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SEMESTER END THEORY EXAMINATION
B.Sc. (Hons.) Agriculture

MODEL ANSWER PAPER

Semester	:	IV (NEW)	Term	:	II	Academic Year	:	2020-21
Course No.	:	ELE EXTN 244	Title	:	Agricultural Journalism			
Credits	:	3(2+1)						
Day & Date	:	23-11-2021	Time	:	13.00 to 15.00	Total Marks	:	80

Note : 1) Solve ANY EIGHT questions from SECTION-A
2) Solve ANY TWELVE questions from SECTION-B
3) ALL questions from SECTION-C are compulsory
4) Send the PDF file of answer sheet to the email id of respective course teacher

SECTION-A	
(Write the answers in 4-5 sentences only. Each question carries 4 marks)	
Q. 1	What is meant by agriculture journalism? Enlist principles of journalism.
Ans.	<p>Agriculture journalism is defined as the communication process involving collection, editing and dissemination of information in relation to farm and agriculture through different media. Agriculture journalism is defined as daily reporting editing work of farm and rural lives and collection of information for media such as newspaper, magazines, radio and television.</p> <p>Principles</p> <ol style="list-style-type: none"> 1. Responsibility 2. Sincerity truthfulness and accuracy 3. Objectivity 4. Fair play 5. Independence 6. Freedom of press 7. Decency
Q. 2	Define News. Enlist and explain in brief the characteristics of news.
Ans.	<p>News may be defined as any accurate fact or idea that will interest a large number of readers. News is any event, idea or opinion that is timely and of interest to large number of people in the community.</p> <p>Characteristics of News</p> <ol style="list-style-type: none"> 1. News is geographical boundaries 2. News is always revealing 3. News is what interest people 4. No news interests all people 5. Most people read only part of the paper and their reading habit is selective
Q. 3	Write in brief the writing style of farm journalism.
Ans.	<p>Writing style of farm journalism.</p> <ol style="list-style-type: none"> 1. The language of write up should vibrate the right chord of the target reader. 2. The language should be simple, conspicuous and lucid 3. Language should be lively

	4. Short sharp and clear sentence 5. Avoid repetition of ideas resulting in wastage of words 6. Jargon s and unfamiliar technical terms also should be avoided 7. Prominence should be given to issues which have relevance to the target readers. 8. Headlines and bullet points should be used. 9. Relevant illustrations, sketches, maps should be used to explain the points	
Q. 4 Ans.	Write short notes on A) Importance of Journalism 1. It informs and disseminates news 2. It influences the public opinion and thinking by giving message 3. It educates the people 4. It motivates the farmers to adopt the useful advance technology. B) Parts of Newspaper 1. Front page 2. Headline 3. Folio 4. Local news page 5. International news page 6. Sports section 7. Editorials 8. Cartoons 9. Obituary 10. Classified advertisements 11. Entertainment page 12. Business page 13. Table of content	
Q. 5	What is interview discuss the point to be considered for organizing the interview	
Ans.	Discuss point to be considered for organizing the interview. Interviews is asking question to obtain opinions ideas and special information on a topic of interest to the public. It is asking questions to get information organizing the interview. A) Before the interview 1) Prepare for the interview well in advance and be in time. 2) According to objective prepare the questionnaire. 3)Begin with positive statement 4) First establish rapport with the interviewee B)During the interview 1) Be a good listener to get specific information 2) Modify the approach according to situation and interviewee 3) Have a control over physical action and psychological attitude C) After the interview 1) Review the notes of interview 2) If required ask for more information	
Q. 6	Differentiate between Newspaper and Magazine	
Ans.	Newspaper	Magazine
1	Newspaper is printed daily publication consisting of folded unstapled sheets which contains news articles advertisement and correspondence.	Magazines is periodic publications containing articles and illustrations on specific aimed at particular readership.
2	It is daily publication containing	It is periodic publication it published

