



# Agricultural Journalism – Meaning, Scope and Importance. Sources of news, Types, Merits and Limitations.



## Celebration of World Soil Day - 2022

**DEPARTMENT OF SOIL SCIENCE AND AGRICULTURAL CHEMISTRY**, College of Agriculture, GKVK, organized World Soil Day on 5<sup>th</sup> December 2022 with the theme 'Soils : Where Food Begins'. Dr. S.V. Suresha, Hon'ble Vice-Chancellor inaugurated the programme by watering the plant and emphasized the need for awareness on 'Issues and challenges to combat soil degradation and enhance food security'. Dr. G.S. Dasog, Soil Scientist & former Dean (Agr), UAS, Dharwad was the chief guest who delivered a talk on 'Vision of Sustainable Development Goals of the United Nations'. Poster making, Quiz and Essay writing competitions were conducted for school children on the theme of World Soil Day. Director of Education, Director of Research, Director of Extension and Dean (PGS) served as Guests of Honour and distributed prizes and plant saplings to the school students. Dr. N. B. Prakash, Dean (Agr), College of Agriculture, GKVK presided over the program. Dr. C.T. Subbaragappa, Professor & Head, Department of Soil Science and Agricultural Chemistry coordinated the programme. A video on the theme 'Soil: where food begins' was displayed to raise awareness on the importance of maintaining healthy ecosystems. World Soil Day was also organised at all the XVNs and by the staff of REMED program, a World Bank funded project through Watershed Development Department, Gok.



## Commercialization of Technologies

TECHNOLOGIES DEVELOPED BY BAKERY TRAINING UNIT OF UAS-II one on 'Enriched Gluten Free Cookies' and the other on 'Low Fat Milk Biscuits'.



- **Printing machine – pace of communication**
- **Goa – 1550**
- ***Doctorine Christna* – 1557**
- **Bengal Gazette – Calcutta General Advertizer - English 1780**
- **Dig Dharshan (Bengali) – News paper 1818 – Oldest and Existing in Asia**
  - **Ananda Bazar Patrika – Culcutta**
  - **Times of India – Mumbai**
  - **Hindustan Times – Delhi**
- **Malayala Manorama – Weekly 11.40 Lakh Copies 1966**
- **1.2% Farm periodicals**

# JOURNALISM

- **Journalism** is the systematic and reliable dissemination of public **information**, public **opinion** and public **entertainment** by modern mass media of communication.
  - journalism has become the media of mass education

# JOURNALISM

- All activities concerned with the communication of mass media is not journalism but the part of that activity involving writing, preparation and production of the communication messages is journalism.
  - journalists are writers, authors, reporters, correspondents, editors, sub-editors, interviewers, storywriters, scriptwriters, scenario editors and allied specialists.

# JOURNALISM

- **Policies, Decisions, Needs, Reactions, events**
- **Modern Journalism : Political, Entertainment & Economic**
  - literary, political, economic and scientific, household or industrial magazines
- **Freedom of Press**
- **Editorial : Spirit of Journalism**

# Elements of Journalism

- **Obligation to truth**
- **Loyalty**
- **Discipline of verification**
- **Independent Monitor of power**
- **Forum – public criticism and compromise**
- **Strive for interest and relevant**
- **Comprehensive and proportional**
- **Excise personal consciousness**

# AGRICULTURAL JOURNALISM - Meaning

- **Agricultural Journalism is the task of collecting, writing, editing and publishing of agricultural information, scientific facts, agricultural technology, events or agricultural news through newspaper, magazine, radio, television, Websites or any other media of communication.**

# AGRICULTURAL JOURNALISM - Meaning

- Agricultural journalism is a **specialized branch of journalism** which deals with the techniques of receiving, writing, editing and reporting farm information through the media like newspapers, periodicals, radio, TV, advertising, **Websites**, **Social media**, etc. and the **management processes connected** with such production.

# AGRICULTURAL JOURNALISM - Meaning & Audience

- It is the **timely reporting and editing with words and photography** of agricultural news and information for **newspaper, magazine, radio and television.**
- **This audience may be**
  - **farmers, traders, extension workers, policy makers, planners etc.**

# Comparison

Features	Journalism	Farm Journalism
Purpose	Awareness building	Awareness Plus <b>TOT</b>
Target group	Mass	<b>Rural &amp; farming community</b> in particular
Content Specificity	All types	Agriculture & RD
Temporal consideration	Responsive to <b>events</b> than time	Responsive to <b>time</b> rather than events
Regional consideration	Not necessary	<b>Necessarily</b> cater to regional information need

# Principles of Rural Journalism

- **Use simple language**
  - Short sentences, common words, concrete meanings
  - Avoid abstract, jargons
- **Structure and arrange arguments clear**
  - Main Vs. Side issue
- **Make main points briefly**
- **Keep important information at top**
- **Use lively pictures / photos**
- **Stimulating write up**
  - Interesting, inspiring, diversified, ABC

# Rules / Steps to be followed by a journalist

- Study the field and have an **estimate of what type of articles** is published in newspapers, magazines, books etc.
- **Look for ideas / Develop** the idea
- Keep an **unbiased** mind
- **Write clearly** and meaningfully
- Remember the people **to whom** the articles are written

# Rules / Steps to be followed by a journalist

- Write with a **purpose**
- Write on **timely** subjects
- Keep in **touch with editors**
- Watch out for important **events / occasions**
- Establish **credibility, politeness** and do not **assume familiarity**
- **Understand** the communication process and the elements of communication.

