UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

THE EFFECTIVENESS OF MAINSTREAM MEDIA IN COMMUNICATING
GOVERNMENT PROGRAMME:
A SURVEY IN KG. BERINGGIS, PAPAR.

ADIE BIN MADE
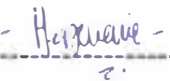2011761981
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DECLARATION

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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Abstract

Mainstream media has communicates many government information to public ever since before our country independent. Mainstream media play important role in Malaysia as it is the main medium used by government in communicating its programme to public. Besides that, government also has control over mainstream media in Malaysia. This is because government need strong medium to link them with the public. This research studies the effectiveness of mainstream media in communicating government programme. A random sample of 201 people who live in Beringgis, Papar will become our respondents in order to obtain answers for the questions, problem and issue in this research.

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