



**THE INFLUENCE OF NEWSPAPER TOWARDS ACADEMIC PERFORMANCE AMONG
BACHELOR ADMINISTRATIVE SCIENCE (BAS)**

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ABSTRACT

Periodical material can be defined as continuing resources which are included magazines, journals, and newspapers. One of the periodical materials selected is newspapers. Newspapers are defined as a daily or weekly publication on folded sheets contains news and articles and advertisements. In depth, newspaper is a publication that usually is produced every day and contains articles about international, national, and local events. The beginning of the newspaper was started at five centuries ago which was merchants would distribute newsletters written by hand containing information regarding the weather, economic conditions, wars and human-interest stories and following to that newspaper now can be divided into two which are printed and non-printed or also known as online newspaper. For printed newspaper, it was started at 1690 and online newspaper had been introduced at late 1970 and early 1980 which are contain fully integrative use of text, audio, still-image, animation and video. The influence of newspaper to the reader can give good impact especially for students which are giving knowledge to the students. But here, there are problem that some of the student rarely read newspaper as a one of the source for doing their study and they only get information through the Social Network like Facebook, Twitter, and others. Regarding to that, most of the information gained from the Social Network is not totally reliable information rather than reading newspaper. Due to that, this study seeks to analyze the influence of newspaper towards academic performance among BAS Bachelor Administrative Science (BAS) student, UiTM Kedah. This study also seeks relationship between variables which are attitude, course requirement, skill, and newspaper metaphor. Researcher distribute questionnaire for data collection and used Statistical Package for the Social Science (SPSS) Version 14.0 for analyzing data collections. In brief, the influence of newspaper towards academic performance of BAS student gives good impact to them and also helps them in their study environment.

Keywords: Newspaper, Online Newspaper, Academic Achievement, Academic Performance, Influence, Newspaper Metaphor