



Rayat Shikshan Sanstha's

D.P.BHOSALE COLLEGE KOREGAON

Department of B. Voc. Sustainable Agriculture

Guest lecture on

Journalism and mass communication in Agriculture

Journalism is that part of social activity, which is concerned, with the dissemination of news and views about the society. Modern journalism feeds five departments of mass communication. (1) Newspaper and periodicals, (2) Radio, (3) Television, (4) Films and (5) Advertising.

Journalism is the systematic and reliable dissemination of public information, public opinion and public entertainment by modern mass media of communication. In modern societies, journalism has become the media of mass education providing supplementary education to students at all stages and to the general masses - educated and uneducated.

All activities concerned with the communication of mass media is not journalism but the part of that activity involving writing, preparation and production of the communication messages is journalism. Thus, essentially journalists are writers, authors, reporters, correspondents, editors, sub-editors, interviewers, storywriters, scriptwriters, scenario editors and allied specialists.

Dr. S. D. Jadhav, (Vice principal and convener), introduced the lecture topic, Dr. Chavan B S . (Asso. Prof., and HOD Department of Marathi, D P Bhosale College Koregaon, Satara) was the resource person. He delivered his talk on Topic- 'Journalism and mass communication' and guided to student and encourage their knowledge about the Journalism. The lecture was attended by the college students.

The technical support was provided by Mrs. V. J. Kanase. The Lecture programme was ended by the vote of thanks given by Student Asif Attar.

Head,
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