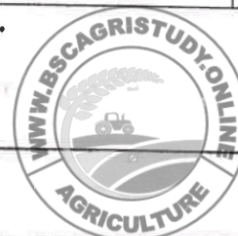


MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION
B.Sc. (Agri.) Hons.

Semester	:	IV (NEW)	Academic Year	:	2018-2019
Course No.	:	ELE EXTN 244	Title	:	Agricultural Journalism
Credit	:	3 (2+1)			
Day & Date	:		Time :	Total Marks :	80

- Note :**
1. Solve ANY EIGHT questions from SECTION "A".
 2. All questions from SECTION "B" are compulsory
 3. All question carry equal marks.
 4. Draw neat diagram wherever necessary.



SECTION "A"

Q.1	<p>What is mean by agriculture journalism? Write down the role of agricultural journalism in rural development.</p> <p>Agricultural journalism means writing for farm families; writing on agriculture, farm practices & rural development is equally important to inform & enlighten the administrators, policy makers & the general public.</p> <p>Agriculture journalism means writing for farm families about their interest subject like farming, local politics, health, sanitation, hygiene and new development in agricultural practices.</p> <p>Role of agricultural journalism in rural development</p> <ul style="list-style-type: none"> • The rural press served as the information center about various schemes, plans, projects & facilities available like credit, seed, and fertilizers. • Farm people get information about market price & condition, weather forecast, purchase & sale of livestock, etc. • The electronic media are considered a potential vehicle for disseminating agricultural technology information. • Rural press is disseminating information & knowledge about nutrition, health, hygiene, improved farm practices, family planning measures & development plan for those sections of society where the information is needed most. • Rural press can plays an important role in integral part of the rural communication development process. • Media must take up gender issues & help how the women can be more empowered. • Agricultural journalism also promotes research & development of activities in order to get proper feedback of people's participation. • Agricultural journalism gives information about scientific techniques in enhancing agricultural production; encourage small scale industries, especially agro-based cooperative methods for better farming & marketing.
Q. 2	<p>a. Define News. Enlist and explain in brief the Components of news:</p> <ul style="list-style-type: none"> • News: Any accurate fact or idea that will interest a large number of readers is news. • The news is the first report of significant events, which have interest for the people. <p>Components of news: The news has three components 1) Headline 2) Lead 3) Body / content explain in detail</p>

Q. 2	b. Enlist the elements or characteristics of news. (Any eight) <ol style="list-style-type: none"> 1. Immediacy or timeliness . 2. Nearness or proximity 3. Truth and objectivity 4. Interest or significance. 5. Man is an element of news and newspaper 6. Timing and place of occurrence of an event is another element of news. 7. Number and size create news. 8. Mystery and suspense 9. Other elements of the news are, action, movement or speed, mobility, combat, rivalry, sex & scandal, beauty & romance, courageous works & activities, expedition, discovery, historical events all these help to create news in the newspaper.
Q.3	Write in brief the Writing Style of Farm Journalism. <ul style="list-style-type: none"> • The language of a write-up of a farm journal should be such that it can vibrate the right chord of the target reader. • The language should be simple, conspicuous and lucid. • Language should be lively • Short, sharp and clear sentences • Needless repetition of ideas and wastage of word should be avoided. • Jargons and unfamiliar technical terms also should be avoided to the extent possible. • The issues which have relevance to target readers should be given prominence. • Headlines and bullet point should be used to highlight the prominent issues. • Relevant illustrations, sketches, maps should be used to explain the points.
Q.4	a. Enlist the factors used to measure readability (Any Six) Factors used to measure readability, are <ol style="list-style-type: none"> 1. Speed of perception 2. Perceptibility at a distance 3. Perceptibility in peripheral vision 4. Visibility 5. Reflex blink technique 6. Rate of work (reading speed) 7. Eye movements 8. Fatigue in reading b. What are the Advantages of Illustrations? <ul style="list-style-type: none"> • An illustration strengthens the meaning of the written matter. • It attracts attention and adds to the interest of readers. • Reader absorbs the message at a glance from an illustration. • It clarifies supports and explains the text. • Reader learns faster and remembers longer the material presentation through illustrations, • Writer can make his writing more realistic and lively. • Illustration enables reader to see data rather than read. It creates visual effect. • Pictorial presentation is more easeful when intended readers are non technical people.

