			Model Answer Paper
MAHARASHTRA AGRICULTU	URAL UNIVERS	ITIES EX	AMINATION BOARD; PUNE
SEI	MESTER END T	HEORY E	XAMINATION
	B.Sc. (Ho	ns) Agricu	lture
Semester: IV (NEW)	Term : II		Academic Year: 2023-24
Course No.: ELE EXTN- 244		Title:	Agricultural Journalism
Credits: 3 (2+1)			
Day & Date:	Time:	- Toute me months	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.

Human interest

4. Draw neat diagrams wherever necessary.

	SECTION "A"	
Q. 1.	Define agricultural journalism. Describe the problems of agricultural journalism.	
Ans:	Definition:- Agricultural Journalism is the task of collecting, writing, editing and publishing agricultural information, scientific facts, agricultural technology events or agricultural news through newspapers, magazines, radio and television or any media of communication.	(2Marks)
	Problems of agricultural journalism 1. Low literacy percentage	(6Marks)
	Inaccessibility of printed and other media Lack of farm writers	
	4. Lack of research 5. Low circulation	t v v v v v v v v v v v v v v v v v v v
	6. Lack of trained manpower: 7. Financial constraints	" §
	8. Low readership 9. Poor coverage of agricultural news etc. (Explain any two)	
Q.2.	What is success story? Give essentials and writing need of success story.	
Ans:	Success stories highlight the success being achieved with an involvement of human being. Success stories constitute one of vital link of developmental journalism. They have attained a primary importance in the context of planned development in India. Success stories motivate the people to march in the direction of development. Success story is a kind of news story narrating the success of an individual or a group, an event or programme or a project or an experiment and the like.	(2Marks)
	Essentials of the success story - The success achieved - Newness or recency of the event - Proximity of the event to the reader - Unusualness	(6Marks)

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 Writing needs 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. A news story is an organized representation of facts in an interesting manner Ans: (2Marks) 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. The important parts of the news story are 1) Head line (6Marks) 2) First paragraph (lead or intro) 3) Remainder of the story Head line 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 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 Lead or intro 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 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 Spill the whole story in the first paragraph and maintain the interest for the rest of the

Q.4.		<u> </u>
	Enlist the important parts of newspaper and explain in brief.	(0) ()
Ans:	Enlist the important parts of newspaper	(2Marks)
	1) General News 2) Local News section 3) Foreign News section 4) Editorial	
	Page 5) Weather section 6) Sports page 7) Classified ads section 8) Business & Finance section 9) Entertainment section 10) Home & culture section 11)	. 14:
	Society page 12) Travel & tourism section 13) Readers opinion 14)	
	Announcement & Obituary page etc.	200 6 1 5
	(Explain accordingly)	(6Marks)
Q.5.	Explain the characteristics of journalist.	
Ans:	Characteristics of journalist	(2Marks)
	1. Honest	
	2. Tireless	
	3. Bold	
9	4. Courteous	
	5. Compassionate6. Humble, yet proud	
	7. Curious	
	8. Creative	
	9. Shrewd	
	10. Jack of all trades, master of none	(CX 4 - J - X
	(Need to explain accordingly)	(6Marks)
Q.6.	Define magazine. Enlist the part of magazine and explain any two.	
Ans:	Definition magazine: - A periodical publication containing articles and illustrations,	(2Marks)
	often on a particular subject or aimed at a particular readership.	
	Part of Magazine	
	1. Cover	(2Marks)
	2. Cover pages	
	3. Table of contents	g 7
	4. Imprint / contributors / Writers	
	5. Letter from the editors	,
	6. Articles	9-
	7. Back of the book	(4Marks)
	(Need to explain accordingly)	(IIII III III I
	Explain the advantages of using photographs in news paper	
Q.7.		
Q.7.	Advantages of photographs	(8Marks)
		(8Marks)
	Advantages of photographs 1. Images grab attention 2. Images tell a story	(8Marks)
	Advantages of photographs 1. Images grab attention 2. Images tell a story 3. Images can convey a message quickly	(8Marks)
	Advantages of photographs 1. Images grab attention 2. Images tell a story	(8Marks)

Q.8.	Define newspaper and explain the function of newspaper.			
Ans:	Definition of newspaper: A printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.	(2Marks)		
	A newspaper is a periodical publication containing written information about current events.			
	The four basic functions of a newspaper are			
	1. To inform: Newspapers provide facts that readers must have in order to be informed citizens and to make decisions.	(6Marks)		
	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.			
Q.9.	What do you mean by news? Explain the characteristics of news.			
Ans:	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	(2Marks)		
	Characteristics of news 1) News have geographical boundaries 2) News is always revealing 3) News is an experience of the second	(6Marks)		
	 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 			
Q.10	7) They read what they consider is news. (Need to explain accordingly)			
1.	Write short notes (Any two)			
	Scope and importance agricultural journalism.			
Ans:	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.	(4Marks)		
	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.			

2.	Sources of agricultural news.	3184
Ans:	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. 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. Subject matter – when tied to an event, situation, development or a problem of news value.	(4Marks)
3.	Proof Reading	- Marchidana
Ans:	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. 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. 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. SECTION "B"	(4Marks)
Q.11	Do as directed	
	1) What is layout?	
	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. 2) ABC of journalism is	(1Mark)
	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. 4) Define readability	(1Mark)
	a recommendation of the contraction of the contract	

		 Press Trust of India 2) United News of Ind Samachar Bharti (SB) 5) Samachar (A 	ia 3)	Hindustan Samachar	(1Mark	
•	6) D	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 7) Define illustration					
	. flye clari may	An illustration is a decoration, interpretate cept or process, designed for integration in rs, magazines, books, teaching materials, anima An illustration is a drawing, painting or pairies, illuminates, visually represents, or mere be of a literary or commercial nature per section folder	publi ation rinte	shed media, such as posters, s, video games and films. <i>OR</i> d work of art which explains,	(1Mark)	
Yuday cikin i	Folc	der is a single piece of paper folded once	or ty	wice and reading material is	(1Mark)	
Q 12		ented in sequence. cose the correct option. (Each question carry	1 ma	rk)	magazi, a	
	1) Which of the following is not the principle of journalism?					
	a)	Responsibility	b)	Sincerity, truthfulness and ac	curacy	
	c)	Objectivity/impartiality	d)	Dependence		
	2) First ICAR publication started in 1948					
	a)	Indian farming	b)	Krishi chayanika	Mary annual and a second	
	c)	Kheti	d)	None of these	MAC S. ST.	
	3) Editorial means					
	a)	A piece of interview	b)	A point of view of newspape	r	
	c)	The News of important well-known people	d)	None of these		
	4) \	4) Which one of the following writing explores the background, the birth and growth 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	W. Farmer	
	c)	Caption	d)	None of these		

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) 1	The important Six elements considered for w	ritin	g 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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