	information about current events.	variety subjects like trade industry and science.
3	Newspaper provides information on business, home, daily living problem	Magazines provides broad overviews of topics analysis, reports and research findings
4	The National regional local and tabloid newspapers are different types of newspaper	The general magazines, News magazines technical magazine sport magazine are types of magazines
Q.7 Ans.	What is meant by proof reading ? Proof reading is the act of reading written work and mark mistake. Publishers print the early copy of text called proof. Proof reading is checking the type material with the copy. He make sure that the type material agree with the copy. He never make any correction on his own judgement. He check for grammatical mistake, spelling and formatting mistakes.	
Q.8 Ans.	What is meant by feature story? Enlist and explain types of feature story Feature story is a creative subjective article designed to entertain and to inform readers of an event and aspect of life. It explores back ground, birth and growth of an event. Types of feature story <ol style="list-style-type: none"> 1. News feature 2. Sports feature 3. Science feature 4. Experience feature 5. Personality feature 	
Q. 9 Ans.	Write short notes A) Characteristics of agriculture journalism <ol style="list-style-type: none"> 1. Journalism is a profession of conducting, writing for news paper magazine radio and television 2. It is registered diary of public events which has definite publication like daily weekly and monthly 3. Journalism is about people/farmer it is produced for farmer. 4. Journalism can communicate with farmer effectively. B) It is specialized branch of journalism which deals with receiving, writing, editing and reporting from farm journalism C) Types of Magazine <ol style="list-style-type: none"> 1. News magazine 2. Technical magazine 3. Sports magazine 4. Film magazine 	
Q.10 Ans.	A) Enlist the factor used to measure readability <ol style="list-style-type: none"> 1. Pick the sample 2. Count the number of words 3. Count the average sentence length 4. Count the syllables 5. Count the personal words 6. Count the personal sentences B) What are the advantages of Illustrations. <ol style="list-style-type: none"> 1. An illustration strengthens the meaning of written matter 2. It attract the attention and adds to the interest of the readers 3. Reader absorbs the message at a glance from an illustrations 4. It clarifies supports and explain the text. 5. Reader learns faster and remembers longer the material presentation through illustrations 	

	<p>6. Writer can make his writing more realistic and lively</p> <p>7. Illustrations enable reader to see data rather than read. It creates the visual effects.</p> <p>8. Pictorial presentation is more easy when intended readers are non technical people.</p>
SECTION-B	
(Write the answers in one sentence only. Each question carries 2 marks)	
Q.11	(Answer in one sentence/Do as directed/Define)
	<p>1) What is ABC of Journalism. Ans: Accuracy, Brevity and Clarity.</p>
	<p>2) Enlist the types of news. Ans: 1) Local news 2) International news 3) Regional news 4) Hard news 5) Soft news</p>
	<p>3) What is "Tabloid". Ans: Tabloid is a newspaper having compact size. Tabloid journalism emphasis on sensational topics. For ex. Crime story, sport story and celebrity news.</p>
	<p>4) What is wire service ? Ans: Wire service is an organization which provide news to the newspaper, radio and television station using electric communication system. It gathers news report and sells them to subscribers.</p>
	<p>5) Define Headlines. Ans: Headline is title of the story. It appears on the top of the story. It draws attention and create curiosity to read the story.</p>
	<p>6) What is abstracting ? Ans: Abstract is a brief overview of the important points of an article, report and thesis. It is the first thing the reader reads. Abstracting is written in short which include all part of research paper. It reflect the reasearch in shortened form. Reading abstract importance of research, majority finding and objective of research.</p>
	<p>7) What is press release . Ans: Press release is giving facts and information of interest to readers which covers all aspect of specific subject. It is use for the release of particular news which has news value.</p>
	<p>8) Write any four digital source of information. Ans: Websites, E-Books, e-mail services and online papers.</p>
	<p>9) Write name of regional newspaper. Ans: 1) LOKMAT 2) SAKAL. (Any news paper in regional language)</p>
	<p>10) Write any two problems of Journalism. Ans: 1) Illiteracy rate 2) Low circulation of papers. 3) Poor coverage of agricultural news 4) Lack of farm writers</p>
	<p>11) What is Press Conference. Ans: Press conference is an interview organize by the journalist. The question of readers interest</p>

is asked. It is efficient way to deal with the press.it provides opportunity to communicate directly with the representative of the press. The press conference is organized for VVIP dignitaries.

