

EXTENT OF AGRICULTURAL JOURNALISM SKILL OF THE POSTGRADUATE STUDENTS OF AGRICULTURE COLLEGE

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ABSTRACT

The agricultural journalism is a specialized branch of journalism which deals with the techniques of receiving, writing, editing and reporting of farm information through the media like newspapers, periodicals, magazines, radio, television, video, internet, animation and advertising. It also deals with appropriate farm photography, videos, audios, visuals, audiovisuals, written, animation and other modern forms of agricultural news and information. Along with many other scopes to accept as career options, agricultural graduates have enormous scopes in agricultural journalism. Considering this, a study on Journalism Skill of the Postgraduate Students of Agriculture College was conducted in the B. A. College of Agriculture of Anand Agricultural University; Anand. Study was conducted on a random sample of total 120 postgraduate students studying in various subjects of higher agriculture education. The data were collected through personal interview using structured interview schedule. The collected data were classified, tabulated, analyzed and interpreted in order to make the findings meaningful. The statistical measures viz. frequency and percentage were used to analyze data of the study.

Keywords: agricultural journalism, skill, postgraduate students

INTRODUCTION

Agriculture is becoming increasingly information intensive. At the same time, information and communication technology provides a range of sophisticated methods for enhancing communication with farmers. But much work remains to assess the effectiveness and feasibility of various communication strategies. Agricultural journalism is an emerging discipline and extension activities that offers agriculture information to Indian farmers. The agricultural journalism is self-supporting job of information and is based on a philosophy of farmers' participation in the generation of information. It helps to educate the farmers for new adaptive and iterative approach of technologies. It encourages the farmer-to-farmer communication and compensates to government and industry promotional campaigns. Today, agricultural journalism in India has got immense scopes because of considerable rate of literacy amongst new generation of farmers and farmwomen.

The agricultural or farm journalism is a specialized branch of journalism which deals with the techniques of receiving, writing, editing and reporting and offering farm information through the media like newspapers, periodicals, radio, TV, advertising and internet and the management processes connected with such production. It is the timely reporting and editing with words and photography, videos

and other audio, visual, audiovisual, written, animation and other modern forms of agricultural news and information. The agricultural journalism through the use of mass media is capable of reaching vast widespread audiences all the way through fast moving newspapers, radio broadcasts, TV telecast, internet and the celluloid films. A single broadcasting network today can reach millions of people at the same time. The world stands of the threshold of new communication systems which enable large number of citizens to regularly and effectively interact with each other. To make full use of the interactive information systems made possible by the computer technology, citizens can remain so well informed that they can be able to perform their duty adequately and efficiently to accelerate the speed of the process of development in different social fields.

Along with many other scopes to accept as career options for livelihood, agricultural graduates have enormous scopes in the agricultural journalism. Worldwide a range of agricultural journalism careers support agricultural industries, organizations, government agencies and universities. Agricultural journalists can hold positions as writers, editors, photographers, broadcasters, videographers, web content developers, content managers or public relations practitioners who develop and manage public relation campaigns, agricultural blogs and other social media coordinators and technical communicators. They can work for public relations

or advertising firms for agricultural clients, agricultural trade magazines, associations, nonprofit organizations, businesses, industries, government agencies, and universities and extension agencies. Considering this, present investigation was conducted.

OBJECTIVE

To study agricultural journalism skill of postgraduate students studying in higher agriculture education of AAU.

METHODOLOGY

The present investigation was conducted in the B. A. College of Agriculture of Anand Agricultural University, Anand. A random sample of total 120 postgraduate students studying in various subjects of higher agriculture education was selected for the study. The extent of agricultural journalism skill of the postgraduate were measured with the help of suitable scales with due modifications and structured schedules. In order to measure the extent of agricultural journalism skill, two indicators were selected based on review of literature and opinion of experts. The two indicators of the extent of agricultural journalism skills were fundamental journalism skill and particular journalism skill; in particular agricultural journalism skill total twelve sub-indicators were considered they were imitativeness, activism, persistence, work excellence, commitment to work contract, efficiency orientation, tackleness, persuasion, self-confidence, collaboration skills, interpersonal skills and time management behaviour. Each indicator was measured with the help of structural interview schedule. The collected data were classified, tabulated and analyzed in order to make the findings meaningful. The statistical measures such as percentage, mean score, and coefficient of correlation were used.

RESULTS AND DISCUSSION

Extent of agricultural journalism skill of the postgraduate students

Fundamental agricultural journalism skill

The fundamental agricultural journalism skill refers

to basic activity to be required to do as support system to be an agricultural journalist.

