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KPP WORDS

Assalamualaikum WBT

Welcome to Volume 02 of The MC Newsletter, with the exciting exploration of communication, media technology, and behavioural change for this edition. The first volume had gathered creative articles and reports of the programme held by the faculty and witnessing how the first volume succeeds, I believe that this volume will surprise us more!

Hopefully this edition will not only JUST ANOTHER edition, but it will be our backstage pass to the exciting world of communication. Thanks for everyone's contribution with interesting articles and reports, thanks for being part of the MC Volume 02 journey of creativity, discovery and growth. Cheers to another year of unforgettable stories and profound connections!

Thank you.

MAIZURA MANSHOR

EDITOR WORDS

Assalamualaikum WBT to all of you

Welcome to our eBuletin Volume 2 from Faculty of Communication and Media Studies, UiTM Rembau for this year! As editor, I'm thrilled to share this edition with you. We have packed it with interesting articles, updates, and highlights that capture our community's dynamic vitality in media technology and behavioural communication.

Our objective is to keep you informed, engaged, and inspired, whether you're reading the latest news or looking for fresh ideas. This issue is particularly remarkable since it captures not just the voices of our great team, but also the pulse of our ever-changing community. This ebulletin demonstrates the hard work and ingenuity of our contributors, and I hope it adds value to your day. I appreciate your ongoing support and engagement.
Happy Reading!

HANAPI - NABIHAN - NASARAH

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CAREER COMPAS EVENT LEAVES LASTING IMPRESSIONS

By : Nur Alia Maisarah Ahmad Kamal

Rembau- The Career Compas event, a collaborative effort between the Media and Communication Students Club (MCSC) at Universiti Teknologi MARA (UiTM) Negeri Sembilan, Kampus Rembau and Mesra Petronas. This event has left a lasting impact on the institute. Held on June 6, 2024, the event not only provided students with valuable insights into cybersecurity, career opportunities, and practical training experiences. It also showcased the strong partnership between UiTM and industry leaders like Petronas.

The day began with student registration at 8:00 AM. Followed by a delightful breakfast at 8:30 AM. Setting a positive tone for the rest of the event. The official opening ceremony at 9:30 AM marked the commencement of a series of informative sessions and engaging activities.

One of the highlights of the event was the informative sessions conducted by industry experts. Session 1, led by Mr. Geoffrey Edward Moore from HR Mesra, provided an introduction to Mesra and outlined the practical training opportunities available. Sessions 2 and 3, focusing on cybersecurity and phishing, featured insights from Mr. Low Kok Kwan and Ahmad Fauzan

Mohamad Hafiz from Petronas's Digital Experience Team. These sessions equipped students with essential knowledge and skills to navigate the digital landscape safely.

Furthermore, the collaborative nature of the event fostered networking opportunities for students. This can allow them to connect with industry professionals and gain valuable contacts. The interactive Mesra quiz session, conducted via the Kahoot! platform, added an element of fun and engagement to the event. The event concluded with a closing ceremony at 11:45 AM, participants then enjoyed indoor games, including Easy Bowling, Picture Puzzle, and Fortune Game, providing a perfect opportunity for relaxation.

Overall, the Career Compas event left a lasting impression, providing valuable insights and networking opportunities. It served as a testament to the dedication and hard work of the MCSC team and highlighted the importance of bridging the gap between academic learning and industry demands. As participants dispersed at 1:15 PM, they carried with them new knowledge, skills, and connections, ready to start on their future journey in the field of media and communication.



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.



INTRODUCTION: ANNUAL GRAND MEETING OF NEW HIGH COUNCIL

By : Nurliyana Sahril & Muhammad Fazreel Izrien Nor Saiful Anuar

The Media and Communication Students Club (MCSC) at UiTM Rembau Campus has recently held its annual grand meeting to elect new members for its High Council. The club, which engages in various events and activities for diploma students of Media and Communication and students from all faculties, has a new group of board members who were fairly voted in after a week-long candidacy period. The advisors, comprising Madam Farah Hazween Binti Amanah, Sir Muhammad Nabihan Bin Abu Bakar, Miss Wan Anis Aqilah Binti Megat Zambri, and Sir Ahmad Syakir Salman Bin Salleh, have shown their commitment and support to the club and its members.

The new members of the High Council include Raihanah Safiyyah as President, Intan Nur Nadhirah as Vice President, Norhidah as Secretary,

Nurulain Syahirah as Treasurer, and several others in various bureaus. These members have shown a keen interest in MCSC and are ready to play their part in the community. The management structure of the club, involving the Supreme Council and Advisors, ensures the club functions effectively and efficiently.

The club aims to cultivate the spirit in students to be a member of MCSC in the future and make itself distinguished for its good work, both on and off campus. The advisors, who are lecturers under the Faculty of Media and Communication, have been teaching at UiTM Rembau Campus for quite some time and have shown their dedication and support to the club. With the new members in place, MCSC is poised to continue progressing and achieving its goals in developing the potential of students in Rembau.



MCSC EVENT: SEMESTER START-UP DIALOGUE

By : Aina Nurhidayah Izal Zairul

The Semester Start-up Dialogue event holds significant importance for incoming semester students, especially those embarking on their maiden semester. This event serves a dual purpose: to acquaint students with the MCSC (Mass Communication Students' Club) and to provide detailed insights into the Faculty of Communication and Media Studies. Moreover, it aims to illuminate the myriad benefits of pursuing a course in this field while simultaneously fostering an interest in active participation within the MCSC club, with a particular emphasis on leadership development.

Facilitated by the "MT" (Majlis Tertinggi), the event unfolded seamlessly, commencing as first semester students convened at DK 200 at 2:15 p.m. to complete registration procedures. Notable personalities including KPP (Ketua Program Pengajian), MCSC advisors, and the club's president were present to extend a warm welcome to the newcomers and provide valuable insights into both the faculty and the club. This initial encounter served as a platform for new

students to gain a deeper understanding of what awaits them in their academic journey.

The event did not merely entail informative sessions; it also incorporated interactive elements to enhance engagement and foster camaraderie among attendees. A highlight of the event was the "mixer madness" session, meticulously organised by the secretariat, which facilitated networking and relationship-building between new students and existing club members. This playful yet purposeful activity created a convivial atmosphere, conducive to forging lasting connections.

In summation, the Semester Start-up Dialogue event yields mutual benefits for both the MCSC club and the incoming semester students. Beyond its informative aspects, it provides invaluable experiential learning opportunities for club members tasked with organising and executing such events. Moreover, it serves as a catalyst for instilling enthusiasm and a sense of belonging among students within the vibrant community of communication and media studies.



APABILA IJAZAH ADALAH SEGALA-GALANYA

Oleh : Ahmad Fedtri Yahya

Dunia yang semakin maju memperlihatkan percambahan ilmu yang kian pesat dalam ketamadunan manusia. Keilmuan merupakan satu 'harta suci' yang sangat berharga untuk dimiliki oleh setiap orang. Setiap daripada kita akan berusaha sebaik mungkin untuk memperoleh sesebuah ilmu demi memenuhi tuntutan agama yang meletakkan perjuangan menuntut ilmu itu sebagai satu kefardhuan.

Daripada Anas bin Malik berkata, telah bersabda Rasulullah SAW: *Barangsiapa keluar (pergi) untuk mencari ilmu maka dia berada di jalan Allah sehingga dia kembali.*

(Hadis Riwayat Tarmidzi)

Hadis tersebut menjelaskan betapa suci dan tingginya darjat orang yang menuntut ilmu sehinggakan seseorang itu dikira sebagai sedang berjuang di jalan Allah. Namun, kesucian perjuangan menuntut ilmu itu telah dicemari dengan sikap manusia yang hanya mementingkan duniawi tanpa mengambil kira aspek dosa dan pahala dalam kehidupan yang sementara ini.

Tuntutan pasaran dunia telah meletakkan ijazah sebagai satu identiti kepada keilmuan seseorang menyebabkan munculnya individu-individu yang memperjual belikan nilai keilmuan. Berita yang hangat tersebar tentang beberapa tokoh terkenal yang memiliki ijazah palsu memperlihatkan betapa rakusnya manusia terhadap sijil dan pengiktirafan manusia. Golongan ini sanggup menabur wang kepada pihak yang tidak bertanggungjawab asalkan mereka

memperoleh segulung ijazah dan pengiktirafan dengan begitu mudah sekali. Jelas, perbuatan ini menghina institusi keilmuan yang maha suci.

Rasulullah SAW bersabda: *Barangsiapa mengangkat senjata terhadap kami maka dia bukanlah golongan kami, dan barangsiapa menipu kami maka dia bukan golongan kami.*

(Hadis Riwayat Muslim)

Hadis tersebut menunjukkan betapa laknatnya perbuatan menipu sehinggakan orang yang menipu itu dianggap bukanlah daripada golongan umat Nabi Muhammad SAW. Kegiatan membeli ijazah jelas menunjukkan satu pembohongan dalam dunia keilmuan. Jenayah ini lazimnya dilakukan sebagai jalan mudah untuk seseorang itu berjaya dalam kehidupan khususnya dalam dunia pekerjaan.

Namun, satu perkara yang ramai terlepas pandang ialah, pembohongan menutup pintu berkat.

Penggunaan ijazah palsu dalam pekerjaan akan membuatkan rezeki seseorang itu tidak berkat. Sebanyak mana pun rezeki dan kekayaan yang diperoleh hasil usaha keras dalam menjayakan sesuatu pekerjaan akan tetapi jika tiada nilai berkat dalam rezeki itu maka tiada gunanya. Sanggupkah anda menyuapkan rezeki yang haram kepada darah daging anda sendiri?

