

Model Answer Paper		
MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE		
SEMESTER END THEORY EXAMINATION		
B.Sc. (Hons) Agriculture		
Semester: IV (NEW)	Term : II	Academic Year: 2023-24
Course No.: ELE EXTN- 244	Title:	Agricultural Journalism
Credits: 3 (2+1)		
Day & Date:	Time:	Total Marks: 80
<p>Note: 1. Solve ANY EIGHT questions from SECTION "A".</p> <p>2. All questions from SECTION "B" are compulsory.</p> <p>3. All questions carry equal marks.</p> <p>4. Draw neat diagrams wherever necessary.</p>		

	<ul style="list-style-type: none"> - Timeliness - Action photography - Ending with appeal for action success story writing needs - Creative thinking and writing - Ability to innovate - Communication and responsibility - Command over language and expression - Presentation in logical sequence <p>Writing needs</p> <ul style="list-style-type: none"> - Creative thinking and writing - Ability to innovate - Communication and responsibility - Command over language and expression - Presentation in logical sequence 	
Q.3.	What is news story? Explain in details the parts of news story.	
Ans:	<p>A news story is an organized representation of facts in an interesting manner it is an account of events. The sequence it is use mainly to get information to many people quickly and motive them to adopt the innovations.</p> <p>The important parts of the news story are</p> <ol style="list-style-type: none"> 1) Head line 2) First paragraph (lead or intro) 3) Remainder of the story <p>Head line</p> <p>It appeared on the top of the story a good headline creates curiosity among the readers and forces to read the story it should draw the attention of the reader. A reader should stop at and peep in to the story usually the sub editor of the news paper gives the head line. The simple guideline to constitute a satisfactory head line are</p> <ul style="list-style-type: none"> It must fit It must tell a story It must confirm to the paper's standard It must not be just a label It must be safe It must not editorialize <p>Lead or intro</p> <p>The first paragraph in the news story is called introduce story para or lead paragraph an effective headline is not sufficient a great deal depends on the first paragraph. It is also called the intro because it introduces the rest to the readers if the lead or intro is not sufficiently arresting interest will lag and the readers eye may wander to anther head line and another story. Hence it is important to write a catching lead. The following general points are expected in a good lead or intro</p> <ul style="list-style-type: none"> - The intro should be appropriate for the story - The intro should make the readers want to read the rest of the story - The intro should be kept short whenever possible - The intro should normally base on the key point of the story <p>Spill the whole story in the first paragraph and maintain the interest for the rest of the copy...</p>	<p>(2Marks)</p> <p>(6Marks)</p>

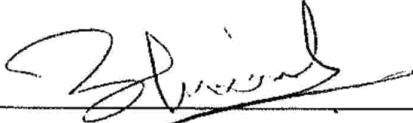
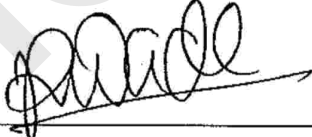
Q.8.	Define newspaper and explain the function of newspaper.	
Ans:	<p>Definition of newspaper: A printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.</p> <p>A newspaper is a periodical publication containing written information about current events.</p> <p>The four basic functions of a newspaper are</p> <ol style="list-style-type: none"> 1. To inform: Newspapers provide facts that readers must have in order to be informed citizens and to make decisions. 2. To interpret the news: Newspaper stories interpret or explain the meaning of news to us. These stories often have opinions of the writer. 3. To provide a service to readers: Newspapers provide information that helps readers solve their business, home, recreation and daily living problems. Advertising assists in informing readers about products and services. 4. To entertain: Some sections of the newspaper are designed to amuse or give enjoyment to readers. 	<p>(2Marks)</p> <p>(6Marks)</p>
Q.9.	What do you mean by news? Explain the characteristics of news.	
Ans:	<p>News may define as any accurate fact or idea that will interest a large number of readers. News is any event, idea or opinion that is timely that interests or effects large number of people in a community and that is capable of being understood by them</p> <p>Characteristics of news</p> <ol style="list-style-type: none"> 1) News have geographical boundaries 2) News is always revealing 3) News is what interests' people 4) No news interest all people 5) Most people read only part of the paper they buy 6) Their reading habit is selective 7) They read what they consider is news. (Need to explain accordingly) 	<p>(2Marks)</p> <p>(6Marks)</p>
Q.10	Write short notes (Any two)	
1.	Scope and importance agricultural journalism.	
Ans:	<p>In the modern age there is need to inform millions of people quickly and accurately about scientific technical and recent development. The popular publications are eager 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.</p> <p>The agricultural journalism will help in spreading the 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 etc.</p>	(4Marks)

