



**FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

## **Agricultural Journalism**

### **Meaning, definition and importance**

The word journalism is derived from Journal which means a daily register or a diary. To-day the word journal also connotes a newspaper, published every day or even less often or a magazine. Thus Journalism means the communication of information regarding the events of a day through written words, sounds or pictures. And a journalist is a person who writes for or conducts a newspaper or a magazine. He is also called a press man.

### **Meaning, Definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism**

#### **Meaning & Definition**

*Agricultural journalism is a specialized branch of journalism which deals with the techniques of receiving, writing, editing and reporting from information through the media like newspapers, periodicals, radio, TV, advertising etc. and the management processes connected with such production. It is the timely reporting and editing with words and photography of agricultural news and information for newspaper, magazine, radio and television.*

Agricultural journalism is otherwise known as Farm journalism. Farm journalism is playing a great role in communication with farm people, homemakers, etc. Newspaper stories, magazine article, leaflets, pamphlets, bulletins, circular letters, wall newspapers and radio scripts are increasingly being written by the extension staff and read or listened to. The written work is helping to make advisory work with farm people more interesting.

It covers a wide range of subject areas, assessing all stages from agricultural research and production to processing, marketing, consumption, nutrition and health.

It is easy enough to guess from the name, journalism which specifically focuses on agriculture-related issues constitutes Agriculture Journalism. An agriculture journalist is expected to bring with him or her, an appreciation for the agriculture industry while simultaneously, also ensuring that they ask critical

questions related to their field.

The subject areas include complex enterprises related to food, feed, fiber, renewable energy, natural resource management and rural development.

The training of agriculture journalists is similar to traditional journalists, except that they bring with them an understanding of agricultural systems. Thus, agricultural journalism is an applied theoretical field which is slowly emerging as a rewarding career option.

Journalism has got many branches such as medical journalism, engineering journalism, industrial journalism, agricultural journalism etc.

It is a practice of journalism applied to the extension of farm information

It is considered as two way vehicle

- ✓ To convey agricultural information
- ✓ To get genuine problems

History of Farm Journalism:

- ❖ First farm journal in the world was published in Paris in 1763, name was “DeAgriculture DeFrance”.
- ❖ This was followed in 1840 by census of agriculture by U. S. commerce department in Washington.
- ❖ 1842 – American Agriculturist Rural New Yorker – First for farmer.
- ❖ 1849 – First private publication by the farmers of Wisconsin – namely “Wisconsin Agriculturist”.
- ❖ 1847 – First journal for poultry – “Poultry World” from London.
- During middle of 19<sup>th</sup> century there were so many journals published from USA, U. K., and other countries covering various topics in agriculture.
- ❖ 1884 – “Wyoming Stockman” on livestock.
- ❖ 1897 – “Livestock reporter Weekly” U. S. (22,000 circulation)
- ❖ 1903 – “Denmark Dairyman” journal on Dairy.

At present total number of farm journal is more than 3,000. Out of 2200 have documented and 884 were from U. S. alone.

History of Farm Journalism in India :

History of farm journalism is 75 years old.

1914 – “Krishi Sudhar” (Hindi) –Agra.

1928 – “Zamin Ryot” – Nellore (A>P. ) – First regional farm journal.

1931 – Government department started publishing farmmagazine–  
“Agriculture and Livestock” – by Imperial council of Agril.Research.

1938 – Ryot – by Ryot Seva Sangh.

1938 – “Gaon” – Bihar government.

1946 – “Krishak Jagat” –

Nagpur (weekly). 1948 –

“Kheti” – ICAR.

1953 – Seva gram

In 1987 – There were 561 total farm journals.

- Maximum farm periodicals are in English followed byHindi,Bengali,Marathi.
- More than 5 periodicals – Gujarat, Tamil Nadu, A. P., Karnataka, Kerala,Punjab.
- Last seven years 40 % increase in number of farm journals.
- Average circulation in India of farm periodicals is3000.

To more than 5 lakhs total circulation

- a. Shetkari – maximum circulation -1.51 lakh.
- b. Intensive agriculture – Second number – 45,000 totalcirculation.
- c. Karshakan – Third 36,000 totalcirculation.

ICAR Publication :

1. Indianhorticulture
2. Indianlivestock
3. Indian Journal of AnimalScience
4. Indian farming
5. KrishiChayanika

6. Kheti (firststarted)
7. Phal –Phool

Ministry of Agriculture through Directorate of Extension :

1. Unnatkrishi
2. IntensiveAgriculture
3. HomeScience
4. Gharni
5. Agricultural ExtensionReview
6. Kurukshetra ( Hindi& English) – Dir. Of Ruraldepartment
7. Yojana (PlanningCommission)

Agricultural Universities :

1. Kisan Bharti – PantNagar
2. Farm Digest – PantNagar
3. Apna Patra – Udaipur(Raj.)
4. Sugi – Rahuri(Upkar)
5. ShetiBhati – Parbhani (MAU)
6. ParvatiyaKheti – Palampur (H.P.)
7. Changi Kheti – PAU,Ludhiana
8. Krishi Lok –Kannada
9. Haryana kheti – HAU,Hissar
10. Krishi Sansar – Bhubaneswar(Orrisa)
11. Krishi-Go-Vidya – GAU,Anand

First Agriculture University are offering courses in Agricultural Journalism in U.

G. level at G. B. Pant University and offers four courses of journalism at P. G. level.

Printing :

1. printing processes – letter press, offset, gravure / intast screen printing,duplication.
2. Composition – conventional.
3. Page make up – design and layout of a magazine /folder.
4. processwork.

Offset – complete page make up.