Secara tidak langsung, penggunaan sumber yang haram inilah yang akan membentuk satu generasi yang penuh dengan masalah lantaran permulaannya dipenuhi dengan dosa penipuan.

Tidak dapat dinafikan bahawa individu

yang memiliki pencapaian tinggi dalam akademik akan disanjung. Namun, sanjungan itu adalah satu sanjungan hormat dan sanjungan bertempat bersesuaian dengan penat lelah seseorang itu dalam menuntut ilmu dan menempa kejayaan. Akan tetapi, sanjungan bukanlah perkara yang dicari bagi golongan ilmuwan. Kepentingan bagi mereka adalah nilai ilmu itu sendiri.

Pengiktirafan dan sanjungan manusia tiada ertinya apabila hasil kerja itu mempunyai unsur-unsur penipuan. Sepandai-pandai tupai melompat, akhirnya jatuh ke tanah jua. Segala hasil kerja yang dilakukan selama ini akan menjadi sia-sia tatkala penipuan itu mula terdedah satu persatu. Kerana nila setitik, rosak susu sebelanga. Dek kerana satu penipuan, habis punah semua jasa dan kebaikan yang dilakukan selama ini. Lihatlah, betapa rugi dan padahnya apabila nilai moraliti tiada dalam prinsip diri. Bruce Lee pernah berkata,

Knowledge will give you power, but character respect.

Mereka yang mengukur tahap kejayaan dan ilmu seseorang berdasarkan pencapaian akademik dan segulung ijazah semata-mata adalah golongan manusia yang berfikir sempit. Mereka hanya memandang seseorang berdasarkan aspek luaran. Golongan manusia seperti inilah yang acap kali menghakimi kehidupan seseorang mengikut kehendak mereka sendiri.

Namun pada hakikatnya, ijazah bukanlah segala-galanya. Tahap ilmu pengetahuan seseorang itu tidak boleh dihakimi berdasarkan pencapaian akademik yang diperoleh semata sebaliknya sejauh mana sesuatu ilmu dipraktikkan itulah indikator utama kepada seorang ilmuwan. Ilmu yang diperoleh tersemat rapi dalam dada dan bukannya pada buku.

Satu hakikat yang perlu disedari kepada penyandang ijazah palsu ialah manusia pada masa kini sudah bijak menilai. Mereka menilai seseorang itu bukan pada ijazahnya, bukan pada pangkat

doktor falsafahnya tetapi pada nilai ilmu yang ada padanya.

Pemilik ijazah palsu juga dianggap sebagai pengkhianat agama. Hal ini berikutan Islam merupakan sebuah agama ilmu dan perbuatan ini jelas bertentangan dengan prinsip akhlak yang disarankan dalam Islam. Golongan mahasiswa palsu ini secara tidak langsung telah mengkhianati golongan mahasiswa sebenar yang bersusah payah dalam menuntut ilmu. Rata-rata mahasiswa masa kini perlu menghabiskan sekurang-kurangnya tiga tahun proses pembelajaran di institusi masing-masing dalam memastikan mereka memperoleh ilmu dan segulung ijazah.

Ilmu bukanlah untuk dijual beli. Ilmu adalah satu anugerah daripada Yang Maha

Mengetahui kepada hamba-Nya untuk dikongsi bersama. Sebarkanlah ilmu yang diperoleh seikhlas hati kerana ilmu yang diberikan Allah kepada hamba-Nya adalah percuma tanpa bayaran. Layakkah hamba memperdagangkan ilmu yang diberi percuma oleh Tuannya?

Knowledge is not a shop for profit or sale, but a rich storehouse for the glory of the Creator, and the relief of men's estate

(Francis Bacon)

Jenayah jual beli ijazah palsu ini bukan perkara baharu dalam masyarakat kita. Namun perkara ini menjadi satu bualan hangat lantaran satu figura yang

cukup dihormati masyarakat dikatakan memiliki ijazah beli ataupun ijazah palsu. Banyak lagi kes seumpama ini dipercayai berlaku yang lazimnya terdiri daripada golongan kenamaan. Golongan ini sanggup melabur kepada sebuah penipuan demi memperoleh sebuah penghormatan dan kekayaan.

Segulung ijazah tidak membuktikan anda berilmu. Doktor pada pangkal nama tidak membuktikan anda yang terpandai. Namun, ilmu yang diamalkan itu yang menjadikan anda seorang yang berilmu. Biarkan sedikit ilmu yang dikutip, asalkan ianya diamal, disebar dan dimanfaatkan sebaiknya.



DIGITAL REVOLUTION: AI TV PRESENTERS TRANSFORMING BROADCASTING INDUSTRY

By: Fakrulnizam Jafri

Artificial Intelligence (AI) has penetrated numerous industries, including television broadcasting. The advent of AI TV presenters, also referred to as virtual hosts or digital personalities, signifies a notable transformation in the way content is disseminated and consumed. These computer-generated characters are transforming the broadcasting industry by providing distinct benefits and possibilities.

Recently, the AI TV presenters continued to be the most innovative transformations in the media industry in countries such as China, Russia, and Abu Dhabi. The increasing demand for AI TV news anchors suggests that their presentations are more cost-effective, efficient, and accurate. In addition, the AI news anchors' gender, accent, and appearance significantly influence the viewers' experience during live news broadcasting (Lyu, X., Ramasamy, S., & Ying, F.: 2024).

AI TV presenters are developed using advanced algorithms and technology, allowing them to imitate human voice and behaviour with exceptional realism. These virtual hosts serve a wide range of audiences and content types, giving news updates and hosting entertainment shows. Due to their digital nature, these entities may be extensively customised, ranging from their physical appearance to their psychological attributes, making them very adaptable resources for broadcasters.

AI TV presenters offer significant benefits in terms of their dependability and capacity to handle increased demands. AI hosts have the advantage of being able to work continuously without getting tired or having schedule limitations. This allows for regular programming and availability. Additionally, they can be used across several channels and platforms concurrently, thereby reaching wider audiences with less exertion.

In addition, AI TV presenters provide broadcasters with increased flexibility and

cost-efficiency. They do not necessitate any salary, perks, or periods of inactivity, hence decreasing the overhead expenses linked to the administration of human talent. Moreover, AI hosts can be readily customised and upgraded to align with evolving branding specifications or programming necessities, offering broadcasters unmatched flexibility and adjustability.

Nevertheless, AI TV presenters do have certain limits. Although they are proficient at delivering written content and pre-recorded parts, artificial presenters may lack the spontaneity and emotional depth of human presenters in live or unscripted situations. Some viewers may also regard AI hosts as being impersonal or lacking genuineness in comparison to their human counterparts.

Notwithstanding these obstacles, AI TV presenters embody a promising frontier in the field of broadcasting. With the ongoing advancement of AI technology, we may anticipate virtual hosts to become increasingly sophisticated and powerful, hence blurring the distinction between reality and virtuality. AI TV presenters have the potential to revolutionise television content interaction through advancements in natural language processing, computer vision, and emotional intelligence.

To summarise, AI TV presenters are revolutionising the future of the broadcasting industry by providing broadcasters with fresh prospects for creativity and audience involvement. Although AI presenters cannot completely replace human talent, instead it enhances traditional broadcasting by providing reliability, and variety. As technology advances, AI TV presenters will likely have a more important role in presenting engaging material to global audiences.

Reference:

Lyu, X., Ramasamy, S., & Ying, F. (2024). The Role of AI Digital Anchors in Enhancing the News Broadcasting User Experience: An Analysis of the Interaction of AI Anchors with the Audience in Live News Programs. In Proceedings of the 1st International Conference on Artificial Intelligence, Communication, IoT, Data Engineering and Security, IACIDS 2023, 23-25 November 2023, Lavasa, Pune, India.

MOVIE MAGIC!

By: Maizura Manshor & Efina Hamdan

In our fast-paced world, finding ways to unwind from work is crucial, and movies offer one of the most enjoyable escapes. From a media behavioural perspective, watching films can significantly reduce stress and enhance our well-being by providing a temporary but effective mental getaway.

Movies are a powerful form of escapism because they transport us to different worlds and stories. Think about delving into the intense horror elements in "Pulau", exploring the vibrant romantic comedy in "La Luna", or experiencing the emotional depth of "172 Days". These experiences let us step away from our daily work routine and immerse ourselves in captivating narratives, offering a refreshing mental break.

The sensory engagement of movies plays a crucial role in their ability to help us escape. The stunning visuals, dynamic soundtracks, and compelling storylines capture our attention and divert our focus from work stress. This immersive experience engages multiple parts of our brain, creating a holistic distraction that allows us to relax and recharge.

Movies also trigger emotional responses that can positively impact our mood. Watching characters overcome challenges and triumph can inspire us, reminding us that we too can face and conquer our own work-related

obstacles. This emotional uplift can boost our motivation and resilience, making us feel more capable of handling stress.

Moreover, movies often serve as a social escape. Viewing a film with friends or family turns it into a shared experience, strengthening

bonds and fostering a sense of connection. Discussing the plot, characters, and themes afterward extends the enjoyment and provides a collaborative way to decompress from work pressures.

Understanding how the media impacted us also highlights the importance of balance. While movies are a fantastic way to unwind, they should complement other healthy stress-relief activities and not replace addressing serious work issues. When used mindfully, films can be a valuable tool for maintaining mental health and well-being.

