



وِنُورِ سِيَّتِي تِيكْنُولُوجِي مَارَا  
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**PROFESSIONAL PROJECT**

**TITLE: MEDIA AND HEALTH**

**THE EFFECTIVENESS OF MEDIA COVERAGE ON HEALTH EDUCATION  
THROUGH ADVERTISEMENT TOWARDS YOUNG GENERATION**

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## **ABSTRACT**

This research has been conducted to study about media coverage on health education towards young generation lifestyle. Health can be divided by two aspects which are physical and mental, physical health is all about our part of body. However, mental health is how people handle their healthy mind in their daily life. To get a healthy lifestyle, people need to maintain their own health because it helps them prevent their body from illness. So it is important for younger generation to know everything about health education in their early stage of age. In this research, the researchers want to know about the effectiveness of media coverage on health education advertisement towards young generation. The objective of this study is to find the role of media in health education specialized in advertisement. In addition, this study examined the effectiveness and also the impact of health education. By educating the young generations, about health, agenda-setting theory has been chosen by researchers as the advertisement can helps to influence them to improve their lifestyle. For methodology, the researchers use in-depth interview to do this research among UiTM Campus Malacca from Faculty Communication and Media Studies. As for conclusion with a proper education from media, young generation could change their unhealthy lifestyle to become healthier lifestyle.

**Keywords: Effectiveness, Media Coverage, Health Education, Advertisement, Young Generation.**

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