



**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY,
ODISHA, GUNUPUR
(GIET UNIVERSITY)**

**B. Sc. (Ag.) (Sixth Semester) Examinations, April – 2025
EE (E)-321 – Agricultural Journalism**

Time: 2 hrs

Maximum : 50 Marks

The figures in the right hand margin indicate marks.

PART – A

Q.1. Fill in the blanks with suitable word / figure.

(0.5 x 10 = 5 Marks)

- a. The **5Ws and 1H** in journalism stand for Who, What, _____, Where, Why, and How.
- b. TRP= Television Rating _____
- c. “What we learned” is an important component of _____ story
- d. Headline should consist of _____ words
- e. FAO journal published by Food and Agricultural Organisation is located at _____
- f. Example of Regional Newspaper is _____
- g. Radio Namaskar in Odisha is an example of _____ Radio.
- h. The Hindu publishes article related to agriculture in _____ day of week.
- i. World Press Day is celebrated on _____
- j. _____ magazine is published by Ministry of information and Broadcasting

Q. 2. Define (or) Explain the following in one or two sentences.

(1 x 5 = 5 Marks)

- a. Community Radio
- b. Communication
- c. Photojournalism
- d. News Story
- e. Training of agricultural journalist

Q3. Match the following

(0.5 x 10 = 5 Marks)

Column – A

Column – B

- | | |
|--------------------------|---|
| (a) Kurukshetra | (i) Broadsheet Newspaper |
| (b) Proof reading | (ii) Radio and TV |
| (c) Nature | (iii) Regional Newspaper |
| (d) Masthead | (iv) Checking grammar and spellings |
| (e) World Press day | (v) Newspaper Name and Logo on front page |
| (f) Television Day | (vi) International Journal |
| (g) The Indian Express | (vii) 21 st November |
| (h) The Samaja | (viii) Magazine |
| (i) Broadcast journalism | (ix) Sensationalism of News |
| (j) Yellow Journalism | (x) 16 th November |

Q4. Write True or False against each statement

(0.5 x 10 = 5 Marks)

- a. One of the principles of layouting is symmetry.
- b. One of the significant issues for agricultural journalists is the lack of funding and resources to travel to remote rural areas for field reporting.
- c. Printing ink colours are Grey, Magenta and Red.
- d. Agricultural Journalists has been largely neglecting small and marginal farmers in India
- e. Investigative journalism does research before publishing the facts whereas agriculture journalism does not carry out any research before publishing.
- f. Agricultural journalism mainly focuses on covering issues related to agriculture, rural development, and farming communities.
- g. The founder of Indian Press is Lord Livingstone
- h. An agricultural journalist should always verify the sources of information to ensure accuracy and avoid spreading misinformation.
- i. India's first Hindi newspaper is Kheti.
- j. Ambush journalism is the demeaning of females in mainstream media by authoritative countries.

PART – B

Attempt ANY FIVE questions. All question carries equal marks

(6 x 5 = 30 Marks)

5. What are the various sources and methods that assist agricultural journalists in preparing effective news stories related to agriculture?
6. What are the long-standing problems in Agricultural journalism
7. What is the difference between Newspaper and Magazine Readers.
8. What is Layouting. List out the principles of layouting. why layouting is important. (1+2+3)
9. Write short notes of **any 2 (two)**
 - a) Kinds of Newspaper
 - b) Editorial Mechanics
 - c) Treatment of Agricultural Story
10. List out different types of journalism. How agricultural journalism is similar to other journalism. (2+4)

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