In conclusion, movies offer a delightful escape from work stress. That is why it is called 'Movie Magic!'. They transport us to new worlds, engage our senses and emotions, and

provide both individual and social relaxation. So next time, whenever work has you feeling overwhelmed, grab some popcorn and dive into a good movie. It's an enjoyable way to escape, recharge, and return to work with a fresh perspective. So what are you waiting for? Movie jom!





AT A GLANCE

AT A GLANCE



JOURNALISM, MEDIA & TECHNOLOGY: THE CHALLENGES!

By : Dr Faridah Hanem Ab Rashid, Farah Hazween Amanah,
Nurliyana Kamilah Khairul Anuar, Muhammad Azril Izuan Ramlan &
Amirah Hassan@Assan

The advent of digital technology has revolutionised the way news is disseminated, allowing for rapid and precise delivery. Journalists can now report news directly from the scene with greater ease, thanks to technological advancements. This transformation is pervasive, with digitalisation impacting every stage of the news process. Throughout history, humans have used various devices to create and share news. Nowadays, automated news production by non-human entities using algorithms is becoming increasingly important (Zamith & Westlund, 2022). From information gathering (Steiner, 2014), content production (Graefe, 2016), and distribution and consumption modalities (Wheatley & Ferrer-Conill, 2020) to the engagement of the interconnected audience, every aspect has transformed, including the journalistic profession itself (Zamith & Westlund, 2022).

Consequently, these technological changes have also influenced journalistic practices within newsrooms and the profiles of their professionals (García & Vázquez, 2016).

Within the domain of journalism, it is evident that the emergence of recent technologies necessitates professional recalibration, entailing the assimilation of innovative methodologies and tools, as well as the acquisition of technical proficiencies (López-García et al., 2017). The evolving landscape in the journalism field demands that the media undergo processes of technological convergence (multiplatform), business convergence (concentration), and content convergence (news genres), alongside professional convergence (multi-skilling), significantly impacting journalists (Salaverría, 2010).

Nonetheless, the field of journalism is facing numerous challenges in integrating technology, requiring careful attention and resolution. According to Newman (2018), one of these challenges is that

initiatives such as fact-checking, news literacy, and transparency have not been effective in combating misinformation and building trust. As highlighted by Pear (2018) in the report Journalism, Media, and Technology Trends and Predictions 2018, he said:

“This is a crucial year in the battle for the future of journalism. After years of ‘disruption’ will the digital platforms act on the emergency they have created, which has brought about a devaluation in the profession of journalism and a collapse of trust in media organisations and what they report?”

Ben de Pear, Editor, Channel 4 News, UK



Journalists have a significant responsibility when it comes to sharing information and upholding ethical standards in journalism. This includes thorough fact-checking, maintaining objectivity, and ensuring the delivery of high-quality news. In the field of journalism, it is not about prioritising popularity or being the first to report a story,

nor is it about chasing ratings or prioritising news based solely on likes or views without considering its quality and factual accuracy.

Reforming the journalistic culture is crucial, as is choosing the right strategies. There are no indications that the pace of the technological revolution is slowing down. If anything, the journalism industry is on the cusp of a new phase of disruption. The era of artificial intelligence (AI) will offer new opportunities for creativity and efficiency, but it also brings greater risks of misinformation and manipulation. With technology’s global impact, viral content and fake news have come to dominate the media and are easily trusted by readers. Hence, the field of journalism can no longer afford to be complacent and must find solutions to keep up with technology in delivering fast and accurate news.

PERSONALISED ADVERTISING: SCARE YOU OR AMAZE YOU?

By : Noryusnita Ramli, Siti Nasarah Ismail &
Nur Alyani Mohd Shukri

Technology taught us to cope and live at such a fast pace on a daily basis. Every day, without fail, we are exposed to a multitude of advertisements, be it traditional or digital platforms. Speaking of digital advertisements, its massive advancement has evolved significantly, taking marketers and consumers to a whole new level. These advertisements are so sophisticated that occasionally it is difficult to tell them apart from the everyday social media postings we casually go through. Amazing, isn’t that right?

Today, digital advertisements are not just limited to posts, reviews, and pop-ups; they have become much more refined and integrated into our online experience. Have you ever experienced this scenario? You are browsing online for a new pair of running shoes, and after some time, you decide to take a break and close the tab without making a purchase. Later, as you pick up your phone and start scrolling through Instagram, Facebook, or Twitter, you notice ads for running shoes from various brands appearing in your feed. It feels like these ads are following you everywhere! How on earth is that happening?

Before you start panicking, my friends, is Personalised Advertising. According to Kurdi et al. (2022), personalised advertising, often referred to as targeted advertising, is the process of showing people tailored advertisements according to their specific characteristics, interests, and behaviours. This method collects user data, such as internet activity, past purchases, and demographics using data analysis and technology tools. The objective is to provide more interesting and relevant advertisements that fit consumers’ profiles, increasing the efficacy of marketing initiatives.

Now, it comes to our mind: how does it work? As you journey through the vast landscape of the internet, invisible helpers like cookies and other tracking technologies are busy gathering little nuggets of information about your activities. Literally everything from the websites you visit to the products you check out and even your search queries! Advanced algorithms then dive into this rich repository of data, using their analytical superpowers and a bit of machine learning magic



to figure out your likes and dislikes. With this information, advertisers may create personalised advertising for you that display smoothly on your preferred social media platforms, search engines, and websites.

Personalised ads are like a tailor-made suit, fitting your interests perfectly and making you sit up and take attention. Imagine being a fitness enthusiast and suddenly seeing ads for the latest sports equipment or stylish workout gear—it’s like the internet just gets you. This relevancy does more than simply attract your attention; it draws you in, increasing your likelihood of clicking and interacting, much to the joy of advertisers. When done right, personalised advertising transforms your online experience, turning it into a curated showcase of products and services that you actually find interesting and useful. It is like having your own digital concierge, guiding you to the good stuff, how impressive!

However, there would not be rainbows and unicorns every day, right? When it comes to personalised advertising, privacy issues often steal the spotlight. The idea that your every online activity is being tracked and scrutinised can be a bit creepy, sparking an ongoing debate about just how much data should be gathered and what it should be used for. And still going strong. Then there is ad fatigue—you know, that feeling when you have seen so many of the same tailored ads that you start to tune them out completely because they started to intrude and invade your online activities. Plus let us not forget the rumours about manipulation, with critics claiming these ads can subtly steer your buying choices without you even realising it. It is like having a digital shadow that is just a little too clingy!

Truth be told, personalised advertising can be both amazing and scary. It demonstrates how far technology has progressed in understanding and predicting human behaviour. By navigating the fine line between personalisation and privacy, we can enjoy the benefits of targeted advertising while minimising its drawbacks for both consumers and marketers. Just like in Digi’s ad campaign long ago – “I will follow you... I will follow you wherever you go...” So just sit back, and relax.

PHUBBING PHENOMENON: A DIGITAL DILEMMA IN GEN-Z'S SOCIAL LIFE

By : Nurliyana Kamilah Khairul Anuar, Dr. Faridah Hanem Ab Rashid,
Farah Hazween Amanah, Muhammad Azril Izuan Ramlan, &
Amirah Hassan@Asan

The fast-paced technological advancement has indeed altered the standard societal life which has contributed to a newly discovered behaviour among younger generations, specifically the Gen-Z known as 'phubbing'. The proliferation of portable technological devices such as smartphones and tablets is an integral part of Gen-Z's life as through the times, these inventions are becoming as vital as the heartbeat that can no longer be separated. The extensive utilisation of social media applications and the fear of missing out (FOMO) among friends has influenced the phubbing behaviour among Gen-Z. This concerning behaviour has taken a toll on Gen-Z's social life.

The phubbing phenomenon occurs when

better world for the upcoming generations.

Moreover, phubbing during social gatherings portrays a sense of disregard towards the attendees which may lead to social exclusion, feelings of neglect, or frustration of other parties. Phubbing may sometimes be caused by the need to escape to avoid discomfort or awkward situations in large crowds such as while in an elevator, taking public transport, waiting in line, or even worse while lecturers are explaining in class. This situation of phubbing has stirred debates among scholars in which excessive utilisation of smartphones hinders effective communication among society members by reducing essential elements in healthy relationships such as social



one is too engrossed with one's smartphone while in the presence of other people physically, thus averting intended attention away from personal interactions in real life be it family members, friends, or even their partners. The word 'phubbing' was coined from the combination of 'phone' and 'snubbing'; which simply means ignoring or failing to acknowledge someone due to being too preoccupied with one's phone.

This digital dilemma poses a challenge not just for the media and communication industry, but also for the nation as a whole as this phenomenon deteriorates interpersonal communication and jeopardizes the quality of relationships, especially among Gen-Z who are expected to be the future leaders, navigating diplomatic affairs and shaping a

skills, emotional intelligence as well as a sense of empathy.

In ensuring effective interpersonal communication and healthy relationships, members of society specifically Gen-Z should be wise as pervasive utilisation of technological devices such as smartphones may either enhance communication efficiency or will be detrimental to the social life depending on the individual's awareness. Understanding the driving factors of phubbing behaviour could help mitigate this phenomenon before it turns bad. After all, we are all social beings who require each other, and establishing a proper social relationship in real life is one of the ways to curb phubbing from spreading in a much wider society.

SOCIAL MEDIA'S POWER SURGE: REVOLUTIONISING TRADITIONAL BROADCASTING

By: Maizura Manshor

Social media is changing the game for traditional broadcasting in some major ways. Gone are the days when television (TV) and radio were the only sources of news and entertainment. Now, platforms like Instagram, X, Facebook and TikTok are where many people get their updates and connect with the world. This shift is forcing traditional broadcasters to rethink how they deliver content and keep audiences engaged.

