw conclusion for human interest level.
- (Words having personal reference eg I, you, name, they, we etc)

Improving Readability –

1. To keep sentences short by avoid conjunction, phrases.
2. Prefer simple sentence to complex sentence
3. Prefer the familiar words.
4. Avoid unnecessary words
5. Put action in your verbs- use of active verb, not passive verbs.
6. Write like you talk
7. Use term that your reader can picture- Mumbai city
8. Tie in with your readers experience
9. Make full use of variety.
10. Write to express and not to impress.

Exercise no. 15

Visit to press to understand the process of publication of newspaper

Modern presses are huge and noisy but expensive and essential to the success of a **newspaper**. The production division **does** the heavy lifting of **newspaper work**. Most daily **newspapers** use some form of offset **printing**. This process etches the image of a **newspaper** page onto thin aluminum plates.

- How does a newspaper press work?
- What is a newspaper press plate?
- How newspapers are printed so quickly?
- What time do newspapers go to press?
- What time is the newspaper delivered to stores?
- At what time are newspapers printed?
- Do newspapers still use typesetting?
- How is the newspaper printed?
- What type of paper is newspaper printed on?
- How are newspapers produced?
- How are newspapers delivered?
- How are newspapers recycled?