Q.5	Differentiate between newspapers and magazines	
	Newspapers	Magazines
	• Newspapers were usually issued daily or weekly, but sometimes semi-weekly, bi-weekly or monthly	Magazines, in contrast, were usually issued weekly, bi-weekly, monthly or quarterly
	• In general, the purpose of a newspaper is to convey, as efficiently as possible, current information, or "news", to a particular audience to inform	Magazine will, in general, be written in a more elevated prose style, and will usually offer more in-depth coverage of news, if it carries news at all to enlighten and entertain.
	• Newspaper typically does not have a cover, but a name plate running across the top of its front page, the rest of the page being filled with news-stories.	Magazines usually have covers, often bearing an illustration or photograph
	• Newspapers, if they include any table of contents at all, will simply identify the principal sections	Magazines are more likely than newspapers to have detailed tables of contents
	• Newspapers were printed on cheap paper, "newsprint"	Magazines were increasingly printed on clay coated paper
	• Degrade fairly quickly	Slightly more durable than newspapers
	• Cheaper than magazines	Costlier than newspapers
	• Less No. of pages (Usually 8 to 16 pages) & Size is larger than magazines	Usually more pages than newspapers (more than 16 pages) & Size is smaller
	• Pages usually not bind	Usually bounded with central pinning or perfect binding
Q.6	Write short notes	
	<p>a. Importance of journalism</p> <ul style="list-style-type: none"> • Informs and disseminates news • Influences the public opinion and ways of thinking by giving social or commercial messages • It provides opportunity of entertainment • It educates the people • It helps in maintaining democracy • It helps in developing national sense • It acts as a agent in collection, preservation, presentation of news, reading matters to various journalistic media • It motivates the people in adoption of modern agricultural technologies <p>b. Parts of a newspaper</p> <p>The important parts of a newspaper are,</p> <ul style="list-style-type: none"> • Front page • Headline • Folio • Local news page, • Foreign news page- International news • Sports page / section • Editorial • Editorial cartoon • Obituary • Classified ads • Entertainment page • Business page • Table of contents 	

Q.7	<p>What is mean by agricultural journalist? Write down the characteristics of agricultural journalist.</p> <p>An Agricultural Journalist is the journalist who covers all the events, articles of interest and stories which are relevant to farmers and others in their area. They gather news by observing, interviewing and researching relevant topics / events relevant to farmers and others.</p> <p>They could write articles on farming for newspapers and magazines or supply material to television and other broadcasting companies.</p> <p>Characteristics of Agricultural Journalist</p> <ul style="list-style-type: none"> • Background in agriculture and/or journalism • Alert and attentive • Curiosity • Critical thinking • Ability to understand complex subjects and translate science to common terms; • Confident • Passionate about farming and the farming communities • Communication skill • Reporting and interviewing skills • Able to takes photographs • Having agricultural knowledge • Having knowledge of trade policy; and understanding national politics, business and economics.
Q.8	<p>a. What is mean by Proof reading? Enlist the stages of proof reading.</p> <p>Proof reading:</p> <ul style="list-style-type: none"> • It is an art of making corrections in the proof pulled from a composed matter. • Reading the proof for errors is proof reading. • Proof is a printed copy of material set in type. <p>Stages of proof reading:</p> <ul style="list-style-type: none"> • Gally proof (slip proof) • Revise proof • Page proof (Author proof) • House correction • Sheet proof • Machine proof <p>b. Give in brief important rules followed in proof correction.</p> <ul style="list-style-type: none"> • 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 • Running heads should be read carefully • Position of the illustrations blocks and captions should be checked carefully. • The proof reading is done with the help of symbols, which are marked in a particular manner

