

Agricultural Extension And Farm Journalism

The 2nd Fully Revised Edition of the very well accepted book contains all the relevant, updated and revised topics including current and emerging areas pertaining to extension science which includes Concepts and Principles of Extension, Rural Sociology and Psychology, Research Methodology, Developmental Schemes in India, Management, Programme Planning and Evaluation, Process of Communication, Information and Communication Technology, Diffusion of Innovation, Training for Development, Farm Journalism, Women empowerment and Gender Mainstreaming. The data has been fully updated with years clearly marked against each to avoid confusion. Students who are aspiring to become experts in the field of Extension Science, this book will be quite helpful for them to prepare for all competitive exams including ARS and PG entrance examination in addition to equipping them in all the dimensions of extension education.

Agricultural Extension is the application of scientific research and knowledge to agricultural practices through farmer education. It plays a crucial role in promoting agricultural productivity, increasing food security, improving rural livelihoods, and promoting agriculture for the economic growth of every country. The study of Agricultural Extension as a subject is interwoven with different concepts, facts and figures. The objective of preparing this book is to help the readers to quickly grasp the concepts in a comprehensive, systematic and effective manner. The compilation of this book is mainly to present the relevant concepts being asked in various examinations being conducted by ASRB, ARS, SRF, JRF/NET and other entrance examinations. The concepts under each heading gives an overall idea about different aspects of Agricultural Extension. It gives insights and acts as a quick guide on Agricultural Extension. Moreover, the abbreviations given at the end will give the candidates an overall idea about the questions being asked in competitive examinations. Since efforts were made to compile the reliable information, there may be some important concepts be missing. If so, the readers are welcome to give their valuable suggestions and to point out errors, if any, for improving the quality of the book.

The sports journalist of today needs to be well equipped for the digital age. From the challenges of minute-by-minute reporting to the demands of writing for online outlets, blogging and podcasting, sports journalism is now fully immersed in new and social media. Sports Journalism will give you the skills you need to navigate these new platforms, whilst also teaching you the basics of interviewing, reporting, feature writing for print and commentary for radio and television.

Agricultural Extension and Farm Journalism COMMUNICATION TECHNIQUES IN FARM EXTENSION Scientific Publishers

This paper aims to test this hypothesis and to contribute to better understanding of strategies to revitalize the agricultural extension system in Malawi. Specifically, it examines the interplay between the fertilizer subsidy and access to extension services, and their impact on farm productivity and food security in Malawi. Results show that the fertilizer subsidy has inconsistent impact on farm productivity and food security; at the same time, access to agricultural advice was consistently insignificant in explaining farm productivity and food security. Further analysis, however, shows that when access to extension services is unpacked to include indicators of usefulness and farmers' satisfaction, these indicators were statistically significant. Households who reported that they received very useful agricultural

advice had greater productivity and greater food security than those who reported receiving advice that they considered not useful. This result implies the need to ensure the provision of relevant and useful agricultural advice to increase the likelihood of achieving agricultural development outcomes

In recent future, global food insecurity is going to be most menacing problem for human being. In a populated country like India, the potential of mass media for agricultural extension is still not properly exploited. This book primarily focuses on different farm information communicated through newspapers and radio; particularly on farm information communicated by popular Bengali Newspapers and three radio broadcasts of All India Radio, Kolkata. At the same time, opinion of the farm people regarding farm information, disseminated by these two media and some credibility issues related to it are also enlightened.

This is a collection of essays by prominent Indian and South Asian environmental journalists. The essays examine this specialisation of journalism both historically and in the present. Underlying almost all the essays is the changing nature of media in the region and the dilemmas facing environmental journalists writing on a subject that is a new entrant to the field of journalism. The essays cover the topic both in a detailed and serious manner, and at the same time the varied background of the writers ensures that there is a wide range of realities and experiences from the field. This is the first book on environmental journalism in South Asia. It provides an important benchmark for journalism in the region as well as an excellent source of material for the future evolution of environmental journalism. Apart from essays from India, there are contributions from Pakistan, Bangladesh, Sri Lanka, Nepal and the Maldives. A must-read for all.

