



BE
AWE
SOME
BE
MASS
CO
MM



VOLUME
02

MASSCOMMIGHT 2023 HIGHLIGHTING COMMUNICATION AND MEDIA

By : Efina Hamdan, Nur Alyani Mohd Shukri & Siti Nur Fadzilah Abdullah

Rembau, 30 November 2023 - Final semester students of the Diploma in Communication and Media (MC110) from Universiti Teknologi MARA (UiTM) Negeri Sembilan Branch, Rembau Campus organised the MasscomMight 2023 programme on 29 and 30 November 2023. The programme was held at Dewan Biduanda UiTM Rembau Campus, starting from 8am to 6pm. The main purpose of organizing this programme was to provide exposure to school students and higher education institutions around Rembau and Alor Gajah about communication and media.

MasscomMight 2023 programme consisted of five talk sessions with various industry representatives, such as Mr. Zaki Zainal from Astro Arena who shared about public speaking, representatives from Mask Team, Mr. Mohd Ridzuani and Ms. Nurul Syahirah, who discussed on advertising. Additionally, Ms. Norazreen from MaryKay shared about professional grooming and there was a writing workshop titled "Air Liur Emas" conducted by Ms. Nurul Nisha and the director of "Air Liur Emas" himself, Mr. Jef Haziman. Mr. Syafil Syazwan, an alumnus of UiTM, provided insights into journalism.

The programme attracted participation from various schools and institutions, including

SMK Pedas, Kolej Vokasional Dato' Lela Maharaja, SMK Datuk Abdullah, SMA Haji Mohd Yatim, Sekolah Menengah Sains Rembau, SMK Undang Rembau, SMK Dato Sedia Raja, SMA Rembau, and students from UiTM Alor Gajah Campus. It was also open to external visitors and local residents. There were 15 exhibition booths from event sponsors, each sequence of Bachelor's Degree in Media Communication from UiTM Shah Alam, as well as UiTM Rembau students. Additionally, there were performances, competitions, and interesting games, further enlivened by food truck sales.

The Dean of the Faculty of Communication and Media, Assoc. Prof. Madya Dr. Abd Rashid bin Abd Rahman, expressed his excitement at being invited to the MasscomMight 2023 programme, considering it very beneficial for students in understanding Communication and Media more deeply than just hearing through word of mouth. The MasscomMight 2023 programme culminated with the closing ceremony and the launch of the Faculty of Communication and Media's T-shirt by Dr. Abd Rashid bin Abd Rahman. The event concluded with a speech from the Deputy Rector of HEA UiTM Negeri Sembilan Branch, Dr. Noorlis Ahmad, followed by a photography session.