# SCOPE AND IMPORTANCE OF AJ

- In the modern age there is a need to **inform millions of people quickly and accurately** about scientific, technical and recent developments.
  - The popular publications are showing desire to publish news of interest of the people. One can develop his ability to get information and write for the people. The scope for news writing is increasing day-by-day. The knowledge (past and present) of the people will be increased by journalism.
- The agricultural journalism will help in **spreading technical knowledge**.
  - This knowledge will help in increasing agricultural production, irrigation facilities, drinking water facilities, public health and sanitation, increase and development of rural industries, spread of education, communication, animal husbandry, child welfare, youth and women welfare work. By developing these areas good and well developed community can be created.
- There is large population in India which is **unemployed**.
  - New knowledge and technology can help in **solving unemployment and increasing per capita income**. With agriculture cottage and small industries can also flourish.

# SCOPE AND IMPORTANCE OF AJ

- There is need to **increase the productivity** by the use of modern techniques and methods.
  - This will improve the **economic conditions** of the people.
- The **cultural development** can be brought out
  - by removing the old outdated **customs and traditions**.
- **New thinking** in line with the modern trends is necessary.
  - In order to maintain **good health, balanced diet, cleanliness** etc. people need to be educated.
- There is great scope for agricultural journalism in bringing these new technologies to the **attention** of the farmers.
- They can write and publish material for changing the insight of the people. Thus agricultural journalism will help in **educating the people** and boosting the development of the area. Publicity to the development programmes will help in **increasing participation** of the people.

# Sources of news, Types, Merits and Limitations.

- **Persons**
- **Publications**
- **Records**
- **Documents**
- **Official Records**
- **Broadcasts**
- **Officials in government or business**
- **Organizations or Corporations**
- **Witnesses of crime / Incidents**
- **Accidents**
- **Events**
- **People involved with or affected by a news event or issue**

# Types of News

- **Different Levels**
  - **International News**
  - **National News**
    - **National News Papers, Websites, National Radio**
  - **Regional news**
    - **is most important in Germany, Finland, and Spain reflecting the relative importance of devolved political power in those countries – and the media systems that have grown up around this.**
  - **City and State**
    - **Cable tv, Satellite TV, DTH, Community Radio, FM Stations, Local Channels,**
  - **Local news**
    - **matters more in a vast country like the United States where city newspapers and local TV stations remain a core part of the media diet.**
  - **Hyperlocal**
    - **LISTSERV®**
    - **social media tools**
      - **enabled citizens to self-organize, and connect in ever more dynamic ways.**
    - **Hyperlocal blogs**

# Types of News

- **Entertainment and celebrity news**
  - The **Japanese** are most interested in, with the Spanish, Danes, French, and Germans showing the least interest
- **Business news**
  - The **Irish** take a particular interest in the business news and the economy – as do the Japanese and Australians.
- **Arts and Culture news**
  - **Italians and Spanish** are interested in arts and culture news while our sample from urban Brazil is far more interested in health and education than are the rest of our countries.

# Hard news & Soft News

- Hard News involves **time-sensitive news, which is severe and is reported as breaking news immediately.**
  - Political Journalism, Investigative Journalism, Business Journalism, Crime Journalism, Global news, Sports Journalism etc
- Soft news is defined as information that is **primarily entertaining or personally useful.**
  - New Film, Fashion Show, Exotic Festivals, etc.



# Radio

# Radio

- **Electronic audio medium** for broadcasting programme to the audience
  - Reach Audience : Millions – dispersed – remote
  - **Companion Medium**
  - **Low cost**
- **Public / Private / community**
- **Programme types**
  - **Field Recording / deliver talk / Discussion**
- **Importance**
  - **Disseminate** information
  - **Motivate** farmers on achievement
  - **Inform** extension activities / programmes
  - **Indicate** functioning of institutions
  - **Information** on improvement in life



# Radio

- **Planning and Preparation**

- Clear **thinking** on topic
- **Assemble** facts and data
- **Consult** research

