

# FPP BizNewz

January - May 2025

MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

DIGITAL MARKETING  
**in a digital age**

**BRAIN DRAIN**

A Point of View in Malaysia

**MENTAL  
HEALTH**

*Bagaimanakah Penularan*

**PLANKTON  
MERBAHAYA**

*Memberi Kesan kepada  
Usahawan Pesisiran Pantai*

**BUKIT  
LUNING**



**PERANAN  
MAJIKAN  
DALAM  
MENANGANI  
TEKANAN KERJA  
PEKERJA**

**BUBU NAGA**

*Sekat Rezeki Nelayan Tradisional*

**MOTIVATING  
MINDS**

*How Lecturers Can Use Positive  
Reinforcement to Boost*

**HUTANG**  
*Kawan atau Lawan?*

*Unik tapi Benar*  
**KANTUNG MADU KELULUT BERBEZA**

**RINTANGAN INSULIN**

*Punca, Risiko dan Hubungannya dengan Diabetes*

eISSN 2600-9811



9 772600 981003

Publication Date

1 June 2025

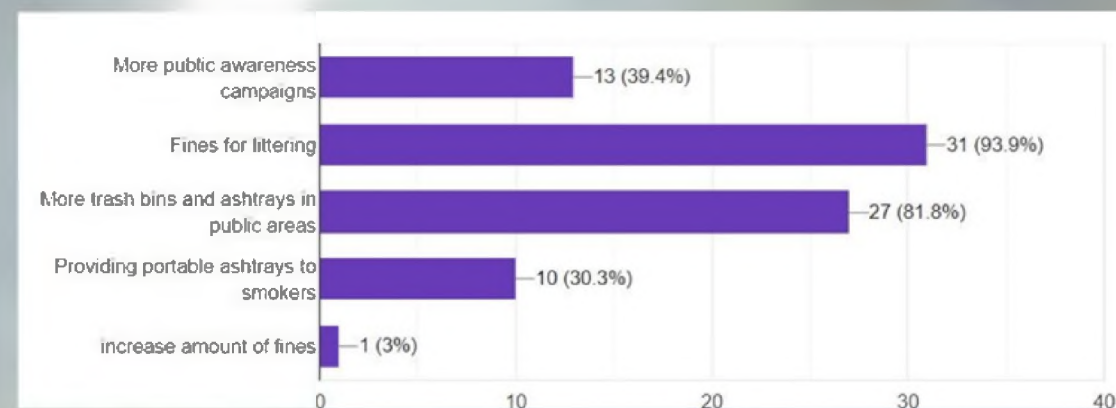


Figure 3: Strategies on Reducing Cigarette Butts Littering

39.4% of the respondents were in favour of increasing public awareness campaigns to discourage the leaving of cigarette butts lying around. This implies that stepping up outreach and education initiatives regarding the negative effects of cigarette butt littering on the environment might be a wise move. The results of the survey showed that there was broad agreement on the usefulness of fines for littering, 93.9% supporting this policy. This suggests that tougher laws and punishments for individuals found to be leaving cigarette butts behind could function as a repellent. An additional widely favoured measure, endorsed by 1.8%, was the addition of more ashtrays and trash bins to public spaces. Smokers may find it easier to properly dispose of their cigarette butts with this infrastructure upgrade. Littering may be reduced by offering easily accessible disposal options, such as ashtrays and special bins for used cigarettes. 30% of respondents thought that giving smokers portable ashtrays was a workable solution. This law gives smokers the freedom to carry a portable ashtray with them so they can properly extinguish their cigarette butts even outside. It encourages individual accountability and provides a workable way to deal with smokers' littering tendencies. A further suggestion to further discourage littering was made by 3% to increase the number of fines. This suggestion is in line with the general belief that stiffer penalties and enforcement function as powerful disincentives to littering.

In conclusion, support for initiatives like public awareness campaigns, littering fines, infrastructure upgrades, the availability of portable ashtrays, and possible fine increases highlights the need for a multipronged strategy to effectively combat cigarette butt littering.

#### References

- Ahmad Yousefi Nasab, Vahide Oskoei, Majid Rezasab, Navid Alinejad, Ali Hosseinzadeh, Giti Kashi (2022). Cigarette butt littering consequences: a study of pollution rate on beaches and urban environments.
- Roberto Valiente, Francisco Escobar, Jamie Pearce, Usama Bilal, Manuel Franci, Xisca Sureda (2020). Estimating and mapping cigarette butt littering in urban environments: A GIS approach.

