



FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES

AGRICULTURAL STORY (FARM MAGAZINE STORY)

Characteristics of farm magazine article:

- The article must be on any one topic of
- farmers interest It must have around
- 1500 and 2000 words
- It should have supporting illustrations

Difference between news story and magazine story:

News Story	Magazine story
Present Facts to ideas	Explores the background and the birth and growth of event
Event has to be recent	It is not necessary that the event has to be recent
Not necessarily seasonable	The feature has to be seasonable
Except in exceptional cases News writer does not give his name	The magazine article bears name of the writer
News writing, follows a certain set of pattern or form	You can try out the various ways such as flash back, experience, inverted pyramid, logical sequence etc.

Agricultural story types:

1. News features

These are based on news, or related to something that is news. In many cases, these are news follow ups, coming in the wake of the news. The fact that some farmer has won a prize for producing the best crop in the district goes as a news story soon after it is known. But you make use of this news to get more details not only about the cultivation practices which led to the prize crop but about the background to the farmer's decision to raise such a crop, the farmer himself, his farming history, your own impressions about the farmer and his crop, such details will go to make a good news feature.

2. Process or utility feature:

This type of story explains 'how to do' definite, concrete piece of work or 'how to build' some specific thing that will be useful in the farm or in the home. Your main idea in writing, a process story is to give the reader step by step directions for performing some helpful process or for making some useful construction.

3. General information feature;

The purpose of this type of feature is to 'tell' the reader about some problem of everyday interest and significance to him and how it is to be solved. Such stories can help him to improve his living to become successful in his farming, to try and do himself what others have done and do the everyday things better.

4. Experiencefeature:

An-other type frequently used by farm and home writers and popular with readers is the experience feature which makes good use of human interest.

A purely technical article, say, on improved practices of paddy, however, well written, tends to be sermonizing. But, if you were to write about how farmer Ram Singh was able to get a good harvest by following the package of practices, it changes its complexion, and farm readers will avidly read it and like it. The experience feature is of three kinds - the personal experience story, the confession story and third person (or persons) experiencestory.

(i) Personal experience story: In this type, you present the actual testimony of someone who is identified. The story itself is written in the first person and in a chatty conversational style, giving the reader a real, human intereststory.

(ii) Confession story: The person who 'confesses' gives again a personal life and experience story (in the first person singular), giving a much more intimate glimpse into not only his good points and success but also his omissions andfailures.

(iii) Third person experience story: An experience story can also be written about the experience of a third person or group ofpersons.

5. Personalityfeature

This is a kind of feature which devotes itself to 'describe' a single person. This story talks of the strong personality of someone well-known for his achievement and is meant to entertain and inspire the readers. This is always written about a person who is interesting. He must have to his credit something outstanding or unusual or unique views about life. The emphasis here is on the person and much less on his work or achievement.

Writing the agricultural story:

(a) Points to be considered before writing thestory:

You have to think of a few things before you settle down to write a story for farm magazine.

1. Select the subject for a story which caters to one or more of people's interest.
2. The subject chosen should have seasonableness.
3. The subject should not be of use only to a small section of the readers.
4. Consider next whether there is enough material.
5. Write an article on specific subject.
6. Prepare the plan.
7. Think about the title, the lead, the body, the conclusion and the photographs and Other illustrative material that should go with the article.

(b) Build your story now

1. Start writing the story by taking the lead. Let it contain your central idea
2. After the lead, follow your plan and write out the body and the conclusion.
3. Associate the name, of men, place and thing to enable the reader to identify them
4. In writing the article adopt one of the following techniques
 - (a) If it is a news feature, follow the 'inverted pyramid' pattern
 - (b) If it is an experience feature, chronological order will be more fitting.
 - (c) The 'flash-back' is another good 'technique- for writing an article
 - (d) While writing a process story, keep the logical sequence of steps in mind
5. Once you start writing story, keep on writing.
6. After you have finished writing, check on names dates, quotations and statistical data given in the story
7. Now keep the story in 'cold storage' for a day or two or for week or more.
8. Then take it out. If you do not like any part, rewrite it. Remember that your aim is simple and clear
9. Never Preach. Never sermonize.
10. The farmers are with the opinions of specialists and progressive farmers
11. Thus, make all changes you think are necessary. Make a final, clean copy.