Q. 9	<p>What is mean by feature story? Enlist and explain in brief the types of feature stories.</p> <p>Feature article/stories</p> <p>Feature story means writing a story in different volume of news reporting- for clear news with brevity educating the readers & creating entertainment within them.</p> <p>Feature is the combination of many elements put together by experienced writer.</p> <p>Types of feature stories</p> <ul style="list-style-type: none"> • Experience features: - e.g. experiences of successful farmers. • Process & utility features: - e.g. how to use chemical fertilizers. • Personality features:- e.g. Dr. Swaminathan, Shri Popatrao Pawar. • Before & after use features: - e.g. Agril. Exhibition, Farmers rallies. • Information features: - e.g. Improved and hybrid varieties of crops. • News features: - e.g. Import and export of fruit crops. • Seasonal features: -e.g. Season and crops • Mythological features: - e.g. Festivals. • The other types are subject matter features, Interview features etc.
Q.10	<p>Write short notes</p> <p>a. Problems of agricultural journalism</p> <ul style="list-style-type: none"> • Illiteracy of people • Local language • Lack of skilled people to disseminate information • In coordination between local agency and journalist • Translation of technical information into usable form • Difficulty in getting feedback from farmers • Delay of information <p>b. Sources of agricultural information</p> <ul style="list-style-type: none"> • Local Level: Major sources of information at the local level are colleges and universities. • State level: Many governmental research and regulatory agencies concerned with agriculture from a variety of public perspectives • National Level: National governments, national research organizations, and companies or corporations involved in agricultural research. • Regional, International, and Professional Organizations: Professional associations and research organizations e.g. ARCs, CGIAR, PTO • Commercial Publishers: e.g. Elsevier Applied Science Publishers and CRC Press The principal bibliographic databases- AGRICOLA (Agricultural Online Access), CAB, and AGRIS- • World Wide Web/ Internet • Other sources: Interviews, coverage of events, abstracting from research and scientific materials, review of research publications, wire services, other agricultural news sources, journals, conference proceedings, handbooks, glossary, demonstrations, accomplishments of farmers, etc.

SECTION "B"

Q.11 Answers of Fill in the Blanks

- 1) The journalism word derived from Latin word Joure.
- 2) The periodicals which are published four times a year are called Quarterly.
- 3) Newspapers were printed on a cheap paper called "newsprint".
- 4) Feature story / Feature article give the background, the birth & growth of the idea or event.
- 5) Readability is the ease with which a reader can understand a written text.
- 6) Lead is the beginning of the story, or first paragraph or two.
- 7) An article in which the people who run a newspaper give their opinion on an important issue is called editorial.
- 8) Caption or Cutline is the portion of the layout which explains what is happening in a photograph.

Q.12 Do as Directed

- 1) **Accuracy, Brevity and Clarity** is the ABCs of journalism.
- 2) **Tabloid and Broadsheet** are the kinds of newspaper.
- 3) **Hard news** and **Soft news** are the types of news
- 4) A Tabloid is the largest newspaper format and is characterized by long vertical pages (**False**)
- 5) Wire Service is an organization that gathers news reports and sells them to subscribing news organizations (**True**)
- 6) **Newspapers:** Newspapers are printed publications for general reader that carries news about politics, crime, wars, economics or just about anything that could interest a general reader and which usually issued daily or weekly, but sometimes semi-weekly, bi-weekly or monthly.
OR Any suitable definition given by other
- 7) **Headline:** The words printed in large type across the top of a newspaper article to catch the reader's attention **OR**
Headline is the main statement, usually in the largest and boldest font, describing the main story. **OR Any suitable definition given by other**
- 8) **Journalism:** According to Welsley and Campbell "journalism as the systematic and reliable gathering interpreting and dissemination of public opinion and public entertainment by modern mass media of communication". **OR**
Welsley defined journalism as the systematic and reliable gathering, writing, interpreting, processing and disseminating of public opinion public information, public entertainment for publication in newspapers, magazines and telecast.
OR Any suitable definition given by other