- **Implementation**

- **Script** – introduction - body – logical/step by step, conclusion
- **Revise** draft
  - Until no more addition / deletion
- Arrange in **Short paras**
- Contact **FRO**– approval
- **Rehearse** – Time
- Reach **in-time**
- Remain **Calm**
- Deliver in good **voice**



# Followup – adv. & limits

- **Follow up**
  - **Inform and encourage to listen**
  - **Reply to Queries**
- **Advantages**
  - **More coverage, quick**
  - **Cheap**
  - **Urgent / emergency**
  - **Enthusiasm and maintenance**
  - **Educational**
- **Disadvantages**
  - **Radio sets**
  - **Generalised recos.**
  - **Stations / slots inaccessible**
  - **Less time allocation**
  - **Entertainment Vs sustainability**
  - **Skilled persons can handle**



# Radio Programmes

- **Rural Farm Broadcasting**

- **Farm and Home units 1966 – Wonder Seeds – IADP**

- Broadcast **technical info. On continuous** basis in alignment with package of practices in respect of important crops of a particular area along with information about services
- To **inform and educate the rural women** on their **effective partnership** in traditional to modern **farming and home making**

- **Objectives**

- **Inform** the farming community about **latest scientific techniques** of increasing production in all important farm enterprises
- To inform the non – agricultural rural population about the **subsidiary and agro based enterprises** for improving their earnings
- To help the rural people to **participate in constructive agricultural and social programmes** for betterment of rural life
- To inform the rural women on **important home making on supporting their male counterparts on improved farming** and to encourage them to **participate in decision making** for progress of scientific farming

# Radio Rural Forum

- Mass media + interpersonal
- Small organised group – meet regularly – receive and Discuss its content
- Canada > India, Nigeria, Ghana, Costa Rica and Brazil
- UNESCO Sponsored - 1956
- Biweekly broadcast – discussion – forwarding queries - Expert answering
- Chairperson – Convenor – 12-20 members
- Convenor – records, attendance, report, format, actions
- Advantages
  - Group Pressure >> Attendance, interest, participation
  - Change of attitude
  - Group decisions
  - High credibility of medium

# Farm School on Air

- **Method of providing systematic education on farming to the farmers through the process of distance learning / radio broadcasting**
- **Steps**
  - **Comprehensive syllabus, selection of topics by committee**
  - **Trainer Selection – 15-20 lessons**
  - **Registration – trainee listeners – radio station**
  - **Broadcast – weekly + Repeats**
  - **Lecture cum discussion and Q&A**
  - **Studio – trainer, extension agent and few farmers**
  - **Summary, questions, answers at end**
  - **Mail answer sheet, evaluates and marks**
  - **Results, participation certificates**

# Television

- An electronic AV medium which provides pictures with synchronized sound
- Cosmopolite
- Instant awareness
- Immediacy & mobility
- Low cost
- Multimedia



# Television

- **Commercial Vs Non commercial**
- **AIR - Delhi**
  - Sep. 15, 1959 – UNESCO grant
  - 1 hr/ day & Twice a Week
- **Krishi Dharsan**
  - Pilot programme 1967
  - Dr. Vikram Sarabhai
  - Teleclubs
- **1<sup>st</sup> April 1976**
  - Doordharshan
- **Aug. 15, 1982**
  - National Network – INSAT 1A
  - Colour Television
  - Asian Games
- **1984**
  - Cable television Maharashtra / Gujarat
- **Satellite CNN / Star**
  - 1990-92
- **DD Kisan**
  - 26 May 2015



# TV - Objectives

- Create **general awareness** among people on **agri/RD** programmes
- Provide **need based programme** to rural audience
- To show rural people /farmers **what to do, how to do and with what results**



# Types

- **Producer, Agril. Programmes**
  - **Publicizing**
  - **Field recording of prog/activities / achievements**
  - **Recording of research based how to do**
- **Publicizing**
  - **Trainings, field day, exhibition, campaign, seminar, symposium, workshop, etc.**



# Field / Research (how to do) recordings

## Preparation

- Decide **topic, location & persons**
  - Date, time, itinerary, conveyance
- **Materials, spots**
- **Script & Cue Sheet**
- **Labels & lettering**
- **2-3 locations / day**



# TV Recording - Implementation

- Producer, staff, equipment, location **in time**
- **Sunlight & time** management
- **Highlight expectations**
- Cooperate & avoid **interference**
- **Follow up**
  - Incorporate **Studio based recordings & Editing**
  - Obtain and intimate **Date of telecast & Publicise**
  - **Reply** to queries
- **Limitations**
  - Lots of planning, preparation, training, personnel
  - Availability of **sets & power**
  - Limitations on **attitude, skill**



# Mobile & Social Media

- **Applications**
  - convert pictures into video
  - Record & Add voice
  - Edit & Update
  - Training / Courses
- **Publish in YouTube / social media**
  - Originality
  - Courtesy / Copywrites
  - Earnings
  - Team Management