



**FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

## **Agricultural Journalism**

**Nature & Scope of agricultural journalism, characteristics & training of agricultural journalist, similarity and difference between agricultural journalism and other types of journalism**

### **Scope of Agricultural Journalism**

Journalism, in its wider sense, includes reporting and commentaries delivered on television and radio. Even news events and film documentaries come within the scope of journalism. The editors, and the reporters working for television, radio or film industry claim that when they deal with news and views, they too are as much covered by the term "the Press" as people belonging to the print media. What qualifies a person to be called a journalist is the nature of the function performed by him and not the media for which he is working.

### **Opportunities of agricultural journalism are**

- The farmers are information hungry and present public extension system is not able to meet the demand of the farmers for information. The farmer and extension worker ratio is widening. On the other side, communication tools development is enormous.
- Private extension is also coming into picture. Today, journalism in India has got lot of scope with media barons opening new channels or newspapers or publishing houses on a regular basis. The competition is so fierce that each channel or newspaper tries to produce something exclusive, which in turn has given the audience a great deal of variety.
- Employment generation
- Provide timely information to the local people
- Development of the nation
- Food security and sufficiency
- Enhance socio-economic status of local people
- Decrease disparities among the people
- Increase educational level among the society

- Empowerment of the people

#### Characteristics of Journalist

Anyone can be a journalist, but as it is in any industry, there are those who make the field look good, and those who drag the public perception of journalists down. Here is a list of 10 essential characteristics shared by the former—successful, or at least respectable—journalists.

1. **Honest:** Honesty is the primary characteristic of a respectable journalist. Your readers and viewers must trust you, and dishonesty is the surest way to violate that trust.
2. **Tireless:** If you know there's a story to be had, tracking down the right sources (not just the convenient ones), convincing them to speak to you, crosschecking information, and spending hours researching are critical—and exhausting.
3. **Bold:** Fortune favors those who take risks, ask uncomfortable questions, and get down and dirty when the job demands it.
4. **Courteous:** If you want people to speak to you about a sensitive subject, a little courtesy—a "please" or "I'd really appreciate it"—is very much required.
5. **Compassionate:** You won't spend your career writing only fun, lighthearted pieces. Hard news is hard because it often involves pain or loss. A reporter who understands the human element and sympathizes with their subject or source will produce a story that interests readers. He will also see that he didn't hurt anyone for the sake of that story.
6. **Humble, yet proud:** A journalist may recognize that he is the only voice in a world. He may be proud to see his name in each article's byline. But at the same time he should recognize that his name is linked to every word in that article, even if those words end up being untrue or misleading.
7. **Curious:** The world is vast and beautiful, filled with more information. Maintaining a hunger for information and a healthy curiosity for all things around us helps to make us the best journalists we can be, and keeps us in the game longer.
8. **Creative:** The most memorable stories are those told in a fresh, creative fashion. The successful journalist doesn't just recite what happened, they craft

the story and wield their words like the tools of an artisan. Most readers and viewers know what to expect in the average story; make them blink and lean forward in their seats.

9. **Shrewd:** Even if you're honest, you must recognize that others are not. You will encounter sources that lie, bend the truth, or misremember. Maintaining a high level of skepticism doesn't make you a pessimist, it makes you a realist, and a better reporter. As President Reagan once said, "Trust, but verify."
10. **Jack of all trades, master of none:** You are writing on various subjects. You may be having shallow or wide knowledge. You should have a conversation with anyone, strangers included, on just about any topic.

## **NEWSPAPERS AND MAGAZINES AS A COMMUNICATION MEDIA**

### **Communication media**

Communication media refers to the means of delivering and receiving data or information.

Communication media is a process of sending or receiving data through a channel of communication. It is the powerful tool in today's world, which removes social irregularities and social evils.

### **Popular types of communication media**

- Television is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or coloured, with or without accompanying sound. "Television" may also refer specifically to a television set, television programming, or television transmission
- Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. In electronics, modulation is the process of varying one or more properties of high frequency periodic waveform, called the carrier signal, with respect to a modulating signal. Radio was the first truly mass medium of communication, reaching millions of people instantly and altering social attitudes, family relationships, and how people related to their environment.
- Print industry tried to grasp the new situation and shaped itself into a regular and formal sector but from the start of the 19th century, print media in most countries

started specializing in certain areas. Print media is classified in to three categories namely magazine, Newspapers,Books.

- Outdoor media are a form of mass media that comprises billboards, signs, or placards placed inside and outside of commercial buildings, sports stadiums, shops, and buses.
- The Internet media Communication which is largest mass media by Internet technologies for various communications in both Internet and mobile networks. Common channels in internet media are Email, Search engines.