One big change is the speed at which news and information are shared. Social media is all about real-time updates, so broadcasters are now racing to keep up. Live sessions on Instagram or TikTok during events, streaming on Facebook Live or YouTube, and posting instant updates on social media have become the norm nowadays. These quick updates keep viewers hooked and drive them back to traditional TV or radio for more convincing news reporting and information. It is all about keeping the audience in the loop 24/7.

Social media has also made it easy for anyone to create and share content. This means traditional broadcasters face more competition than ever. To stay relevant, many broadcasters are teaming up with social media influencers and using user-generated content. This helps them reach younger audiences and make their programming more relatable and interactive. It is a win-win situation where both parties get more exposure and engagement. Looking at the bright side, it has a very positive impact.

Also, social media provides a goldmine of data about what audiences like and dislike. Unlike traditional ratings, social media metrics give instant feedback on what is trending and how people feel about certain topics. Broadcasters can use this information to tailor their content, making it more appealing and relevant. They can

see what is hot and latest on X, TikTok, Instagram or Facebook and adjust their programming accordingly. This helps them keep viewers happy and attract advertisers looking for precise targeting as well as making profits too.

It is clear that social media is shaking up traditional broadcasting by turning everyone into potential content creators with a global platform. Unlike the rigid, top-down structure of TV and radio, social media offers dynamic, real-time interaction and personalised content that

captivates audiences like never before. With its rich multimedia and interactive features, social media not only enhances storytelling and viewer engagement but also emerges as both a powerful partner and a formidable rival to traditional broadcasting.

In short, social media is shifting traditional broadcasting in exciting ways. It is speeding up news delivery, opening up new content creation opportunities, and offering valuable insights into audience preferences. Broadcasters who embrace these changes can create more engaging and dynamic content for their audiences. This is where we can see how social media REVOLUTIONISING traditional broadcasting. Don't you think so?



THE INFLUENCE OF MEDIA ON SHAPING CONSUMER BOYCOTT BEHAVIOUR

By : Farah Hazween Amanah, Dr Faridah Hanem Ab Rashid, Nurliyana Kamilah Khairul Anuar, Amirah Hassan @ Assan and Muhammad Azril Izuan Ramlan

The Internet was the only medium that allowed the involvement of social relationships but with the advancement of technology creates other tools and also software that make communication easier such as the emergence of mobile applications, where social media connect people all over the world. Advances in technology have beneficial users in many ways and change the lifestyle where it makes users' daily life more easier and scheduled. In this advanced era of globalisation, access to various media, especially social media for searching and gaining various resources and information is very easy and gives significant impact on various aspects of life where everything is at our fingertips.

Media is a medium that can stimulate and influence the attitude and also behaviour of individuals in all aspects of human life. The media, especially social media, is not only an information channel to obtain entertainment and knowledge but also shapes various behaviours, personality development, and further empowers individuals whether in a positive direction or vice versa. Mass media developed from mouth spread information from one person to others where with the aid of technology lead to the emerging of social media. Social media is a very sharp weapon in dissemination of information where people can easily post or express their thoughts through writing or even pictures. Social media is one of the tools to spread information, opinions and messages as well as propaganda where social media is very powerful in convincing and influencing mass people.

Talking about boycotts, social media has significant influence, particularly in convincing users to trust the information they read, share, and

like in social media. Actively using this platform which is social media in convincing and influencing mass people can produce substantial results of boycotting. According to Dessy Kurnia and Donard (2023) in their study, they acknowledge the success of social media in influencing people to boycott products and its potential as a means for dialogue and social change. In this modern society social media has become the most popular tool in sharing information to consumers. An individual is more likely to express their disapproval of something they dislike. Young generation are relying and attached with social media that lead to their decision making.

Thus social media is an effective platform for spreading information about boycotting something such as products where the users openly share their reasons for boycotting those specific products.

Traditional boycott campaigns are not impactful compared to social media influences boycott intentions. Posting through social media can severely impact the behaviours of consumers such as purchasing intentions. Twitter is one of the trending social

media in disseminating boycott movements. In the nutshell, social media is very powerful in amplifying consumer voices, rapidly disseminating information and facilitating collective action greatly shapes boycott intentions and consumer behaviour (Jacobsen, Stancu, Wang, Aschemann & Lahteenmaki, 2021). Social media has significantly facilitated the process of initiating and participating in boycotts over the years. Everyone needs to be updated on viral topics and issues on social media platforms, particularly those expressing anger or disapproval of anything for example products as they could trigger intentions to boycotts.



THE FUN AND QUIRKY WORLD OF ONLINE SHOPPING

By : Efina Hamdan & Maizura Manshor

Welcome to the wild world of online shopping! It is like the Wild West out there, but with more emojis and fewer cowboys. If you have ever found yourself scrolling through your favourite e-commerce site at 3.00 a.m, you are not alone. Let us dive into what makes online shopping so irresistible.

First up, let us talk about trends. Have you noticed how shopping on your phone has become as common as texting? Mobile commerce is all the rage because who wants to drag out a laptop when you can shop from your cozy spot on the couch? Apps and mobile-friendly sites make it super easy to buy that cute skirt or the latest gadget with just a few taps. And social media? It is like the new mall.

Instagram, Facebook, TikTok – they are not just for memes and catching up with friends. They are full of tempting products waiting to be discovered. Ever bought something because an influencer swore it was life-changing? Yeah, us too.

Then there's the magic of personalisation. Ever felt like your favourite shopping site knows you a little too well? It's all those smart algorithms suggesting things you didn't even know you needed. Kind of spooky, but also pretty cool, right?

Let's get into what makes online shopping so addicting. For starters, it's convenient. No need to get dressed or leave the house. Everything you want is just a click away, whether it's groceries,

gadgets, or gifts. There's also the thrill of instant gratification. Who doesn't love the rush of buying something new? And with one-click purchasing, it's almost too easy to satisfy those shopping urges.

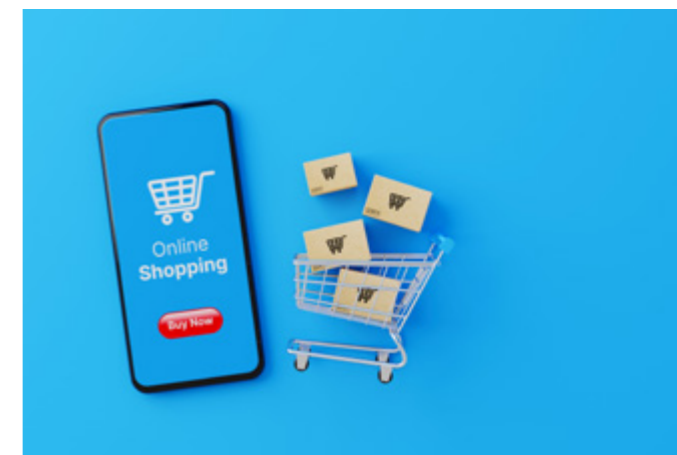
Social influence plays a big part, too. See a friend post about a fantastic new product? Suddenly, you want it too. Plus, all those rave

reviews and ratings? They give you that extra nudge to add to cart. Positive reviews? Even better. It is like getting a thumbs-up from a friend.

Looking ahead, things are about to get even more exciting. Imagine shopping with the help of AI and augmented reality. Picture this: a virtual assistant helping you find the perfect gift or trying

on clothes virtually without leaving your room. Sounds like sci-fi, but it is closer than you think. Voice commerce is another game-changer. With smart speakers and voice-activated assistants, soon you will be able to order things just by talking - "Hey Alexa, buy me that awesome coffee maker!" It is as easy as that.

Online shopping is a thrilling ride, constantly evolving with new trends and technologies. Whether you are a night owl shopper or someone who loves the convenience of mobile shopping, there is no denying it is a big part of our lives. Keep an eye out for those AI and AR innovations and remember – shopping responsibly is always in style. Happy clicking!



CONNECTED BUT LONELY: STRATEGIES TO OVERCOME FEAR OF MISSING OUT AND PHUBBING IN THE DIGITAL AGE

By : Muhammad Nabihan Abu Bakar and Masliya Yahya

In today's digitally connected world, two behavioural phenomena that substantially impact our relationships with others and mental health are FoMO (Fear of Missing Out) and phubbing (phone snubbing). Both come from the pervasive influence of smartphones and social media, which have altered how we interact with one another and live in our society (Dempsey et al., 2019; Zhang, Li et al., 2020).

Fear of missing out (FoMO) is one psychological phenomenon that may contribute to poor digital media use. FoMO refers to the pervasive apprehension that others may be having rewarding experiences while one is absent. Persons with a higher FoMO are assumed to have a greater desire to stay constantly up-to-date on what others are doing, such as through social media which can lead to problematic social media usage.

Whereas, phubbing is the behaviour of persons who are immersed in their phones and neglect the people and objects around them in social circumstances. This behaviour is common in the mobile internet era and can be seen in the home, work, and study settings.

Emphasising the importance of face-to-face interactions over online connections can foster deeper, more meaningful relationships. For example, youth can actively participate by joining social activities in clubs, sports, and other group activities that provide social interactions. Moreover, encouraging regular family activities and conversations without digital distractions might also be a good way to distract from dependence on our smartphones. In addition, youth should practise and promote healthy online habits in their life. Encouraging regular breaks from social media can help youth step back from the constant barrage of updates and comparisons (Bloemen & Coninck, 2020; Wang, et al., 2019)

Youth should set boundaries and establish specific times a day when devices are turned off such as during meals and before bedtime. In

addition, youth can also set app limits on their devices. This will prevent and limit our time spent on social media platforms. The next prevention that can be taken is parents, teachers and mentors should be a good model of healthy digital behaviour and balanced lifestyles, demonstrating the importance and engagement in real life (Balta et al., 2020; Tunc-aksan & Akbay, 2019). This is important because by sets a good example and shows youth how to balance online and offline activities by practising what you preach. In addition, practising open conversations with youth about the impact of social media and sharing personal experiences related to FoMO and phubbing can help to curb them.