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This set of papers addresses a single theme: the effectiveness of traditional methods of agricultural extension and basic education and the value of alternative approaches using the mass media. The research has found: (i) that farmers' educational level is positively and significantly related to farm management, but the relationship between extension services and farm management is unclear; and (ii) radio can be a cost-effective way of providing or supporting formal education. Two papers review the literature on the subject, and three case studies follow. The papers conclude that, although the evidence on extension services and on the use of mass media is mixed, there is a case for expanding and improving the use of mass media, both as a support to extension services, and as a way of reaching farmers, including women farmers. Further research into the modalities of using mass media, the best ways of combining media, and the linking of mass media with extension services is recommended.

With reference to India.

The nature of rural life and food production is changing dramatically but remains overlooked by the major media. The Invisible Farm provides the first substantial accounting of this problem, addressing issues such as habitat destruction, loss of

biodiversity, pollution, and soil degradation. Pawlick supplies readers with frightening examples of events taking place worldwide without public awareness. As these environmental problems get worse, farm reporters are disappearing from newspapers and television. Rural news and environmental issues are increasingly neglected. Pawlick argues that this lack of interest is partly due to less agricultural journalism training at universities. As a result, massive changes in farming, distribution, and production continue unabated while the consuming public is left uninformed. A Burnham Publishers book

The Encyclopedia of American Journalism explores the distinctions found in print media, radio, television, and the internet. This work seeks to document the role of these different forms of journalism in the formation of America's understanding and reaction to political campaigns, war, peace, protest, slavery, consumer rights, civil rights, immigration, unionism, feminism, environmentalism, globalization, and more. This work also explores the intersections between journalism and other phenomena in American Society, such as law, crime, business, and consumption. The evolution of journalism's ethical standards is discussed, as well as the important libel and defamation trials that have influenced journalistic practice, its legal protection, and legal responsibilities. Topics covered include: Associations and Organizations; Historical Overview and Practice; Individuals; Journalism in American History; Laws, Acts, and Legislation; Print, Broadcast, Newsgroups, and Corporations; Technologies. This book comprehensively covers three broad areas which one could not find from any single source. The major areas includes Farm Journalism which deals with basic concept and dimensions, principles, genesis and growth, journalism and mass media, ideals, functions and canons of journalism, ethics of journalism, art of speech, readability meaning, definition and formula for readability, newspaper makeup, E-journalism - online journalism, types of leads, writing feature stories, news, types of news, photo journalism, reporting - qualities of a good reporter, reporting skills, editing, balancing news paper. The cyber extension, information and communication technology (ICTs) covers genesis with development of instructional technologies, application of multimedia in agricultural extensions, Interactive video disc, cyber extension, information and communication technologies (ICTs), expert system, agri-portal, tele conferencing and its application, audio conferencing, video conferencing, trends of development in ICT. Finally, the new topic which is not covered in any of the text book of this nature is transfer of technology efforts - problems tree analysis. It will be of immense helpful to the field level extension functionaries and students communities to strengthen their communication skills. With rapid strides in agricultural sciences virtually, there is an information explosion. Mass media including newspaper, magazine, radio, TV are coming out with more and more agricultural information support programmes. This book act as an interface between media managers and professionals for the development of agricultural front.

This publication reviews key trends and policy developments aimed at reforming agricultural extension systems, in order to address issues of food security, poverty alleviation and rural sustainable development. It highlights the importance of the public sector in promoting rural development through extension and communication. A number of recommendations are made for developing countries, which seek to encourage institutional reforms and dialogue among diverse providers of extension services, all aimed at advancing livelihoods and income generation of poor rural people.

This comprehensive edited collection provides key contributions in the field, mapping out fundamental topics and analysing current trends through an international lens. Offering a collection of invited contributions from scholars across the world, the volume is structured in seven parts, each exploring an aspect of local media and journalism. It brings together and consolidates the latest research and theorisations from the field, and provides fresh understandings of local media from a comparative perspective and within a global context. This volume reaches across national, cultural, technological and socio-economic boundaries to bring new understandings to the dominant foci of research in the field and highlights interconnection and thematic links.

Addressing the significant changes local media and journalism have undergone in the last decade, the collection explores the history, politics, ethics and contents of local media, as well as delving deeper into the business and practices that affect not only the journalists and media-makers involved, but consumers and communities as well. For students and researchers in the fields of journalism studies, journalism education, cultural studies, and media and communications programmes, this is the comprehensive guide to local media and journalism.

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