12) What is e-mail ?

Ans: It is electronic mail system.

13) What is Tip-off ?

Ans:Tip-off is a piece of confidential and inside information. It is used in press that some events is going to happen.

14) What is Quarterly ?

Ans: The periodicals published four times in a year is called quarterly.

SECTION-C

(Highlightedoption is the correct answer.)

Q. 12	1) The journalism word is derived from Latin word _____.		
	a)	Journe	b) Journalist
	C)	Journal	D) News
	2) PTI stands for _____		
	A)	Press Truth of India	B) Press Trust of India
	C)	Both are correct	D) None of the above
	3) _____ is the national daily News paper of India.		
	a)	Hindustan Times	b) The Hindu
	c)	The Telegraph	d) All of the above
	4) _____is one of the most useful means of communication of ideas and information to large numbers of farmers.		
	A)	Magazine	B) Weekly
	C)	Newspaper	D) Periodicals
	5) _____ appeared on the top of the story.		
	A)	Headline	B) Tabloid
	C)	Footnote	D) Lead
	6) The first Newspaper of India was published on _____ known as ' Hicky's Gazette or formally registered as The Bengal Gazette.		
	A)	January 29, 1780	B) January 29,1880
	C)	January 26,1950	D) August 15, 1947
	7) _____ is the ICAR publication.		
	A)	Indian Farming	B) Krushi Patrika
	C)	Sugi	D) None of the above
	8) Reliability measure is _____ .		
	a)	Speed of perception	b) Visibility
	c)	Rate of reading	d) All of the above
	9) _____ are the steps of effective publication.		
	A)	Writing	B) Editing
	C)	Planning	D) All of the above
	10) The formula develop by Redolf Flesch is guideline for writing is used for _____ of publication.		
	A)	Planning	B) Editing

C)	Writing	D)	Evaluation
11) _____ are the problems of journalism.			
A)	Low literacy rate	B)	Low readership
C)	Poor coverage of agricultural news	C)	All of the above
12) _____ are the steps measuring readability			
A)	Count number of words	B)	Count the personal sentence
C)	Count the average length of sentence	D)	All the above
13) Front page headlines, local news page and international news page are the part of			
A)	Newspaper	B)	comics
C)	Bimonthly	D)	weekly
14) _____ is the beginning of the story.			
A)	Headline	B)	Lead
C)	Facts	D)	None of the above
15) _____ highlights the success being achieved with involvement of farmers.			
A)	Article	B)	News story
C)	Feature article	D)	Success story
16) _____ of the news determine the news values.			
A)	Timelines	B)	Proximity
C)	Importance	D)	All of the above
17) _____ is source of information			
A)	Reporters	B)	Written Sources
C)	Tip-offs	D)	All of the above
18) _____ is asking question to obtain opinions, ideas and information			
A)	Debate	B)	Elocution
C)	Interview	D)	All of the above
19) _____ is an article on any topic of farmers interest supported by illustrations and photographs.			
A)	Agricultural story	B)	Feature Article
C)	News story	D)	Success story
20) _____ is the periodic Subjects like trade, industry and Publication which published variety of science.			
A)	Weekly	B)	Magazine
C)	Leaflets	D)	Folders
21) _____ is the regional daily News paper of India.			
A)	Hindustan Times	B)	The Hindu
C)	The Telegraph	D)	Agro-one
22) _____ is the monthly Publication published by Department of Information and Broadcasting.			
A)	Kurushetra	B)	Yojana
C)	Bal-Bharti	D)	All of the above
23) _____ is the ICAR publication.			
A)	Indian farming	B)	Kheti
C)	Indian Horticulture	D)	All of the above
24) _____ is defined as event that take place without any notice.			

A)	Hard News	B)	Soft News
C)	Prominent News	D)	Big news

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