



اَوْنَبُوْرَسِيْتِي تِيْكُوْلُوْكِ مَبَارَا
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TEKNOLOGI
MARA

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SENSATIONALISM: MISUSED IN THE MEDIA INDUSTRY
(FOCUSING ON SOCIAL MEDIA)

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PREPARED BY:

AIMI NAJWA SYUHADA BINTI MAULUD	2015878374
FARAH FARHANA BINTI MUHAMAD FUAD	2015883462
NABIHAH ADILAH BINTI SALEH	2015852958
NUR DINI HUDA BINTI HUZIAN	2015825946
SOPHIA RAIHANA BINTI NORAZAM SHAH	2015891984

PREPARED FOR:

MADAM NOOR ASHMALIA BINTI MOHD ASHRAFF

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ABSTRACT

Social media describes the phenomena found in, and self-expressive web sites-sites such as Facebook, Twitter, Instagram, Myspace and Youtube. All the social media represent marketplace communities where can be provide and exchange information. It is also approach in building social networks for example create brand and others.

This research examines the Sensationalism: Misused in media industry focusing on social media. The issues that were discuss is focusing about the impact and factor of sensationalism in media. Other than that, the type of medium that were used to read about the news and the challengers that journalist face to write the news.

By gathering all the respond from six different informants on the issues of how they can identify the criteria of sensational news that are trending in social media, how does the sensational news can be trusted and the impacts of sensational news to the readers. The researchers are using qualitative research method in order to collect the responds from informants.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Sensationalism is defined as amount of space available for news that writes in mass media to tell people about stories that present biased impressions or emotions and entertain through exaggerated language or showy style. Sensationalism also neglected real news of the latest gossip about gladiators that may manipulated the real news and not too concerned with truth. Sensationalism also serve a function by promoting and spread the information to less-literate audiences and strengthening the social fabric. Not just that, sensationalism also is a type of editorial bias in social media which the topic in news stories are overhyped to present biased impressions which may manipulated the facts and the truth. Sensationalism spread information to less-literate audiences and strengthening the social fabric and it is important to establish or questioning various crime in societal or in cultural functions itself. Some of the stories are appealing to the emotions so that it being controversial. (Ministries, 2002).

Media industry exposed to the world outside around the world about the information and knowledge that has communication technological development. Media serve the best speedy spread on news that important incidents or events that taking place. It is helpful in times of crisis when media used to be reporting news immediately. Media industry in one of the platform to generate commination between people. Media industry consists of film, print, radio, and television. In general, media industry have many scope of job that include for examples reporters, correspondents, broadcast news analysts , writers , film and video editors, camera operators, producers, performers and others (Loosvelt, 2009).