



**FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

## **Agricultural Journalism**

Beginning Of Agricultural Journalism In India :

- 1) In India in 1905 imperial department of agriculture published the first Indian publication on agriculture.
- 2) First Hindi journal "KRISHI SUDHAR" was published from Agra in 1914.
- 3) In 1928 local weekly farm journal "Zamin Ryot" was started from Andhra Pradesh. It was first farm journal of India.
- 4) The imperial council of agricultural research initiated farm Journalism in India through the publication of "Agriculture and livestock in India" in 1931. It was the first Indian farm journal on both the research and extension. By the end of 1993, "Indian Journal of Agriculture Sciences" was brought out
- 5) Young farm graduate Mr. M. C. Bondriyo started first Hindi farm weekly "KRISHAK JAGAT".
- 6) The Imperial Council of Agriculture Research became the Indian Council of Agriculture Research. It undertook the publication of a dozen journals including "Indian horticulture", "Indian livestock", "Kheti", "Pashupalan", "Indian journal of animal science" and others.
- 7) Other agencies brought out "Yojana", "Panchayati Raj.", "Kurukshetra", "Rajasthan Vikas", "Kisani Samachar", "Kirshiaur Pashupalan", "Pragati" etc.
- 8) During mid sixties some farm writers and reporters founded "Indian Farm Journalist Association" (IFJA).
- 9) In New Delhi, Indian Farm Journalist Association (IFJA) for the first time organized world Exhibitions of farm journalism 1970 and documented the world dictionary of farm journals.

### **Principles of Farm Journalism**

Our purpose in writing is to communicate information. Therefore, our first consideration is our reader audience. If you were writing for a scientific paper, you would use a vocabulary and style different from what you would use when writing for the general public.

How clearly you communicate information to average readers depends on how well you select, sift and sort your facts

## 1. Select Facts

- a) Suitable subject matter. Does it meet a need? Is it timely? Is it of current interest? Does it.
- b) Readers: Who are the people you want to reach? What are their problem, interests and educational levels, Do they have the environment and capacity to make use of the information?
- c) Purpose of Publication: What do you want it to teach and accomplish? Do you want to stimulate interest in a programme or do you want to influence the people to do something?

## 2. Sift Facts

1. Sift essential facts necessary to give information clearly.
2. Screen out difficult concepts, which are beyond reader's experience or understanding (e.g.) pH value, calorific value.
3. Give layman an application of subject rather than a detailed explanation.
4. Express highlights.
5. Do not try to impress the lay reader with all you know.
6. Do not document everything.

## 3. Sort Facts

1. Arrange facts in logical order
2. Set out important points in 1-2-3 order (step by step)
3. Guide reader with attractive subheads and suitable illustrations and picture.

## 4. ABC's of Journalism

Accuracy, Brevity and Clarity which are fundamentals of good writing.

## 5. Adopt the following Tips for Readability

1. Short sentences, clear in meaning, simple in construction with few prepositional phrases and dependent clauses.
2. Simple words which are familiar and concrete words.
3. Personal or human - interest words.

## Role Of Agricultural Journalism In Agricultural Development:

- (1) Nowadays in modern agriculture, the need of exchanging agricultural ideas from one person to another is realized. In this process of communication, agricultural journalism

plays pivotal, role to create awareness and overcome ignorance.

- (2) Effective communication through agricultural journalism in India is emphasized to narrow down gap exists between the level of research finding available at agricultural research stations and the actual adoption and use of those by the farm people.
- (3) The need of the time is the continue flow of superior scientific technology from agricultural research stations to the farming community through different media within the shortest possible period. This is possible through agricultural journalism.
- (4) The effective communication between the research scientists and the farmers' needs for immediate feedback to bridge up gap, the journalist's role is understood as linking system.

The effective communication through agricultural journalism of new knowledge from its source of origin to its users provides useful involvement and active participation of technology generators and technology users.

- (5) The role of agricultural journalist comprise of functions facilitating the effective communication of new agricultural knowledge in such a way that it results effective use and adoption.
- (6) The crucial aim of the agricultural extension education is to bring about the advantageous changes into the farmers' and rural peoples' knowledge, skill, attitude, understanding, activeness, involvement in developmental efforts, participation and psychology; this could be brought about only through communication. Communication is interaction between the communicator the journalist and the people.