Table 1 : Postgraduate students according to extent of fundamental agricultural journalism skill

(n=120)			
Sr. No.	Extent of fundamental skill	No.	Per cent
1	Very low	00	00.00
2	Low	02	01.67
3	Medium	50	41.67
4	High	59	49.16
5	Very high	09	07.50

The collected data pertaining presented in the Table 1 that slightly less than half (49.16 per cent) of the postgraduate students had high extent of fundamental agricultural skill, while 41.67 and 07.50 per cent of them were with medium and very high extent of fundamental skill respectively, only 1.67 of them were with low, while none of them was with very low extent of fundamental agricultural journalism skill.

This might be due to exposure of academic activities of multi-dimensional subjects, practical agricultural research, extension related activities, self and realistic experience during Rural Area Working Experience programme. These findings are in line with Patel (2014) and Shashidharan (2013).

Particular agricultural journalism skill

There are many particular agricultural journalism competencies responsible for performing better as a journalist. They are ability to take initiatives, activeness in observing and acting on opportunities, persistence, work excellence in term of concern for high quality work, commitment to work contract, efficiency orientation, ability to tackle and solve problems, persuasion, self confidence, collaboration skills, interpersonal skills and time management behavior.

Table 2: Postgraduate students according to extent of particular agricultural journalism skill (n=120)

Sr. No.	Indicators	Extent of particular agricultural journalism skill				
		Very low	Low	Medium	High	Very high
1	Initiativeness	00 (00.00)	05 (05.17)	40 (33.33)	65 (54.17)	10 (08.33)
2	Activism	00 (00.00)	09 (07.50)	46 (38.33)	58 (48.34)	07 (05.83)
3	Persistence	00 (00.00)	06 (05.00)	34 (28.34)	73 (60.83)	07 (05.83)
4	Job excellence	00 (00.00)	01 (00.83)	35 (29.17)	77 (64.17)	07 (05.83)
5	Commitment to work contract	00 (00.00)	02 (01.67)	29 (24.16)	80 (66.67)	09 (07.50)

Sr. No.	Indicators	Extent of particular agricultural journalism skill				
		Very low	Low	Medium	High	Very high
7	Tackleness	00 (00.00)	03 (02.50)	37 (30.83)	68 (56.67)	12 (10.00)
8	Persuasion	01 (00.83)	05 (04.17)	37 (30.83)	69 (57.50)	08 (06.67)
9	Self Confidence	00 (00.00)	02 (01.67)	40 (33.33)	66 (55.00)	12 (10.00)
10	Collaboration Skills	00 (00.00)	18 (15.00)	24 (20.00)	57 (47.50)	21 (17.50)
11	Interpersonal skills	00 (00.00)	04 (03.33)	23 (19.17)	77 (64.17)	16 (13.33)
12	Time management behaviour	00 (00.00)	00 (00.00)	19 (15.83)	69 (57.50)	32 (26.67)

(Note: Figures in parenthesis indicate percentage)

(1) Initiativeness

Initiativeness refers to ability to turn ideas into action. It includes creativity, innovation and risk-taking as well as ability to plan and manage action in order to achieve objectives. Considering this, extent of initiativeness was studied in relation to skill of agricultural journalism. It is observed from the Table 2 that majority (54.17 per cent) of the postgraduate students had high extent of initiativeness, followed by 33.33 per cent with medium, 8.33 per cent with very high, 4.17 per cent low extent of initiativeness, respectively.

(2) Activism

The activism is policy or action of using vigorous campaigning to bring about political or social change. It is character to collect the information on current events. In this regards, the data presented in the Table 2 that slightly less than half (48.33 per cent) of the postgraduate students had high extent of activism, while 38.33, 7.50 and 5.83 per cent of them were medium, low and very high extent of activism, respectively.

(3) Persistence

The persistence is firmness or determined character shown by person in a course of action in spite of difficulty or opposition. This is the quality, which enables the person to develop determination to have a thorough job done at any cost in terms of personal sacrifice. Such quality is highly needed in the job of farm journalism. From the above table, it can be interpreted that majority (60.83 per cent) of the postgraduate students had high extent of persistence, while 28.34 and 05.83 Per cent of them had medium and very high extent of persistence, respectively. Only a merge number (5.00 per cent) of the respondents were with low extent of persistence.

(4) Work excellence

The work excellence is concern for high quality work. It is the quality of being outstanding or extremely good on work. It is degree to act to do things that meet or beat existing standards for quality. It states a desire to produce work of high quality and to favorably compare one’s own work to do that of others. It can be seen from the data presented in Table 2 that less than two-third (64.17 per cent) of the postgraduate students had high extent of work excellence, while 29.17 and 5.83 per cent of the postgraduate students had medium and very high extent of work excellence, respectively. It can be seen that only a merge number (00.83 per cent) of the respondents had low extent of work excellence.

