



**A STUDY ON RESPONSE TOWARDS SARAWAKfm DAILY RADIO
BROADCASTING IN KUCHING**

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“Declaration of Original Work”

I, **NURUL HIDAYAH BINTI MD SANDOLLAH (WN.KP.870907-52-5876)** hereby declare that:

- i) This project paper is the result of my independent works and investigation except where otherwise stated.

- ii) All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 16th APRIL 2010

TABLE OF CONTENTS

	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
CONFIDENTIALITY STATEMENT	iv
TABLE OF CONTENTS	v – viii
LIST OF TABLES	ix
LIST OF CHARTS	x
LIST OF FIGURES	xi
CHAPTER 1	
INTRODUCTION	
1.0 Introduction	1 - 4
1.1 Background of Study	5 - 8
1.2 Problem Statement	9 - 10
1.3 Research Scope and Objectives of Study	11
1.4 Research Objectives	12
1.5 Research Questions	13
1.6 Significant of Study	14 - 15
1.7 Definition of Terms	16
1.8 Limitation and Delimitation of The Study	17 - 18

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

As referred to Longman Dictionary, broadcast can best be defined as a programme on the radio or television and/or to send out radio or television programmes. While broadcasting is the business of making television and radio programmes. As reference made through the internet via Wikipedia, definition for broadcasting is the distribution of audio and/or video signals which transmit programs to an audience.

The original term of broadcast was first adopted by early radio engineers from the Midwestern United States to refer on the similar distribution or broadcasting of radio signals. Broadcasting forms a very large segment of the mass media and broadcasting to a very narrow range of audience is called narrowcasting. The audience of broadcasting may be the general public or relatively large sub-audience such as children or young adults.

The series of content in broadcasting is called a schedule. With the existence of technological endeavors, numbers of technical terms and slang have been developed. John Durham Peters ever wrote in his essay mentioned that the communication is a tool used for dissemination. He stated "*Dissemination is a lens-sometimes a usefully distorting one-that helps us tackle basic issues such as interaction, presence and space and time...on the agenda of any future communication theory in general*" (Durham, 211).

Broadcasting focuses on getting the messages out and it is up to the general public to do what they wish with it. Many businesses take advantage of communication dissemination by advertising over broadcast. The opinions are close to limitless with advancing technology. The main goal is simply get the message across and it is up to the customer population and audience to do what they wish with it.

Broadcasting has been found since many years ago. As referred to a book, in United States of America, the technological developments of radio and television were introduced, refined and expanded. From the crystal set grew the marvels of high fidelity, stereo, videotape, transistor receiving sets, color television and satellite transmission. During the World War II, there were almost a thousand radio stations on the air in United States of America.

Radio broadcasting is an audio or sound broadcasting service, broadcast through the air as radio waves from a transmitter to an antenna and thus to a receiving device. Stations can be linked in radio networks to broadcast common programming, either in syndicator or simulcast or both. One factor which has influenced radio's growth has been invention and use of the transistor. People kept informed about conditions through radio broadcast which could only be received by transistor sets.

Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing (modulating) some property of the radiated waves, such as amplitude, frequency, phase or pulse width. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.