GATHERING INFORMATION

SOURCES OF INFORMATION

News is happening all the time. People are being born or dying, banks are being robbed, roads are being planned, companies are making profits or losses, storms are destroying homes, courts are sending people to jail or freeing them, scientists are discovering new drugs. Every minute of every day something

newsworthy is happening somewhere in the world.

Even if you are a journalist working in a small country, something newsworthy is probably happening in your country at this moment, while you are reading this book. Your job as a journalist is to get information on those events and present it to your readers or listeners. But you cannot be everywhere all the time to see those events for yourself. So you need other ways of getting information on all those hundreds (maybe millions) of events you cannot witness yourself. When someone or something provides you with information, we call them **source**.

Sources of information can be people, letters, books, files, films, tapes - in fact, anything which journalists use to put news stories together. Sources are very important if you want to report on events or issues and explain the world to your audience. Journalists try to work as much as possible from their own observations, but this is often not possible. Some events or issues are finished before the journalist gets there. Others are like plants which only show their stem and leaves above the ground - the all-important roots are hidden from sight. Journalists who only report what they see can miss much of the news unless they have sources to tell them of more details or other aspects which are out of sight.

Types of sources

Journalists should deal in reliable facts, so it is important that the sources you use for writing stories can give you accurate information about what happened or what was said. But just as there are lots of different news events, so there are many different sources of information. Some of them will give you very accurate information and we call these sources *reliable* (because we can rely on what they say). Others are less reliable, but still useful, while some can hardly be trusted at all. The main way of judging sources of information is on their reliability.

1. Reporters

One of the most reliable sources of information (although not completely reliable) are other journalists. They may be your colleagues or reporters from a news agency which supplies your organisation. If they are well trained, experienced and objective, their reports will usually be accurate and can be trusted. However, if there are any essential facts missing from their reports, these will have to be provided. Either they will have to provide them or you will have to

find the missing facts yourself. Mistakes can happen. This is why news organisations should have a system for checking facts. A reporter's story should be checked by the news editor then the sub-editor. In small newsrooms, where the reporter may also be the editor or newsreader, the reporter must be especially careful in checking facts.

There is also the danger that reporters misinterpret what they think they see and then present that as a fact. This often happens when reporting such things as the size of a crowd. Unable to count every person in it, they make an estimate, often sharing their guesses with other journalists on the scene. This is just an estimate and any report which says "there were 40,000 people present" should be treated with caution, unless the reporter knows the exact number who came through the gate.

All sources, including reporters, are said to be reliable if we think they can be believed consistently. If a source is always correct in the information they provide, we will believe them next time. If they make a mistake, we may doubt what they say. Reliability is built up over time.

2. Primary sources

Often the source is someone at the centre of the event or issue. We call such people *primary sources*. It might be a man who fell 1,000 metres from an aircraft and lived to tell the tale; or a union leader who is leading wage negotiations. They are usually the best sources of information about their part of what happened. They should be able to give you accurate details and also supply strong comments.

Of course, just because a person was present at an event does not mean that they are either accurate or fair. The fall survivor may have injured his head after landing and so be confused. The union leader will want to present his side in the best light. It is vital to double-check and cross-check facts with other sources.

A word of warning here: If any of your sources, however reliable, gives you information which is defamatory, you can still be taken to court for using it. You are responsible for deciding whether or not to publish the defamatory material.

3. Written sources

Not all primary sources will be spoken. Written reports can make an

excellent source of information for a journalist. They are usually written after a lot of research by the authors, they have been checked for accuracy and are usually published with official approval.

However, just because information is printed, that does not mean that it is reliable. With typewriters, computers and modern technology, it is relatively easy to produce printed material. You must look at who has produced the document. Are they in a position to know enough about the topic and have access to the reliable facts? Do they have a reputation for reliability?

