



FACULTY OF COMMUNICATION AND MEDIA STUDIES

DIPLOMA IN COMMUNICATION AND MEDIA

UNIVERSITI TEKNOLOGI MARA (UiTM) REMBAU

**SUBJECT** : PROFESSIONAL PROJECT  
**CODE** : COM363  
**TITLE** : THE EFFECTS OF EXAGGERATION IN NEWS WRITING TOWARDS  
SOCIETY

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**DATE OF SUBMISSION** : 8<sup>th</sup> JANUARY 2019

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## ABSTRACT

Exaggeration in news becomes a wrangle in journalism ethics which it symbolizes something as being greater or worsening the real situation for public personal interests. In other words, it aggrandized or varied beyond the bound or normal proportions. The society as in the readers might receive misleading news. According to Cambridge Dictionary, society can be defined as a large group of people who live together in an organized way, making decisions about how to do things and sharing the work that needs to be done. All the people in a country, or in several similar countries, can also be referred to as a society. News writing is the written style used to report news in media such as newspapers, radio and television to fork over the information. The researcher uses qualitative method to gather the information from five informants based on their ages. Based on the findings, exaggeration in news writing is not needed as it can deteriorate the situation or a person. The results of this research are exaggeration might affect a lot of parties because it can worsen the situation and people nowadays are just eager in searching the fact rather than exaggerated or sensational news. The media practitioners should avoid in exaggerating that have created a credibility crisis and impacted public trust in the media which can make their viewers plummet. Information Manipulation Theory suggests that deceptive messages function deceptively because they covertly violate the principles that govern conversational exchanges and it is related to the topic research as journalist tend to exaggerate their news writing that manipulate the readers. Journalists must deliver facts and straight forward content to avoid deceptive and misunderstanding among readers.

Keywords: Exaggeration, news, news writing, society, media

## CHAPTER 1: INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Along with the existence of information of technology printing and information agencies, the role of the media has spanned across all aspects of life and the various sections of human life in all corners of society. Now, the role of the media is challenging as current audiences as active individuals are able to determine their goals when exposing themselves to the mass media. In the meantime, media practitioners are entrusted with writing news that is capable of delivering authentic, accurate, and positive information. The task of journalists today is not merely reporting but should always balance between good and bad without leaving facts.

The principle of assertiveness when writing is important. Journalists must write based on facts, and not offend others. In this topic, we will discuss about the effects of exaggeration in news writing towards society. Exaggeration is a statement or action that makes something appear better or worse than it is in real situation. Exaggeration is a representation of something in an excessive manner. Exaggeration should not have a place in news if news is done rightly. News writing is an important skill for journalists reporting news either in newspapers, radio or television. Journalists need to write based on the criteria set forth in writing ethics such as vocabulary and neat structure of sentences. A news story should present factual information, without exaggeration. But exaggeration does occur if a reporter's personal bias creeps into a story and the editor or organization either does not catch it, or worse, encourages it.

The effect of this exaggeration will make the society confused with the news that displayed. It will give different perceptions and understanding to society. Society is a grouping of individuals, which is characterized by common interest and may have distinctive culture and institutions. One of the main concerns of exaggeration is that they can polarize society, particularly in political or any issues related to the country. Exaggeration also brings about unwarranted confusion among society. Sometimes, it boomerangs into religion, ethnic and environmental unrest in immediate society. Although not new, our awareness and use of the term exaggeration has risen in prominence. In general exaggeration is journalism that consists of deliberate misinformation, news whose main purpose is to distort the truth for emotional persuasion, seeking to drive action.

## 1.2 PROBLEM STATEMENT

News is a report of a current event. It is information about something that has just happened or will happen soon also something that is not known earlier. This means that, it can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners. However, the news and information that have been exaggerate among journalist brings negative effects towards society.

Exaggeration in the news writing by the journalist might affect the society as they can easily influence by the information that have been stated in news. This means that, readers who only read without investigate might conceive the news as a truth. Hence, the readers should get the precise information and news written by journalist to avoid the misleading information and jump into their own conclusion.

The readers tend to get the misleading information is due to the journalist that tend to exaggerate the information for making the information sensationalize. They incline to write sensationalize information especially in current issues so that the readers concerned to read their news and eventually gain a profit. For example, the journalist likely to exaggerate news in their writing to get more reader and inflated profit.

This circumstance might lead to negative epidemic that tend to stir the safety of individual and community. Exaggeration in news writing among journalist will affect and endanger the safety of the community that might involving crime cases such murder. For instance, if the journalist exaggerates news about race in residential area and making it sensationalize, this would result the community in the residential area have racist issues and started to not cooperate, fight between each other until commit murder.

Hence, the exaggeration in news writing among journalist would bring negative effect towards society. misleading information could trigger negative feedback from reader. Information that is at first accepted as valid by the reader, but future found to be incorrect would lead to influence on people's memory and reasoning. For instance, if the journalist exaggerates news in their writing, it will inflict libel among readers and influence them to conceive what they have read. It may also noxious the name of individuals or organization itself from the exaggeration of news.