# WHY DO WE WRITE?

By: Fathiyah Ismail and Nur Syikri Harun  
Universiti Teknologi MARA Cawangan Terengganu,  
Terengganu, Malaysia.  
Corresponding email: [nursyikri@uitm.edu.my](mailto:nursyikri@uitm.edu.my)

People write for many reasons. According to [go.sadlier.com](http://go.sadlier.com), there are seven reasons why we write. As we can see from the figure, the primary reasons for writing anything are to inform or to communicate with others and stimulate interest or action from readers. This is because anything that we write represents our experiences, knowhows, and even our own current state of feelings and conditions. Believe it or not, most people write every day nowadays, especially on social media, expressing themselves.

When we write for ourselves, it helps us to think, learn, and understand. Writing for ourselves is a private affair and matter though it may be shared with others. When we write for others, it is usually for sharing ideas and thoughts, which is an assessment or publication for a wider readership.

To some people, they write to be fully alive. This is because the act of writing draws us into a moment. Writing makes us travel all over the world, see the waves of the ocean and the blades of grass, smell the fresh and breezy air from the mountains, hear the sharp chirp of the morning cricket and birds, and listen to cries for help and laughs of happiness from another part of the world; seemingly as they are for real.

In the meantime, some people write with the idea to change the world with old or new ideas, concepts, beliefs, and values. Yes, great writing can definitely change readers' beliefs and perspectives, either in a good way or not. We want to bring new things to life, to mold things into the image we have in our minds and imaginations, and to some, this can be achieved through writing. Another possible reason for people to write is to make a name for themselves. As an academician, visibility is important today, and this visibility can be achieved through great writings.

## WHY DO WE WRITE?

### PURPOSE OF WRITING

Purpose	Definition	Examples
To inform	Communicate ideas and information to others	Journalistic writing, lab reports, research, economic reports, business reports
To entertain	Use language in a humorous way and is usually combined with explaining, informing, or arguing.	Brief joke, newspaper column, television or podcast script, Internet home page tidbit
To explain	Gather facts and combine with experience to clarify who or what something is, how it happened, or why something happened. Also called "expository writing."	Definition essay, process piece, cause-effect explanations
To persuade	Use appeals of logic, emotion, and character to prove a point. May not be fairly presented.	Advertisement, debate
To argue	Special kind of persuasion that fairly and accurately appeals to logic, emotion, and character and uses evidence in stating point of view	Problem-solution, research
To evaluate	Specific kind of argument, that argues for the merits of a subject and presents evidence for support	Book, movie, restaurant or music review
To express	Thoughts and feelings of author on a specific topic. Often informal	Journal or diary entry, letter, poetry, personal narrative

Muhammad Naim, a founder of [inchenaim.com](http://inchenaim.com), has highlighted that writing can make physical wounds heal faster, which is a very interesting fact to know. He has said that writing is an excellent remedy for wounds and emotional trauma. When we write our pains or problems on a piece of paper, it will create the sense of relaxedness and relief. When we reread the writing, sometimes, we may even feel better than before as if we have gained a new level of confidence to survive the test.

Additionally, there is a Harvard study suggesting that writing can reduce stress. It is evident that the lesser the stress we have means better productivity and health in return. Therefore, we need to do the writing when we feel the need to "heal".

From another angle of writing, it also possesses the bad sides. While I am writing this, Dato' Siti Nurhaliza's song, the '7 Nasihat' thing, has come into my mind. "Sekarang kerna mata, jemari berbicara". We know that, today, writings are everywhere and have even become one of the important tools in expressing thoughts and opinions. Netizens, as we called them, have used social media to express themselves aggressively and harshly on any subject matters that are currently being virtually and hotly debated topics. Social media, as we know it, provides keyboard warriors a writing platform that is borderless without censorship board. By expressing oneself in this platform, no one will ever know who they are as writers, making most netizens cast their opinions and views at will, regardless of the truth of the subject matter or the impact of the writing and comments it could have on certain people or individuals. Hence, netizens should be more rationale in expressing themselves. Instead of writing in their own shoes, it is better to write by being in the shoes of the other people first so that no harm



In conclusion, it should be made clear to us that the positives far outweigh the negatives. We just need to be smart and rational and make the best of what is offered to us while minimising the negative effect as much as possible when we write. We also need to remember that there would be a point of no return when our hands would be hailed witnessing whatsoever we have written or keyboarded, as our very tongues would have been incapacitated and remain silent before Him.

References

<https://go.sadlier.com/school/purposes-of-writing-poster-tip-sheet>

<https://inchenaim.com/tabiat-menulis/>

## WHY DO WE WRITE?



BizNewz 2025  
Faculty of Business and Management  
Universiti Teknologi MARA Cawangan Terengganu, Kampus Dungun  
Sura Hujung, 23000 Dungun, Terengganu, MALAYSIA  
Tel: +609-8400400  
Fax: +609-8403777  
Email: [biznewzuitm@gmail.com](mailto:biznewzuitm@gmail.com)