This is especially important with information on the Internet. Anyone can put information onto the Internet and unless you know how trustworthy they are you cannot judge the reliability of what they write.

One advantage of the Internet is that you can quickly cross-check numerous sources, but beware: a mistake on one site can easily and rapidly be repeated by people writing on other sites. Even major online references such as Wikipedia rely on volunteers writing the entries and checking their accuracy and there have been numerous cases of people using entries in Wikipedia and other online reference works to spread untruths.

In many countries, official transcripts of the proceedings of a court or parliament have some legal protection from actions for defamation.

4. Leaked documents

You may occasionally be given documents which have not been officially released to the press. They may be given to you by someone in a company or government department who does not want to be seen giving them to the media. We call these *leaked* documents.

Documents are often leaked by people who believe that the public should know the contents (such as an environmental report), but who are unable to reveal it in public themselves, perhaps because they do not have the authority to do so. In some cases, documents are leaked by a person to gain an advantage over someone else, perhaps someone who is criticised in the report.

Leaked documents are often excellent sources of news stories because they can contain information which someone wants to keep secret. This might be a plan to do something which the public might oppose, such as bulldozing homes to make a new road. It might be a report on corruption within an organisation which the heads of that organisation do not want to be publicly

known. Just because a government, company or other group does not want information to be known, that does not mean that you should not report it. If you believe that it is important to inform your readers or listeners of certain facts, you must do that, even if the information was given to you unofficially. Of course, like any information, leaked documents must still be checked for accuracy before they can be used.

There are also legal dangers to consider when using leaked documents. They might, for instance, have been stolen. It is usually an offence to receive stolen property if you think it could have been stolen, even if it is only a few sheets of paper. As we explain in the chapters on investigative reporting, photocopying the document then returning it is often a way to overcome this problem.

Leaked documents could also be covered by copyright, so you could be breaking the law by quoting directly from them. You are on safer ground in reporting the substance of what was said, in your own words.

5.Secondarysources

Secondary sources are those people who do not make the news, but who pass it on. The official police report of an incident or comments by someone's press officer can be called secondary sources. Secondary sources are not usually as reliable as primary sources.

Most eyewitnesses should be treated as secondary sources for journalists because, although they are able to tell what they think they have seen, they are often not trained for such work and can be very inaccurate, without meaning to be.

You have to assess the reliability of secondary sources and if necessary tell your readers or listeners where the information came from.

6.Tip-offs

Occasionally someone will call with a story tip-off but refuse to give their name. These are said to be *anonymous* (meaning "no name"). These are the most dangerous sources of information and should only be used with extreme caution. Although anonymous tip-offs can provide good story ideas, they must never be used without a lot of checking. If they are wrong, you will be held directly responsible unless you have checked what they said with other more reliable sources.

Often people who ring up with a tip-off will tell you their name if asked,

but on the promise that you do not reveal their name to anyone else. You must still cross-check what they say because, of course, you cannot quote them as your source if there is any dispute about accuracy, for example if you are taken to court for defamation

7.Pressrelease

Press Releases are generally used for the release of a particular news. The Press Release contain worthwhile material which has some news value. A Press Release provide facts and information of interest to readers and cover all aspects of a specific subject.

8.Pressnotes

The press notes are less formal in character. These are also issued on important official matters e.g. raising or lowering of tariff rates, price fixation of food grains, subsidy announcement of seeds, fertilizer etc. Apart from the name of department, place and date, a press note mentions headings. Unlike the press communiqué, the newspaper can edit or condense the press notes.

9.Handouts

The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, question and answers in Parliament or legislature and the developmental programmes of government departments. It covers the name of the information department. No official handout is issued, if the minister or a government official has spoken in his personal capacity.

10. Pressstatement

The statements are usually given by known people, then he shares his statement with media and later this becomes press statement.

