
Agricultural Extension And Farm Journalism

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Scientific Publishers

Before the beginning; Some beginnings in farm broadcasting; USDA weather; Market news broadcasting; USDA mainstream; New England radio news service; National networks and wire news services; National association of farm broadcasters; Sponsors; Preparing for a career in farm broadcasting.

Farm Journalism Wiley-Blackwell

"Professional perspectives of prominent agricultural journalists and Nexus Points throughout the book encourage additional discussion and debate among students, academicians and practitioners."--BOOK JACKET.

Review of Extension

Research Iowa State Press
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.

Pioneer Agricultural Journalists World Bank Publications

The effectiveness of an extension service relies on the knowledge and communication skills of the field staff who lead discussions with farmers in order to help them identify their own problems and train them in the available solutions. Communication in extension plays an important role in technology transfer, however, many field extension workers are poorly trained in this particular area and also in the development of educational materials. This publication was prepared as a teaching and learning guide for all those working in rural communities. It can be considered as an 'extension methodology

tool-box' to train extension field staff in their work at the village level.

Mass Media in Agricultural Extension Scientific Publishers

Abstract: May 1999 - The agriculture sector must nearly double biological yields on existing farmland to meet food needs, which will double in the next quarter century. A sustainable approach to providing agricultural extension services in developing countries-minimal external inputs, a systems orientation, pluralism, and arrangements that take advantage of the best incentives for farmers and extension service providers-will release the local knowledge, resources, common sense, and organizing ability of rural people. Is agricultural extension in developing countries up to the task of providing the information, ideas, and organization needed to meet food needs? What role should governments play in implementing or facilitating extension services? Roughly 80 percent of the world's extension is publicly funded and delivered by civil servants, providing a range of services to the farming population,

commercial producers, and disadvantaged target groups. Budgetary constraints and concerns about performance create pressure to show the payoff on investment in extension and to explore alternatives to publicly providing it. Feder, Willett, and Zijp analyze the challenges facing policymakers who must decide what role governments should play in implementing or facilitating extension services. Focusing on developing country experience, they identify generic challenges that make it difficult to organize extension: The magnitude of the task; Dependence on wider policy and other agency functions; Problems in identifying the cause and effect needed to enable accountability and to get political support and funding; Liability for public service functions beyond the transfer of agricultural knowledge and information; Fiscal sustainability; Inadequate interaction with knowledge generators. Feder, Willett, and Zijp show how various extension approaches were developed in attempts to overcome the challenges of extension: Improving extension

management; Decentralizing; Focusing on single commodities; Providing fee-for-service public extension services; Establishing institutional pluralism; Empowering people by using participatory approaches; Using appropriate media. Each of the approaches has weaknesses and strengths, and in their analysis the authors identify the ingredients that show promise. Rural people know when something is relevant and effective. The aspects of agricultural extension services that tend to be inherently low cost and build reciprocal, mutually trusting relationships are those most likely to produce commitment, accountability, political support, fiscal sustainability, and the kinds of effective interaction that generate knowledge. This paper-a joint product of Rural Development, Development Research Group, and the Rural Development Department-is part of a larger effort in the Bank to identify institutional and policy reforms needed to promote sustainable and equitable rural development. The authors may be contacted at gfeder@worldbank.org,

awillett@worldbank.org,
or wzijp@worldbank.org.

**Agricultural Literature
and the Farmer** Wiley-
Blackwell

This decision guide is intended to help extension professionals and their organizations make informed decisions on methods and approaches for providing information, technologies and services to rural producers and to facilitate interactions and knowledge flow. Expected users include field-based rural advisors, extension managers and programme planners.

**COMMUNICATION
TECHNIQUES IN FARM
EXTENSION** Food &
Agriculture Org.

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.

**Agricultural Extension
A Glimpse**

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Agricultural extension is an important tool for rural development, especially in less industrialized counties - extension workers play a vital role in educating farmers to produce better crops and more productive animals at lower cost. The new edition continues to present basic principles which can be applied to all situations, but has been revised to take account of the changes that have occurred during the last eight years. Major developments since the first edition was published in 1988 include: Increasing farm yield is no longer the only goal. Environmental conversation through sustainable farming practices is now an essential part of extension work following the 1992 Earth Summit which put sustainable development on the international political agenda, Participatory approaches ("empowerment") are now emphasised, Increased role of non-government

organizations in extension work; Availability of information technology in developing countries, Increasing stress on competition and the role of private enterprise
A Source Survey of Agricultural News in the Daily Press World Bank Publications
 Recommends the adoption of multiple strategies for agricultural extension and a flexible attitude by governments in addressing the issue. Agriculture contributes significantly to the growth of many developing countries. Its development is closely

linked to several key interrelated factors such as infrastructure, research, extension, farm inputs, rural credit, price policies, and marketing. This paper examines agricultural extension within this context, drawing on a variety of ongoing cases throughout the world. The author stresses the need for governments to define a specific strategy for extension and to re-examine the role of the public sector.
Communication in Extension Food & Agriculture Org.
 With reference to India.

Extension Service

Review Bib. Orton IICA / CATIE

Extension Service Circular The Country Press and Agricultural Extension A report of the Central American agricultural and home economics extension information seminar

A decision guide for rural advisory methods

Agricultural Extension Agricultural Communications

Agricultural Extension Farm Journalism

Brief Biographical Sketches of Some of the Early Editors in the Field of Agricultural Journalism

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