2.	Sources of agricultural news.	
Ans:	<p>Agricultural news emerges from different sources like result demonstration, research stations, research publication, kisan melas, farmers meeting, farmers field and Agricultural Universities etc. Extension news stories tend to group themselves one or more of the following categories.</p> <ul style="list-style-type: none"> a) Before and after event stories b) Experience and success stories c) New development – such as pest out breaks scientific discoveries weather and crop condition, progress made on problem plans. d) Prediction – such as long-range crop and livestock report, economic outlook information, long – range weather forecasts. <p>Subject matter – when tied to an event, situation, development or a problem of news value.</p>	(4Marks)
3.	Proof Reading	
Ans:	<p>The purpose of proof reading is to avoid errors in printed material. A person is delegated the responsibility of careful reading material, set in type, for errors. A number of symbols have been devised for use in making errors. The symbols are a kind of "short-hand" understood by those engaged in the printing trade. Use of symbols permits the proof reader to communicate with the printer without having to verbally state what corrections must be made or to write out detailed instructions.</p> <p>Elemental to proof reading is a proof. What is it? Simply, a proof is a printed copy of material set in type. Reading the proof for errors is - proof reading.</p> <p>Proof readers draw lines from errors to the margins of the proof. Proof reading symbols are placed at the end of the line, in the margin.</p>	(4Marks)
	SECTION "B"	
Q.11	Do as directed	
	1) What is layout?	
	<p>Layout is the arrangement of various visual elements of communication i.e. piece, illustration, write up (copy, headline, slogan), colour and white space in pattern that pleases the eye and makes reading easy and convenient.</p>	(1Mark)
	2) ABC of journalism is....	
	Accuracy, Brevity and Clarity which are fundamentals of good writing.	(1Mark)
	3) Define pictorial feature	
	It the feature which tells story through a series of photographs arranged according to a particular pattern.	(1Mark)
	4) Define readability	
	It is the ease with which a reader can understand a written text. In natural language, the readability of text depends on its content and its presentation	(1Mark)

	5) Name the two news agencies of India.		
	1) Press Trust of India 2) United News of India 3) Hindustan Samachar 4) Samachar Bharti (SB) 5) Samachar (Any two)		(1Mark)
	6) Define copy editing		
	It is the process of reviewing and correcting written material to improve accuracy, readability, and fitness for its purpose, and to ensure that it is free of error, omission, inconsistency, and repetition		(1Mark)
	7) Define illustration		
	An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films. <i>OR</i> An illustration is a drawing, painting or printed work of art which explains, clarifies, illuminates, visually represents, or merely decorates a written text, which may be of a literary or commercial nature		(1Mark)
	8) Define folder		
	Folder is a single piece of paper folded once or twice and reading material is presented in sequence.		(1Mark)
Q 12	Choose the correct option. (Each question carry 1 mark)		
	1) Which of the following is not the principle of journalism?		
	a) Responsibility	b) Sincerity, truthfulness and accuracy	
	c) Objectivity/impartiality	d) Dependence	
	2) First ICAR publication started in 1948		
	a) Indian farming	b) Krishi chayanika	
	c) Kheti	d) None of these	
	3) Editorial means		
	a) A piece of interview	b) A point of view of newspaper	
	c) The News of important well-known people	d) None of these	
	4) Which one of the following writing explores the background, the birth and growth of event?		
	a) News story	b) Magazine story	
	c) Both a & b	d) None of these	
	5) A brief introduction of a photograph is called		
	a) Embargo	b) Credit line	
	c) Caption	d) None of these	

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6) The reading of the script to check the errors is called			
a)	Composing	b)	Proof Reading
c)	Gathering the information	d)	None of these
7) The important Six elements considered for writing news are			
a)	Who? Which? Where? When? Why? How?	b)	Who? What? Where? When? Why? How?
c)	Who? What? Where? Whom? Why? How?	d)	Who? When? Where? When? Why? How?
8) UPI stand for			
a)	United press of India	b)	United press international
c)	United press of Indonesia	d)	None of these

	
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