

# Hands on Training course on Agriculture journalism, SSC-404 (0+5) offered by Dept of Agril. Extension, UAS Bangalore

This course provides lot of insight about writing, editing, reporting and publishing skills which are very much required for the farm university graduates since they are going to disseminate the technical knowhow to the farming community using latest communication tools. Under this course students are exposed to various dimensions of journalism which include documentation of case studies, success stories, writing feature articles publishing farm literature, script for electronic media, photo journalism etc. Further under this course students are practically undergoing different activities related to journalism like content analysis, assessment of quality of article using readability formula, photo journalism, farm advertisement and so on which ultimately benefits agriculture students to take-up farm journalism as profession or use journalism principles and methods in the future field of interest.

## Important activities under the course

### News letter as a tool for writing and editing skills

As a part of Hands on Training course on agricultural journalism UAS Bangalore students learned the skills of writing and publishing the important events of the campus through news letter. Hon'ble Vice Chancellor, UASB releasing one of the news letters. It contains the report of campus survey on issues of current event, interview of few personalities excelled in the field of agricultural sciences besides providing space for documenting the hidden talents of the students.



## Journalism Day

In the view of the course i.e., Hands on Training on Agricultural journalism, Journalism day was celebrated where in few noted journalists from reputed news agencies viz., The Hindu, Prajavani, Vijayavani were invited and guest lectures were organised for the benefit of the students. Further as part of this event students have been exposed to skills related to photo journalism through practical sessions by noted photo journalists. In addition to these activities an exclusive photo exhibition was organised and the best photographs were given recognition.



**Exposure visit to institute of electronic media and mass communication,  
Central University Pondicherry.**

Journalism also includes electronic multimedia like radio, TV, video documentaries etc. As a part of this course work an exposure visit was organised to institute of electronic media and mass communication, Central university Pondicherry. Where in students got firsthand experience of conducting television interviews and news reading exercises.

The students of HOT were also got first hand information about village knowledge centres and using spacial data in disseminating timely and needfull information to the farmers located at geographically isolated area though organising visit to renowned institution M.S. Swaminathan Research Foundation, Chennai. During visit students also got an opportunity to interview father of Indian Green Revolution Dr. M. S. Swaminathan.