In conclusion, by implementing these strategies, we can help youth develop a healthier relationship with technology and social media, reducing the prevalence and impact of FoMO. Encouraging mindfulness, fostering real-life connections, and promoting healthy digital habits are crucial steps in helping young people navigate the digital age with confidence and well-being.

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THE SIGNIFICANCE OF BEHAVIOURAL COMMUNICATION IN MALAYSIAN ACADEMIA AND MEDIA STUDIES

By: Muhammad Azril Izuan Ramlan, Dr Faridah Hanem Ab Rashid, Nurliyana Kamilah Khairul Anuar, Farah Hazween Amanah & Amirah Hassan@Asan

In the vibrant tapestry of Malaysian academia, mastering the art of behavioural communication is not just a skill but a fundamental aspect of personal and professional growth. With its diverse cultural landscape and dynamic social dynamics, Malaysia presents a unique context where effective communication transcends linguistic boundaries and delves into the realm of behavioural nuances.

From a student's perspective, understanding and applying behavioural communication principles can significantly impact academic performance, interpersonal relationships, and future career prospects. In lecture halls and seminar rooms across Malaysian universities, students are not merely passive recipients of knowledge but active participants in a complex web of interpersonal interactions.

The impact of non-verbal communication on classroom dynamics in Malaysian universities highlighted the importance of non-verbal cues such as body language, facial expressions, and eye contact in facilitating effective teacher-student communication. By deciphering these subtle cues, students can enhance their understanding of course material, engage more actively in class discussions, and forge stronger connections with their peers and professors.

Furthermore, behavioural communication skills are indispensable for graduates of media studies programs entering Malaysia's dynamic media industry. In an era defined by digitalization and social media proliferation, media professionals must navigate a landscape fraught with diverse audience demographics, cultural sensitivities, and evolving communication platforms.

According to a survey conducted by the Malaysian Communications and Multimedia Commission (MCMC, 2020), media consumers in Malaysia exhibit varying preferences and consumption habits influenced by factors such as age, ethnicity, and socioeconomic background. By applying principles of behavioural communication, media studies graduates can tailor content strategies, craft compelling narratives, and engage audiences effectively across multiple media channels.

Moreover, the Malaysian media industry increasingly emphasises the importance of ethical and culturally sensitive communication practices. It is also noted in a study on media ethics in Malaysia, media professionals are expected to uphold principles of fairness, accuracy, and impartiality while navigating sensitive cultural and religious issues.

In conclusion, behavioural communication is a cornerstone of academic success and professional development in Malaysia's

multicultural society. From the lecture halls of universities to the bustling newsrooms of media organisations, individuals equipped with adept communication skills are better poised to thrive in Malaysia's dynamic academic and media landscapes.

Students can improve their educational experiences, create lasting relationships, and set themselves up for success in the media sector by developing their comprehension of behavioural clues. As Malaysia continues to evolve in the global arena, the significance of behavioural communication in academia and media studies remains as vital as ever, shaping the future leaders of Malaysia.



TEKNOLOGI KOMUNIKASI DIGITAL (MEDIA SOSIAL): ISU TINGKAH LAKU *SEXTING*

Oleh : Siti Nasarah Ismail, Nur Alyani Mohd Shukri, & Noryusnita Ramli

Pengenalan

Menelusuri era digital ini, aplikasi media sosial telah menjadi sebahagian besar daripada kehidupan seharian kita. Kewujudan pelbagai platform dan aplikasi komunikasi digital seperti Facebook, Instagram, WhatsApp, dan Snapchat, menjadikan komunikasi lebih mudah dan pantas. Data statistik menunjukkan sehingga Januari 2024, sebanyak 28.68 juta bersamaan 83.1 peratus jumlah populasi penduduk Malaysia menggunakan media sosial untuk berkomunikasi, berkongsi maklumat, dan berhubung dengan orang lain (Data Reportal, 2024). Ini secara tidak langsung memberi gambaran “tahap digital” rakyat Malaysia dan menunjukkan proses perkembangan platform digital.

Sebelum kewujudan platform komunikasi digital, komunikasi utama berlaku melalui medium seperti surat, telefon, dan pertemuan muka ke muka. Kaedah berkomunikasi seperti ini menuntut komitmen masa dan usaha untuk berhubung dengan orang lain, terutamanya melibatkan jarak jauh.

Namun, setelah kemunculan platform dan aplikasi komunikasi digital, kaedah berkomunikasi telah mengalami perubahan yang signifikan. Platform dan aplikasi komunikasi digital yang lebih dikenali sebagai media sosial ini membolehkan pengguna berhubung dengan orang lain secara serta-merta, tanpa mengira jarak geografi.

Teknologi komunikasi media sosial telah mengubah norma komunikasi tradisional dengan memperkenalkan cara baharu untuk berinteraksi. Kini, pengguna boleh berkongsi maklumat dan berhubung dengan lebih ramai orang pada masa yang sama melalui muat naik status atau hantaran (*posting*) di aplikasi media sosial dan mesej langsung (*direct message*).

Aspek Positif dan Negatif Media Sosial terhadap Komunikasi

Penggunaan aplikasi media sosial memudahkan komunikasi merentas sempadan geografi sekaligus dapat mengeratkan hubungan antarabangsa. Ia juga membenarkan pengguna dari pelbagai budaya dan latar belakang untuk berinteraksi dan berkongsi pengalaman mereka.

Selain itu, aplikasi ini menyediakan akses kepada pembentukan komuniti dan kumpulan sokongan untuk pelbagai tujuan dan minat. Sebagai contoh, kewujudan kumpulan sokongan untuk pesakit kronik di media sosial memberi ruang untuk mereka berkongsi maklumat dan memberi sokongan emosi terhadap satu sama lain.

Kepantasan dan jangkauan penyebaran maklumat melalui media sosial juga membolehkan berita dan maklumat penting disebarkan dengan pantas. Kelebihan ini sangat membantu dalam situasi kecemasan atau untuk tujuan penyebaran maklumat awam.

Namun, di sebalik kelebihan yang disajikan melalui penggunaan platform ini, kekurangan konteks dan nada ketika berkomunikasi secara digital boleh mewujudkan salah faham di kalangan pengguna. Mesej teks yang pendek dan tanpa ekspresi ditafsirkan secara berbeza-beza oleh pengguna.

Malah, komunikasi melalui aplikasi media sosial juga boleh membawa kepada tingkah laku *sexting*, buli siber dan sekaligus menyebabkan tekanan emosi dan psikologi yang serius di kalangan mangsa.

Selain itu, terdapat kemerosotan dalam kemahiran sosial dan hubungan bersemuka akibat kebergantungan sepenuhnya terhadap komunikasi digital. Ini berikutan majoriti masyarakat kini lebih selesa berinteraksi melalui aplikasi media sosial berbanding secara bersemuka, sehingga membawa kepada kemahiran sosial yang lemah.

Apa Itu Tingkah Laku *Sexting* dan Pengaruh Media Sosial

Sexting merujuk kepada satu perlakuan yang melibatkan transaksi penghantaran mesej, gambar, audio, atau video yang bersifat seksual melalui peranti elektronik. Perlakuan ini semakin mendapat perhatian kerana implikasinya yang besar terhadap individu terutamanya remaja dan golongan dewasa muda.

Aplikasi media sosial menyediakan perkhidmatan yang mudah dan cepat untuk berkongsi maklumat. Ini termasuklah maklumat berbentuk peribadi dan intim. Kemudahan ini menyebabkan individu cenderung untuk terlibat dalam tingkah laku *sexting* tanpa memikirkan kesan jangka masa panjang.

Selain itu, mewujudkan akaun “tanpa nama” dalam aplikasi media sosial memberikan rasa ‘selamat’ kepada pengguna untuk berkongsi kandungan seksual. Mereka mungkin merasakan identiti mereka dilindungi, tetapi hakikatnya, data digital dengan mudah boleh tersebar.

Dalam masa yang sama, kandungan seksual yang mudah diakses di platform media sosial turut mendorong berlakunya tingkah laku *sexting*. Kerap didedahkan kepada kandungan sebegini boleh mempengaruhi norma dan sikap individu terhadap tingkah laku *sexting* ini, sehingga membawa kepada hubungan intim.

Implikasi *Sexting* dan Langkah Pencegahan

Sexting boleh meningkatkan risiko dari aspek keselamatan dan privasi. Ini kerana gambar atau video yang dikongsi pengguna boleh tersebar luas, dan ia kekal di internet. Ini sekaligus akan membawa kepada perasaan malu, tekanan mental, dan masalah reputasi.

Selain itu, terlibat dalam perlakuan *sexting* boleh membawa kepada masalah psikologi seperti kebimbangan, kemurungan, dan rasa bersalah. Mangsa perlakuan ini juga mungkin menghadapi buli siber atau ancaman pemerasan (*sextortion*).

Di beberapa buah negara, *sexting* di kalangan kanak-kanak dan remaja boleh dianggap

sebagai kesalahan jenayah. Individu yang terlibat boleh didakwa atas tuduhan berkaitan dengan pornografi kanak-kanak dan kesalahan lain-lain yang berkaitan.

