

Agricultural Journalism

Curriculum:

- Unit – I** Meaning, Nature, Scope and Characteristics of Agricultural Journalism; Agricultural Movement in India, Media and Green Revolution; Role and Significance of Media in Agrigarian Society; Status of Agricultural Journalism in India.
- Unit –II** Agriculture; Present Status of Production and Economic Condition of Farmers in Gujarat, The Present Agricultural Policy of India and Gujarat, Services and Implementation of Agriculture Related Departmental Programmes.
- Unit – III** Agricultural Media Reporting, Features, Interviews Articles, Analytical Stories, Techniques and Terminologies, Agriculture and Media. Agriculture Supplements of Daily Newspapers, Agricultural Journals, Em inent Agricultural Scientists.
- Unit - IV** Agricultural Media Reporting; Interviews; Articles; Agriculture Movements in India, agricultural programs on TV Channels

Reference Books :

1. Claron Burnet: Agricultural news writing.
2. Nelson Antrim Cragard: Agricultural journalism.
3. Rodney Fox: Agricultural and Technical.