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GIET UNIVERSITY, GUNUPUR – 765022
B. Sc. (AG) (Sixth Semester) Examinations, June – 2021
EC-362 - 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. _____ means the occupation of publishing, editing or writing for a newspaper.
- b. The first newspaper published in India was the _____
- c. The _____ is the heart of a news story
- d. A _____ is a handwritten text on paper, cloth, metal, palm leaves, rocks, leather, wood or any other material.
- e. Amplitude modulation (AM) in the older method of _____ broadcasting, and it is still in use.
- f. The first page of website is called _____
- g. Journalism as the _____ pillar of democracy
- h. _____ generally refers to up-to-the-minute news
- i. The first story in a news bulletin or on the front page of a newspaper _____
- j. For news story _____ type of pyramid in writing should be followed

Q. 2. Define (or) Explain the following in one or two sentences. (5 x 1.0 = 5 Marks)

- a. Editing
- B.soft news
- c. Photo journalism
- d. Proofreading
- e. Caption writing

Q3. Match the following (0.5 x 10 = 5 Marks)

Column – A

- (a) Jatra
- (b) DTP system
- (c) All India Radio
- (d) Prasar Bharati
- (e) Satellite Instructional Television Experiment (SITE)
- (f) The era of talkie films began in India
- (g) synonymous with gateway for a World Wide Website.
- (h) ongoing diary or commentary by an individual
- (i) democratic or street journalism
- (j) opposite of main stream journalism

Column – B

- (i) Print media
- (ii) Folk media
- (iii) Advocacy journalism
- (iv) Citizen journalism
- (v) blog
- (vi) Portal
- (vii) 1931
- (viii) 1936
- (ix) 1997
- (x) 1975-76

Q4. Write True or False against each statement

(0.5 x 10 = 5 Marks)

- a. A documentary film is a factual film or something that describes facts or history.
- b. Direct to Home(DTH) is A term used to internet facility broadcasts intended for home reception
- c. Video cassette recorders (vcRs)was also a very useful device for editing.
- d. Social media runs primarily on user generated content
- e. Flyers or handbills are a single page unfolded leaflets usually meant for advertising services or products
- f. News has geographical boundaries
- g. Abstracting from research and scientific materials is not a source for agricultural information
- h. Reporter name printed in the story is called by line
- i. Lithography is a method of printing
- j. Proofreading is not essential in news story

PART – B

Attempt ANY FIVE questions. All question carries equal marks

(6 x 5 = 30 Marks)

5. Define agricultural journalism. Describe briefly about the various principles of journalism with suitable examples
6. Explain in detail about the role of computers, Internet and multimedia technologies on communications.
7. Describe process of success story writing related to agriculture
8. Write the guidelines for script writing for TV/video programme
9. Write short note any Two
 - a) scope of agricultural journalism
 - b) Editorial mechanics
 - c)Gathering agricultural information
10. Explain the difference between
 - a) Blogging vs. journalism
 - b) Print media vs. Online media
 - c) Newspaper vs. Magazine

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