Pendidikan tentang seksualiti yang komprehensif di sekolah dan rumah boleh membantu remaja memahami risiko dan kesan negatif *sexting*. Pendidikan sebegini harus merangkumi topik tentang privasi digital dan keselamatan dalam talian.

Ibu bapa dan penjaga perlu menggalakkan komunikasi terbuka dengan anak-anak mereka tentang risiko dan bahaya *sexting* dan kepentingan menjaga privasi diri.

Kepentingan untuk mendidik individu tentang penggunaan teknologi yang bertanggungjawab dan beretika juga dilihat sangat membantu mencegah dan mengatasi perlakuan *sexting*. Ini merangkumi penggunaan tetapan privasi yang betul di aplikasi media sosial dan menghindari berkongsi maklumat peribadi dan sensitif dengan orang lain.

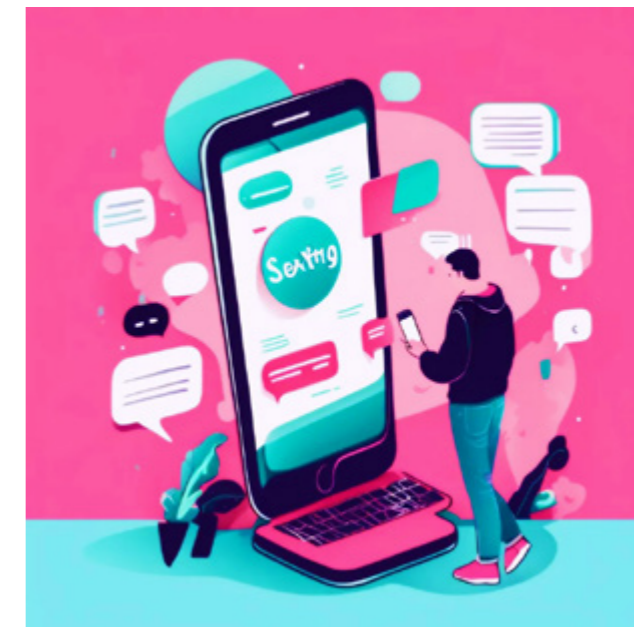
Kesimpulan

Secara rumusan, aplikasi media sosial memberi pengaruh besar terhadap komunikasi tingkah laku individu, sama ada kesan positif atau negatif. Tidak dinafikan, penggunaan aplikasi ini memudahkan

komunikasi global dan penyebaran maklumat, namun, ia juga boleh membawa kepada permasalahan seperti tingkah laku *sexting*, buli siber, dan kelemahan interaksi secara bersemuka.

Pengaruh aplikasi media sosial terhadap tingkah laku *sexting* adalah isu yang kompleks dan memerlukan pendekatan yang holistik. Justeru, adalah kritikal supaya setiap pengguna untuk menggunakan media sosial dengan berhemah dan sedar atau cakna tentang kesan negatif yang mungkin timbul daripada penggunaannya.

Selain itu, semua pihak termasuk ibu bapa, pendidik, dan pembuat dasar perlu bekerjasama untuk mendidik dan melindungi individu daripada risiko yang berkaitan dengan *sexting*. Melalui pendekatan yang betul, teknologi komunikasi digital akan digunakan secara bijak dan bertanggungjawab.



PERANAN APLIKASI OPEN BROADCASTER SOFTWARE (OBS) DALAM SIARAN LANGSUNG PENYIARAN DAN PENSTRIMAN DIGITAL

Oleh : Nurul Nisha Mohd Shah & Mohd Razman Basinon

Open Broadcaster Software (OBS) adalah perisian sumber terbuka yang digunakan secara meluas untuk siaran langsung penstriman digital. Dalam era digitalisasi yang pesat, perisian OBS telah menjadi alat penting bagi pelbagai industri, termasuk pendidikan, hiburan, dan perniagaan.

Antara kelebihan perisian OBS adalah:

1. Perisian Sumber Terbuka dan Percuma
Perisian OBS adalah perisian sumber terbuka yang boleh diakses dan digunakan tanpa kos tambahan oleh pengguna dari pelbagai latar belakang. Keadaan ini telah menjadikannya pilihan yang sangat menarik bagi individu dan organisasi yang ingin memulakan penstriman tanpa perlu melabur dalam perisian yang mahal. Menurut laporan dari GitHub, perisian OBS ini telah dimuat turun lebih daripada 50 juta kali seterusnya membuktikan popularitinya yang meluas.
2. Penyokong Pelbagai Platform Penstriman
Perisian OBS menyokong pelbagai platform penstriman seperti YouTube Live, Tiktok Live, Facebook Live, Shoppe Live, Twitch dan Discord. Perisian ini juga dapat menyokong untuk mengintegrasikan kepada panggilan video, mesyuarat dan persidangan dalam talian, sebagai contoh integrasi kepada Google Meet, Zoom, Webex, Telegram dan Microsoft Teams. Ini membolehkan pengguna menyiarkan kandungan mereka kepada penonton yang lebih luas, meningkatkan jangkauan dan penglibatan. Data dari Agensi menunjukkan bahawa pada tahun 2023, terdapat lebih daripada 2.7 bilion pengguna aktif bulanan di YouTube, menjadikan platform ini sebagai salah satu destinasi utama untuk penstriman langsung.

3. Ciri-ciri Canggih

Selain itu, perisian OBS turut menawarkan pelbagai ciri canggih seperti penambahan teks, imej, audio, video, permainan video atas talian dan layar hijau (*green screen*), serta keupayaan untuk menukar antara pelbagai sumber secara langsung. Keadaan ini pastinya dapat meningkatkan kualiti dan profesionalisme siaran langsung, seterusnya menjadikannya lebih menarik dan interaktif. Maka tidak hairanlah jika para penstrim profesional menggunakan OBS kerana fleksibiliti dan ciri-cirinya

yang komprehensif.

Dalam sektor pendidikan, perisian OBS telah digunakan secara meluas untuk pembelajaran dalam talian, terutamanya semasa pandemik COVID-19. Para pensyarah dapat menyiarkan kuliah secara langsung, berkongsi slaid, dan berinteraksi dengan pelajar melalui ciri-ciri interaktif yang disediakan oleh perisian ini. Menurut kajian dari UNESCO, lebih daripada 1.5 bilion pelajar di seluruh dunia terjejas oleh penutupan sekolah semasa pandemik. Oleh itu, bagi mendorong kembali motivasi mereka untuk belajar maka para pendidik telah menggunakan alat bantuan mengajar dalam talian seperti perisian OBS.

Sebagai contoh, satu kajian dilakukan di Universiti Gadjah Mada, Indonesia telah menunjukkan bahawa penggunaan perisian OBS dalam pembelajaran bahasa Indonesia melalui YouTube telah meningkatkan interaksi dan pemahaman pelajar terhadap bahan pengajaran. Kajian ini juga mendapati bahawa pelajar yang menggunakan perisian OBS sewaktu sesi kuliah dalam talian menunjukkan peningkatan 20 peratus dalam prestasi akademik mereka.

Perisian OBS juga banyak digunakan dalam industri hiburan, seperti penyiaran secara langsung acara muzik, permainan video dan persembahan seni. Artis dan penghibur dapat berinteraksi secara langsung dengan peminat mereka walaupun acara diadakan secara atas talian. Keadaan ini pastinya dapat memberikan pengalaman interaktif kepada penonton. Menurut laporan dari Newzoo, industri permainan video global dijangka mencapai nilai \$159.3 bilion pada tahun 2020, dengan penstriman langsung menjadi salah satu pendorong utama pertumbuhan ini.

Bagi sektor perniagaan pula, perisian OBS digunakan untuk penstriman langsung acara korporat, pelancaran produk dan sesi latihan. Syarikat dapat menyiarkan acara mereka kepada peserta global, meningkatkan jangkauan dan mengenalkan jenama. Menurut laporan dari Grand View Research, pasaran penstriman video global dijangka mencapai \$184.3 bilion pada tahun 2027, dengan penstriman langsung korporat menjadi segmen yang berkembang pesat.

PENGUASAAN SENI KOMUNIKASI SARKASME MELALUI JENAKA DAN KIASAN

Oleh : Fakrulnizam Jafri

Kamus Dewan Edisi Keempat telah mendefinisikan sarkasme sebagai kiasan atau ironi yang mengandungi unsur-unsur kata pedas yang bertujuan untuk menyakitkan hati seseorang atau sindiran. Sarkasme adalah strategi bahasa yang berkuasa yang digunakan dalam interaksi manusia dalam menyampaikan pelbagai lapisan makna dan merangsang pemikiran. Penggunaan sindiran apabila mengulas pandangan orang lain dapat menggalakkan aktiviti perbincangan yang mendalam dan terperinci berkenaan sesuatu isu di samping menggabungkannya dengan penyampaian secara bersahaja melalui jenaka dan kiasan.

Sarkasme, yang merujuk kepada penggunaan sindiran halus yang bertujuan untuk mengejek atau menyatakan sesuatu pendapat secara jenaka, boleh memberi kesan positif dan negatif dalam komunikasi tingkah laku. Penutur atau penulis perlu mahir dalam melaksanakan komunikasi tersebut yang berfungsi sebagai medium kritikan sosial dan kecerdasan, sentuhan ringan ke atas subjek yang berat. Namun, kejayaannya adalah bergantung kepada keadaan tertentu, cara penyampaian, dan tahap pemahaman dan pengetahuan yang dimiliki oleh penerima sasaran.