(5) Commitment to work contract

The commitment to work contract is the state or quality of being dedicated to a cause, activity shown by an individual. The person does every sacrifice to get the task completed and also makes personal sacrifice or expands extraordinary efforts to complete a job. The result shown in Table 2 indicates that two-third (66.67 per cent) of the postgraduate students had high extent of commitment to work contract, while 24.16, 7.50 and 1.67 per cent of them were with medium, very high and low extent of commitment to work contract, respectively.

(6) Efficiency orientation

The determination to maintain the state or quality of being efficient is known as efficiency orientation. It makes person firm effort maker to get the task done within minimum costs and time. In this relation, data presented in Table 2 that slightly more than four-fifth each (87.50 per cent) of the postgraduate students had medium to high extent of efficiency orientation, while 8.33 and 04.17 per cent of them were with very high and low extent of efficiency orientation, respectively.

(7) Tackleness

It is ability to find out ways and means to tide over the difficult times. Realizing the need and to understand role of problem solving in developing journalism skill, information was collected and presented in Table 2 that somewhat more than half (56.67 per cent) of the postgraduate students had high extent of tackling ability, while 30.83, 10.00 and 02.50 per cent of the postgraduate students were with medium, very high, and low extent of tackling ability, respectively.

(8) Persuasion

It is the ability to successfully convince others to do what he or she actually wants from his subordinates. Realizing the need and to understand role of persuasion in developing agricultural journalism skill. Based on persuasion, the data presented in Table 2 that more than half (57.50 per cent) of the postgraduate students had high extent of quality of persuasion, followed by 30.83, 6.67, 4.17 and 0.83 per cent of them were with medium, very high, low and very low extent of persuasion.

(9) Self-confidence

It is a feeling of trust on own abilities, qualities and judgment. It is a strong faith or self-belief in oneself and the ability to complete a difficult task with challenge. It is apparent from the Table 2 that slightly more than half (55.00 per cent) of the postgraduate students had high extent of self confidence, while 33.33, 10.00 and 1.67 per cent of them were with medium, very high and low extent of self-confidence, respectively. None of them was with very low extent of self-confidence.

(10) Collaboration skill

It is a feeling of trust on own abilities, qualities and judgment. It is a strong faith or self-belief in oneself and the ability to complete a difficult task with challenge. It is observed from the Table 2 that slightly less than half (47.50 per cent) of the postgraduate students had high extent of collaboration skills, followed by 20.00, 17.50 and 15.00 per cent of them were with medium, very high and low extent of collaboration skills, respectively.

(11) Interpersonal skills

It is the ability to interact with people through effective listening, speaking, behaving and following through productive communication ability. It is important for students and journalists because it helps them connect with people and develops the other people friendly personality development. The data in Table 2 depicted that more than three-fifth (64.17 per cent) of the postgraduate students had high extent of interpersonal skills, while 19.17, 13.33 and 3.33 per cent of them were with medium, very high and low extent of

interpersonal skill, respectively.

(12) Time management behavior

It is the ability to use one's time effectively or productively, especially at work. Proper time management is the key to success for students. Those who stick to daily schedule can achieve goals in stipulated or short time. It can be seen from the data presented in Table 27 that slightly less than three-fifth (57.50 per cent) of the postgraduate students had high extent of time management ability, while 26.67 and 15.83 per cent of them were with very high and medium extent of time management ability, respectively. It was seen that none of them were with very low or low extent of time management ability.

CONCLUSION

From the results it's interpreted that a majority (56.66 per cent) of the postgraduate students had high to very high extent of fundamental agricultural journalism skill. While in case of particular agricultural journalism skills:

- ♦ Majority (62.50 per cent) of the postgraduate students had high to very high extent of initiativeness skill.
- ♦ More than half (54.16 per cent) of them had high to very high extent of activism skill.
- ♦ Majority (66.67 per cent) of the postgraduates had high to very high extent of persistence skill.
- ♦ Majority (70.00 per cent) of the respondents had high to very high extent of work excellence skill.
- ♦ Less about three fourth (74.17 per cent) of the postgraduates had high to very high extent of commitment to work contract skill.
- ♦ More than three-fifth (63.33 per cent) of the respondents had high to very high extent of efficiency orientation skill.
- ♦ More than three-fifth (66.67 per cent) of the postgraduates had high to very high extent of tackling ability skill.
- ♦ More than three-fifth (64.17 per cent) of the respondents had high to very high extent of persuasion quality skill.
- ♦ About more than three-fifth (65.00 per cent) of the respondents had high to very high extent of self-confidence.
- ♦ More than three-fifth (65.00 per cent) of the respondents had high to very high extent of collaboration skill.
- ♦ Slightly more than three-fourth (77.50 per cent) of the respondents had high to very high extent of Interpersonal skill.
- ♦ Slightly more than four-fifth (84.17 per cent) of the

respondents had high to very high extent of time management ability.

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