

**UNIVERSITI TEKNOLOGI MARA
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**FACULTY OF ADMINISTRATIVE SCIENCE
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**THE IMPACTS OF BROADCAST MEDIA TOWARDS
UiTM MALACCA BACHELOR STUDENT'S ACADEMIC
PERFORMANCE**

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THE DECLARATION

We hereby declare that the work contained in this research proposal is on our own except those which have been duly identified and recognized.

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We hope that this proposal will be much useful for the enhancement of student's academic performance, which can be achieved via the positive usage, and adoption of broadcast media sources.

THE ABSTRACT

Broadcast media can be the sources in enhancing the student's academic performance. However, broadcast media sometimes to be previewed as only giving negative impacts towards student's academic performance. However, the effective usage and best adoption of electronic media sources by students is to be believed can enhance the student's academic performance. This study examines the impacts of broadcast media towards UiTM Malacca Bachelor student's academic performance. A random sample of 329 set of questionnaire were collected from respondents consist of Bachelors student's from three (3) faculties. This study examines the positive and negative impacts of broadcast media, which can affect the student's academic performance. Based on findings, most of the UiTM Malacca students' agreed that broadcast media do have impacts, which affect their academic performance. The impacts are more towards the student's competencies, behaviour and physiological aspect. Most of the respondents agreed that the broadcast media does improve their communication, language, and leadership skill and widen their knowledge. Average of respondents agreed that both radio and television do increase their motivational level. Findings also show that most of respondents agreed that broadcast media could reduce their stress level. However, respondents' viewed that the impacts is actually depends on the student's ways of adoption, effectiveness of time management, and programs chosen.

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