DIPLOMA IN COMMUNICATION AND MEDIA
THE FACULTY OF COMMUNICATION AND MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA MELAKA

JOURNALISM ETHICS IN MALAYSIA ENTERTAINMENT INDUSTRY

ADVISOR:
DR. ABDUL RAUF BIN HJ RIZUAN

BY:
NURUL AYUNI BINTI MOHD NUZULRUDIN (2014246258)
NUR YASHIRA YASMIN BINTI AHMAD AZWADI (20142806686)
NUR WAN IZYAN HANI BINTI ABDUL AZIZ (2014877812)
SAKINAH BINTI SUHAIMI (2014841816)
VALENDITRO ANAK MATHIEW (2014298264)

A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR PROFESSIONAL PROJECT
(COM 363)

DIPLOMA IN COMMUNICATION AND MEDIA
OCTOBER 2016
Abstract

The title of this research paper is Journalism Ethics in Malaysia Entertainment Industry. This research paper is to find out the journalism ethics that have been practiced all this while by all the entertainment journalists and reporters in Malaysia. It shows how important journalism ethics is in writing a news. Journalism is a form of writing that tells people what already happened but they are not aware of it (Niles, 2015). While an entertainment journalists are the person who cover all the news and events within the industries of film, television, music, live events, video games, and others (Entertainment Journalist, 2016).

The problem statement of this research paper is in the current situation of the entertainment industry nowadays there are defamation writing and false news being spread to the public. Next, the libel statement and also manipulated pictures in the news actually gives bad impact towards the victims or the celebrity because it actually affect their career and daily lives. Lastly, there are journalists who do not follow the rules and the ethics in writing the news.

The main objectives of this research paper is to identify if there are a lot of defamation writing occurs in the entertainment industry, to determine does spreading of the false news affect the victims or the celebrities, to determine what causes the journalists tend to break the rules and the code of ethics of journalism, and to study does the code of ethics and rules play and important role in writing a news. In conclusion, defamation writing sometimes occurs because journalists want to create sensational stories, however the journalists should follow the rules and code of ethics to prevent unwanted problems from happening.
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0 INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>1.1 Background of Study</td>
<td>1-4</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>5-6</td>
</tr>
<tr>
<td>1.3 Research Questions</td>
<td>7</td>
</tr>
<tr>
<td>1.4 Research Objectives</td>
<td>7</td>
</tr>
<tr>
<td>1.5 Significant of Study</td>
<td>8-9</td>
</tr>
<tr>
<td>1.5.1 Policy</td>
<td></td>
</tr>
<tr>
<td>1.5.2 Practice</td>
<td></td>
</tr>
<tr>
<td>1.6 Limitation of Study</td>
<td>10-11</td>
</tr>
<tr>
<td>1.6.1 Time Constrain</td>
<td></td>
</tr>
<tr>
<td>1.6.2 Financial Constrain</td>
<td></td>
</tr>
<tr>
<td>1.6.3 Journal Regarding The Topic</td>
<td></td>
</tr>
<tr>
<td>1.6.4 Lack of Cooperations</td>
<td></td>
</tr>
<tr>
<td><strong>2.0 LITERATURE REVIEW</strong></td>
<td></td>
</tr>
<tr>
<td>2.1 What Is Journalism?</td>
<td>12-13</td>
</tr>
<tr>
<td>2.2 What Makes A Good Story?</td>
<td>14-15</td>
</tr>
<tr>
<td>2.3 Journalism As A Discipline of Verifications</td>
<td>15-17</td>
</tr>
<tr>
<td>2.3.1 Transparency</td>
<td></td>
</tr>
<tr>
<td>2.3.2 Humility</td>
<td></td>
</tr>
<tr>
<td>2.3.3 Originality</td>
<td></td>
</tr>
</tbody>
</table>
### 2.4 Journalism Codes of Ethics

- **2.4.1** Respects For Truth
- **2.4.2** The Twin Principle
- **2.4.3** Accordance With The Original Facts
- **2.4.4** Use Fair Methods
- **2.4.5** Rectify
- **2.4.6** Observe The Source
- **2.4.7** No Plagiarism and Defamations
- **2.4.8** Be Professional

### 2.5 Acts for Journalism Ethics

- **2.5.1** Sedition Act 1948
- **2.5.2** Official Secrets Act 1986
- **2.5.3** Act of Defamation 1957
- **2.5.4** Internal Security Act 1960
- **2.5.5** Penal Code
- **2.5.6** Copyright Act 1987
- **2.5.7** Act of Printing and Publishing 1984
- **2.5.8** Injuction

### 2.6 Entertainment Journalist

### 2.7 Libel and Defamations in Entertainment News

### 2.8 The Role of Entertainment Industry in Malaysia

### 2.9 Theory: Magic Bullet Theory

### 2.10 Research Framework
3.0 METHODOLOGY

3.1 Research Design

3.1.1 Qualitative Research

3.2 Data Collection Strategy

3.2.1 In-depth Interview

3.3 Unit Analysis

3.4 Sampling

3.4.1 Sampling Method: Non-Probability Method

3.4.2 Purposive Sampling

3.5 Data Analysis Strategy

3.5.1 Thematic Analysis

4.0 FINDINGS

4.1 Are There a lot of defamation writing occurs in the entertainment industry?

4.1.1 Defamation Writing Occurs To Create Sensational Stories.

4.1.2 Defamation Writing Occurs Because Of The Celebrities’ Answer Itself.

4.1.3 Defamation Writing Occurs Because They Want To Compete With Other Newspapers or Magazines.

4.1.4 Conclusion Remarks