Komunikasi berasaskan teks harus dilakukan dengan penuh hemah dan bertanggungjawab dengan menggunakan sindiran dalam komen bertulis yang tidak mempunyai petunjuk oleh nada dan ekspresi muka yang mungkin mengakibatkan salah tanggapan yang biasanya tidak ditemui dalam perbincangan bersemuka. Oleh itu, mencapai keseimbangan harmoni antara kejelasan dan sindiran menjadi penekanan yang amat penting dengan penuh adil dan berhati-hati umpama menarik rambut di dalam tepung, rambut jangan putus dan tepung jangan berserak.

Sarkasme boleh berfungsi sebagai instrumen yang kuat untuk kritikan sambil meninggalkan komen pada penulisan dan pertuturan. Penggunaan sindiran dan bukannya kritikan langsung boleh menerangkan secara berkesan sebarang percanggahan idea penulis sambil menambah sentuhan jenaka pada karyanya. Sebaliknya, mengkritik sesuatu isu

dengan alasan yang salah, komen sarkastik boleh mendedahkan kesilapan logik secara bijak dan berseni membuah hasil yang berguna dengan menghiburkan pembaca.

Tambahan pula, sindiran berpotensi untuk menggalakkan penyertaan aktif dengan menggalakkan perbincangan isu dengan penuh bertenaga dan semangat. Kenyataan sarkastik yang diletakkan dengan betul berpotensi untuk menggesa pembaca menganalisis isi artikel, mendorong mereka untuk berkongsi pandangan mereka dan sama-sama turut mengambil bahagian aktif dan kritis dalam perbincangan. Sarkasme mempunyai keupayaan untuk mengubah perbualan biasa menjadi perbualan yang menarik dengan pengenalan kepada elemen jenaka atau komedi.

Bagaimanapun, adalah penting untuk menggunakan sindiran dengan cara yang bertanggungjawab, berhati-hati dan adil dalam menyedari keupayaannya untuk menyebabkan kesalahan atau mengeruhkan suasana komunikasi antara individu terlibat. Interaksi yang sama mungkin dilihat oleh sesetengah individu sebagai usikan ringan, namun bagi sesetengah yang lain mungkin menganggap ia sebagai tingkah laku yang agresif. Oleh yang demikian, adalah penting untuk menunjukkan kawalan diri dan kesedaran tentang topik perbincangan dengan mengambil kira aspek sensitiviti kumpulan sasaran.

Sebagai rumusan, sindiran apabila digunakan dengan sewajarnya boleh meningkatkan komunikasi tingkah laku dengan menyuntik elemen kepandaian dan kiasan. Penggunaan sindiran dalam ulasan secara penulisan dan pertuturan boleh menyumbang kepada peningkatan kritikan, merangsang pertikaian dan menambah seri dalam perbincangan yang terkawal. Namun, adalah penting untuk berhati-hati semasa menggunakan sindiran, menyedari keupayaannya untuk disalaherti. Dengan mengekalkan gabungan kecerdasan minda dan kesungguhan yang tinggi, seseorang individu dapat menjalankan perundingan dengan tenang, mendepani cabaran komunikasi sarkastik yang menggalakkan proses pembelajaran sepanjang hayat.

PENGARUH MEDIA SOSIAL TERHADAP TINGKAH LAKU **BOIKOT**

Oleh : Nur Alyani Mohd Shukri, Siti Nasarah Ismail & Noryusnita Ramli

Media sosial telah menjadi sebuah platform yang sangat berpengaruh dalam penyebaran informasi, pandangan, dan gerakan sosial, termasuk tingkah laku boikot. Pengaruh media sosial terhadap tingkah laku ini dapat dilihat dari beberapa aspek, antaranya penyebaran informasi secara pantas dan luas. Media sosial membenarkan penyebaran informasi tentang isu dan tujuan boikot. Pengguna dapat akses yang mudah terhadap berita, artikel, video, dan infografik yang menyokong atau menentang boikot. Hal ini dapat meningkatkan kesedaran orang awam dalam tempoh yang singkat terhadap isu boikot yang belarutan sehingga kini.

Mobilisasi massa yang bermaksud sebagai proses yang mendorong orang ramai dalam pelbagai peringkat (nasional mahupun tempatan) dapat meningkatkan kesedaran secara bersemuka. Media sosial membolehkan masyarakat dan syarikat merancang dan menyelaraskan usaha boikot dengan lebih cekap. Masyarakat boleh berkumpul secara dalam talian dengan tujuan yang sama untuk berkongsi kesedaran seperti menganjurkan acara di Facebook, penggunaan 'hashtag' di aplikasi X dan menjalankan kempen di Instagram bagi membantu menyatukan orang ramai dengan tujuan yang sama.

Selain itu, pengaruh sosial dan tekanan awam juga dapat dilihat dari sudut berbeza. Media sosial membenarkan masyarakat untuk melihat pandangan dan tindakan sekeliling atau dari tokoh-tokoh yang mereka kagumi. Ini boleh mewujudkan kesan 'snowballing', di mana semakin ramai orang terpengaruh untuk mengambil bahagian dalam boikot kerana tekanan sosial atau rasa solidariti.

Media sosial turut memberi kesan terhadap reputasi dan imej syarikat yang terlibat dengan isu boikot. Syarikat yang berhadapan dengan tingkah laku boikot ini akan mengalami kesan langsung dari aspek reputasi dan imej mereka. Ini berikutan, media sosial memudahkan penyebaran berita negatif atau kritikan terhadap syarikat, yang boleh membawa kepada penurunan keyakinan pengguna dan penurunan jualan.

Selain itu, media sosial membolehkan

analisis 'real-time' tentang kesan tingkah laku boikot. Melalui analisis data, kita dapat melihat bilangan orang yang bersuara tentang boikot, sentimen awam dan perubahan dalam tingkah laku pengguna. Ini memberi gambaran yang lebih jelas tentang keberkesanan boikot melalui penggunaan media.

Keberkesanan tingkah laku boikot dapat dilihat secara menyeluruh dari sudut positif dan negatif. Positifnya, media sosial boleh meningkatkan keberkesanan boikot dengan meluaskan jangkauan maklumat dan menarik sokongan ramai. Kempen yang diurus dengan baik boleh menghasilkan perubahan, baik dari segi polisi syarikat mahupun kesedaran pengguna. Manakala, aspek negatif boikot adalah tidak semua boikot yang menjadi viral di media sosial berjaya. Kadangkala, maklumat yang salah atau boikot berdasarkan andaian yang tidak tepat boleh menyebabkan kekeliruan atau kekurangan sokongan yang konsisten.

Kredibiliti dan kebolehpercayaan maklumat juga memainkan peranan yang penting. Media sosial membenarkan ketelusan dan pengesahan melalui pelbagai sumber. Kempen boikot berdasarkan bukti kukuh cenderung mendapat sokongan yang lebih besar. Namun, kewujudan maklumat palsu atau berita 'hoax' juga merupakan satu cabaran besar. Ini boleh mengaburi tujuan asal boikot dan mengurangkan keberkesanannya.

Dari sudut dinamik sosial dan ekonomi, boikot yang dilaksanakan dengan baik boleh mempengaruhi polisi syarikat dan mempromosikan tanggungjawab sosial. Ini boleh membawa kepada perubahan positif dalam amalan perniagaan. Sebaliknya, boikot yang tidak dirancang dengan baik atau terlalu kerap boleh menyebabkan kepenatan orang ramai dan pihak yang kurang bernasib baik yang tidak mempunyai kaitan langsung dengan isu yang dibangkitkan.

Secara keseluruhan, media sosial memiliki peranan yang signifikan dalam menggerakkan dan mempengaruhi aksi boikot. Namun, kejayaan boikot melalui media sosial sangat bergantung pada kejelasan tujuan, ketepatan maklumat, dan strategi komunikasi yang efektif.

PERANAN MEDIA SOSIAL DALAM MEMPROMOSI PEMBELAJARAN SEPANJANG HAYAT

Oleh : Nurul Nisha Mohd Shah & Shahril Anuar Abdul Ghalim

Pendidikan tidak lagi terbatas pada fasa tertentu dalam kehidupan seseorang individu. Pada zaman digital saat ini, konsep pembelajaran sepanjang hayat semakin mendapat sorotan. Bagi individu yang ingin kekal relevan dan kompetitif dalam pasaran kerja yang dinamik, pastinya mereka harus sentiasa bersedia untuk meningkatkan pengetahuan dan kemahiran mereka dalam pelbagai bidang. Keadaan ini pastinya dapat menaik taraf keterampilan dan pesona diri sebagai individu yang berkarisma dan mampu bersaing pada peringkat yang lebih tinggi. Namun, bagaimana caranya agar pembelajaran sepanjang hayat dapat didorong dan dipromosi secara efektif?

Kemunculan media sosial telah membuka pelbagai peluang baru untuk mereka yang sentiasa dahagakan pengetahuan dan maklumat dalam pelbagai perkara. Berbekalkan kemampuannya untuk menghubungkan individu daripada berbagai-bagai latar belakang dan memberikan akses yang tidak terbatas terhadap maklumat dan pengetahuan umum dan khusus, media sosial berpotensi menjadi platform bagi pembelajaran sepanjang hayat. Platform-platform seperti Facebook, Twitter, LinkedIn, dan YouTube telah menjadi saluran bagi individu untuk berkongsi maklumat dan pengetahuan, berkolaborasi, serta terlibat dalam perbincangan yang dapat mendorong kepada perkembangan potensi diri.

