

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agriculture

Semester	: IV (New)	Term	: Second	Academic Year	: 2022-23
Course No.	: ELE-EXTN 244	Title	: Agricultural Journalism		
Credits	: 3 (2+1)				
Day & Date	: Thursday, 13.07.2023	Time	: 09:00 to 12:00 hrs.	Total Marks	: 80

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

SECTION 'A'

- Q.1 Define the term Journalism and write the importance of Journalism in detail.
- Q.2 What is meant by Agricultural Journalism? Discuss its problems.
- Q.3 Write in detail about the language and style basics of newspapers and magazines.
- Q.4 Write in detail about any four types of the Agricultural Story.
- Q.5 What are the important parts of newspaper? Discuss any six parts in brief.
- Q.6 Discuss the different sources of information for gathering Agricultural Information.
- Q.7 Write in detail the role of Agricultural Journalism in Agricultural Development.
- Q.8 Explain in detail the types of Interviews and discuss about points to be kept in mind while interviewing.
- Q.9 Write in detail steps involved in measuring the readability of extension publication.
- Q.10 Write in detail the prospectus of Agricultural Journalism.

SECTION 'B'

- Q.11 a) Define the following terms:

- | | |
|----------------|-----------------|
| 1) Newspaper | 2) Magazine |
| 3) Readability | 4) Illustration |

- b) State True or False:

- 1) A popular magazine which caters to the general public uses non-technical language.
- 2) Press Trust of India (PTI) is India's premier news agency, having a reach as vast as the Indian Railways.
- 3) The purpose of proof reading is to avoid errors in printed materials.
- 4) Newspaper stories interpret or explain the meaning of news to us.

(P.T.O.)

Q.12 a) Fill in the blanks:

- 1) Most commonly used forms of news story writing is _____.
- 2) A person who writes for a newspaper, magazine or a journal is known as _____.
- 3) _____ is condensed news, which gives abstract of entire information.
- 4) An article in which the people, who run a newspaper give their opinion on an important issue, is called _____.

b) Do as directed:

- 1) Spell-out ABCs of Journalism.
- 2) Write two examples of artwork used in news stories.
- 3) Write names of any two Farm Journals.
- 4) What is 5 Ws and 1 H in News?