News Agencies

1. Press Trust of India

Press Trust of India (PTI) is India's premier news agency, having a reach as vast as the Indian Railways. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day to feed the expansive appetite of the diverse subscribers, who include the mainstream media, the specialized presses, research groups, companies, and government and non-

governmental organizations.

PTI correspondents are also based in leading capitals and important business and administrative centres around the world. It also has exchange arrangements with several foreign news agencies to magnify its global news footprint.

Currently, PTI commands 90 per cent of new agency market share in India. PTI was registered in 1947 and started functioning in 1949. Today, after 65 years of its service, PTI can well and truly take pride in the legacy of its work, and in its contribution towards the building of a free and fair Press in India.

2. United News of India

The United News of India (UNI), founded in 1961, has emerged as one of the largest news agencies in India with several hundred subscribers across the length and breadth of the nation.

The agency's subscribers include newspapers published in 14 languages, All India Radio and Doordarshan, the Prime Minister's Office as well as Union Ministers' offices, Central and State governments, corporate and commercial houses besides electronic and web based media.

Having started its commercial operations on March 21, 1961, UNI has developed over the years to launch innovative steps and ideas that proved to be of immense benefit not only for its subscribers but to journalism as a whole. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.

UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that continues to provide Hindi newspapers and media organisations a comprehensive package of national, international, regional, sports and commercial news in their language of publication.

UNI pioneered a national news photo service in 1987. From dispatching just about a dozen black and white photographs through courier to subscribers, it now uses the latest technology to make available digital colour photos numbering nearly 150 from all over the country. The agency also has a tie up with Xinhua to supply international photos.

UNI remains the first and only news agency in the world to supply news in Urdu. UNI Urdu Service was launched on June 5, 1992. The service caters to

newspapers, radio and television stations and government offices. Its ever expanding network covers Delhi, Uttar Pradesh, Madhya Pradesh, Bihar, Maharashtra, Karnataka, Andhra Pradesh and Jammu & Kashmir.

3. Hindustan Samachar: It is a multilingual news agency in India subscribed by more than 200 newspapers and almost all the news channels including Door Darshan (DD). It was set up in 1948 by S. S. Apte, offering its services in languages i. e. Bengali, Oriya, Assamese, Telugu, Malayalam, Urdu, Punjabi, Gujarati, Hindi and Marathi.

In 1951 the Government of Bihar subscribed to the Hindustan Samachar, followed by many states in India. All India Radio and Radio Nepal were once subscribers. A year after a state of emergency was declared in India in 1975, Hindustan Samachar was merged with Press Trust of India, United News of India and Samachar Bharati to form the media monopoly Samachar.

4. Samachar Bharti (SB)

It is a news agency based in India. It is headquartered in Bhopal and is a nonprofit cooperative among more than 500 Indian newspaper. Its main focus is the production of independent news and analysis about events and processes affecting economic, social and political development Samachar bharti began its operation in 1967 supported by the governments of Bihar, Gujarat, Rajasthan and Karnataka which held almost fifty per cent of its shares. Jayaprakash Narayan was its first Chairman. In 1973, it started an annual reference manual in Hindi called "Desh Aur Duniya". It also had a feature service "Bharati". On 26 July 1975, during the emergency period, the government of India took a decision to merge Samachar Bharti with Press Trust of India, United News of India and Hindustan Samachar to form a single nationalised news agency of India. The employees' unions of the four agencies passed the resolutions accepting the idea of forming a single news entity. Finally in February 1976, Samachar Bharti was merged along with other three agencies to form a Nationalized news agency, Samachar.

5. Samachar

Samachar was founded in February 1976, after the merger of United News of India, Press Trust of India, Samachar Bharati and Hindustan Samachar. The news agency was directly under the control of the government of India.

After the defeat of Indira Gandhi's government in 1977 election, Kuldeep

Nayar Committee was formed to examine the structure of Samachar as news agency. On 14 November 1977, the committee recommended the independence of the four news agency as they were before the emergency period. Thus on 14 April 1978, all four news agencies split from Samachar, and Samachar became the news portal of Government of India.