Media sosial juga telah membuka pintu menuju ke dunia sumber pembelajaran yang tidak terbatas, baik dari segi formal mahupun tidak formal. Kandungan pembelajaran yang berkualiti dapat diakses di hujung jari sahaja. Salah satu keunggulan utama media sosial adalah kemudahan akses terhadap kursus online, atau yang lebih dikenali sebagai MOOC (Massive Open Online Course). Platform-platform seperti Coursera, edX, dan Udemy menawarkan ribuan kursus daripada institusi pengajian tinggi terkemuka di seluruh dunia.

Platform MOOC telah memberikan peluang kepada sesiapa sahaja untuk memperluas pengetahuan dengan tempoh pengajian yang lebih fleksibel. Selain itu, terdapat banyak webinar dan video tutorial yang telah dimuat naik di media sosial, yang telah memungkinkan pembelajaran segera dan terus daripada ahli yang pakar dalam subjek tersebut. Interaksi secara langsung bersama ahli yang pakar menerusi komen atau Direct Message pastinya memberi peluang untuk seseorang individu memperoleh ilmu yang lebih mendalam.

Para pengguna media sosial juga dapat menyertai komuniti perbincangan yang sesuai dengan minat dan bidang masing-masing.

Mereka berpeluang untuk bertanya soalan, bertukar-tukar pandangan serta belajar menyelesaikan masalah melalui pengalaman orang lain yang ada dalam komuniti tersebut. Ahli-ahli dalam komuniti tersebut tidak hanya dapat memperkaya pengetahuan diri bahkan dapat membangun jaringan profesional dalam bidang tersebut.

Selain itu, media sosial juga menyediakan akses mudah terhadap bahan pembelajaran seperti e-book, podcast, dan lain-lain kandungan multimedia. Sumber bahan pembelajaran ini dapat diakses pada bila-bila masa dan di mana-mana sahaja. Hal ini pastinya memberikan kemudahan pembelajaran secara fleksibel kepada individu iaitu sesuai dengan gaya pembelajaran masing-masing.

Ternyata, media sosial bukan hanya berperanan sebagai sumber untuk mendapatkan pengetahuan dan maklumat, bahkan dapat menyumbang kepada peningkatan inspirasi pembelajaran sepanjang hayat. Individu yang berupaya mengoptimalkan penggunaan media sosial pastinya akan memperoleh manfaat yang maksima daripada kandungan-kandungan yang dipaparkan, seterusnya mengembangkan potensi diri dalam perjalanan ilmu yang tidak akan pernah berakhir.



ETIKA KEWARTAWANAN PERANTI: ANTARA LEDAKAN TEKNOLOGI DAN KESAHIHAN BERITA

Oleh : Amirah Hassan @Asan ,Dr Faridah Hanem Ab Rashid, Farah Hazween Amanah, Nurliyana Kamilah Khairul Anuar & Muhammad Azril Izuan Ramlan

Perkembangan teknologi semasa memberi impak yang besar terhadap industri media. Ledakan teknologi yang terus berkembang dari masa ke semasa turut menyumbang kepada kebangkitan mobile journalism (MOJO) atau dikenali sebagai kewartawanan peranti yang mencetuskan revolusi dalam perkembangan medium penyampaian berita dan ia sekaligus memberi peluang kepada pengamal media dan wartawan bagi menggunakan telefon pintar dan peranti lain sebagai alat hebahan bagi menyampaikan berita di media sosial.

Bagaimanapun, perkembangan teknologi ini juga turut menimbulkan rangkaian isu etika dalam kewartawanan peranti bagi mengekalkan integriti dalam bidang kerjaya ini. Antara salah satu kebimbangan utama dalam perihal etika adalah bagi memastikan kredibiliti dan ketepatan dalam pelaporan berita yang disampaikan kepada masyarakat. Hal ini sejajar dengan kepantasan kadar berita yang disampaikan di platform mobile dan media sosial menyebabkan peningkatan risiko menyebarkan berita dan maklumat yang tidak tepat dan sahih.

Oleh yang demikian, wartawan peranti seharusnya teliti dalam prosedur menyemak fakta dengan memastikan kesahihan setiap maklumat berita yang diterima sebelum diterbitkan di mana-mana platform atas talian. Ketelusan maklumat berkenaan sumber dan proses pengumpulan berita juga perlu ditekankan bagi membina kepercayaan dalam kalangan pembaca iaitu masyarakat.

Antara isu etika penting yang lain adalah memperhalusi isu yang sensitif tanpa menyebabkan kemudaratan mana-mana pihak yang terlibat secara langsung atau tidak langsung. Selain itu, kepekaan

terhadap perbezaan budaya juga penting kerana wartawan peranti harus peka dan menghormati konteks budaya di mana latar berita tersebut berlaku dan dilaporkan.

Selain itu, wartawan seharusnya mengekalkan kesaksamaan serta mengelakkan sifat berat sebelah bagi apa jua bentuk maklumat samada yang berkaitan dengan latar wartawan itu sendiri atau sebaliknya dalam pelaporan berita

dan ini menjadi salah satu etika yang perlu dititikberatkan untuk menghasilkan berita yang tidak berat sebelah. Nilai ini amat penting dalam tuntutan mengeluarkan pelaporan yang pantas bagi mengelakkan risiko menerbitkan laporan berita yang bersifat tidak adil.

Justeru, wartawan peranti perlu mengamalkan tahap profesionalisme sejajar dengan kod etika kewartawanan sedia ada yang menekankan tentang kepentingan pelaporan yang benar, tepat, telus dan berdasarkan fakta. Selain itu, bagi menyokong kepada amalan kewartawanan yang beretika ini, inisiatif kerajaan dan pelbagai pihak termasuk industri media, institusi pendidikan yang

tampil dengan memperkenalkan buku panduan kewartawanan peranti iaitu MOJO Madani dapat membantu memberi garis panduan yang baik ketika membuat laporan berita menerusi kaedah MOJO.

Oleh yang demikian, kewartawanan peranti akan terus berkembang dan cabaran etika akan terus terjadi dan ini memerlukan wartawan untuk terus bersedia bagi mengekalkan standard yang tinggi dalam memastikan hasil berita yang berkualiti tinggi sejajar dengan etika kerjaya profesional sebagai barisan hadapan dalam penyampaian maklumat dan berita kepada dunia.



PERANAN MEDIA SOSIAL DALAM MEMBANTU MENINGKATKAN KUALITI PENGAJARAN DAN PEMBELAJARAN DI UNIVERSITI

Oleh : Nurul Nisha Mohd Shah

Sebagai seorang pensyarah di era digital ini, saya sedar betapa pentingnya peranan yang dimainkan oleh media sosial dalam meningkatkan kualiti pengajaran dan pembelajaran. Pelbagai platform media sosial seperti Facebook, Twitter, Instagram, YouTube dan sebagainya telah menjadi sebahagian daripada kehidupan seharian pelajar masa kini. Justeru, adalah menjadi tanggungjawab kita sebagai pendidik untuk memanfaatkan media sosial ini bagi tujuan pendidikan.

Pertama, media sosial membolehkan interaksi dua hala yang lebih efektif antara pensyarah dan pelajar. Sebagai pensyarah, kita

Selain itu, media sosial juga membolehkan pembelajaran kolaboratif secara dalam talian. Pelajar boleh bekerjasama dalam kumpulan untuk menyiapkan tugas atau projek, berkongsi idea dan pandangan, serta memberi sokongan antara satu sama lain. Kemahiran komunikasi, kepimpinan dan kerja berpasukan dapat digilap melalui aktiviti sebegini. Malah, kolaborasi merentas institusi dan negara juga menjadi lebih mudah dengan adanya media sosial.

Namun begitu, penggunaan media sosial dalam pendidikan perlu dilakukan secara berhemah dan bertanggungjawab. Pensyarah perlu memberi



boleh berkongsi bahan pembelajaran seperti nota kuliah, video, artikel, dan sebagainya dengan mudah melalui platform ini. Pelajar juga boleh bertanya soalan, memberi maklum balas dan berdiskusi secara langsung dengan pensyarah mahupun rakan sekelas mereka. Situasi ini dapat meningkatkan penglibatan pelajar dalam proses pembelajaran dan menjadikannya lebih interaktif dan menarik.

Kedua, media sosial menyediakan akses kepada pelbagai sumber maklumat dan pengetahuan tanpa sempadan. Pelajar boleh meneroka bahan bacaan tambahan, mengikuti perkembangan terkini dalam bidang pengajian mereka, serta berhubung dengan pakar-pakar dalam pelbagai bidang dari seluruh dunia. Keadaan ini telah membuka ruang untuk pembelajaran sendiri (self-directed learning) dan memupuk budaya pembelajaran sepanjang hayat dalam kalangan pelajar.

panduan yang jelas kepada pelajar tentang etika dalam talian, penulisan ilmiah, hak cipta dan sebagainya bagi mengelak isu penyalahgunaan. Pelajar juga perlu bijak mengurus masa yang digunakan di media sosial agar tidak menjejaskan tumpuan terhadap pelajaran.

Kesimpulannya, media sosial merupakan alat yang sangat berguna dalam meningkatkan kualiti pengajaran dan pembelajaran jika dimanfaatkan dengan betul. Ia memperkaya pengalaman pembelajaran, menggalakkan interaksi, perkongsian ilmu dan kolaborasi. Sebagai pendidik, kita perlu sentiasa peka dengan perkembangan teknologi dan bersedia untuk menerima inovasi dalam kaedah penyampaian ilmu. Dengan mengintegrasikan media sosial dalam pedagogi pendidikan, saya percaya kita mampu melahirkan modal insan yang berdaya saing dan bersedia mendepani cabaran masa hadapan.



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