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Public Interest Centre
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International Teaching Aid
Competition 2023
Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
UiTM Kedah Branch
Malaysia

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"HAHAHA TECHNIQUE": AN EASY WAY TO WRITE A PRESS RELEASE

Abdul Hamid Saifuddin
Faculty of Communication and Media Studies, Universiti Teknologi MARA
ahamid0328@uitm.edu.my

Mohd Yusof Zulkefli
Faculty of Communication and Media Studies, Universiti Teknologi MARA
yusofzulkefli@uitm.edu.my

Wardatul Hayat Adnan
Faculty of Communication and Media Studies, Universiti Teknologi MARA
Email address
wardatul@uitm.edu.my

ABSTRACT

Journalists and media outlets have far more reach than a business alone. Hence using press releases to garner more attention and awareness makes sense. An effective press release is also an excellent way to control how the business is viewed. An organisation can build their brand image and shape public perception through an informative official statement with facts to counter any negative publicity. However, there is a plethora of press release examples that can be viewed and searched online. Unfortunately, choosing the best example cannot be very clear because there are many writing styles. Hence, the *"hahaha technique"* has been introduced and used effectively as a teaching aid in the PRO450 Media Release course from the Faculty of Communication and Media Studies, Universiti Teknologi MARA. By utilising the element of one paragraph consisting of two sentences within four lines, this technique has also helped many other corporate executives from different departments in UiTM to write constructive press releases. Besides, *"hahaha techniques"* also bold the element of introduction, reason or objective, reciprocal, humanistic touch and context within five paragraphs, enabling everyone to write a press release efficiently. Sending press releases is a mutually beneficial exercise. Journalists need stories. Hence, a press release could start a relationship with someone in the media industry.

Keywords: press release, writing, technique, effective, relationship, industry

INTRODUCTION

Media Release, by far, is one of the most used documents in the public relations department. It is an organisation's voice and reason for relaying updated news and information. According to Catenaccio (2008), there are fewer press release studies. Consequently, they are many generic

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features of press releases with different communicative purposes. Many people who have not received proper training in writing the press release will feel confused about how to write the press release since there are many, many writing styles (Jokela, 2020).

To pen a professional and succinct release, one must begin with the basic tenets of writing; simplicity. For this method, the HAHAHA Technique template is introduced as a way of one size fits all. The reason this technique is called as HAHAHA technique is that 1) as mentioned, it is one size fits all, 2) once a person knows about this technique, that person surely understands how to write, and 3) everyone can use this technique to write the press release on the go with the news values in it.

PRACTICE AND PROCESS

One paragraph is equivalent to two sentences and within the threshold of four lines (1-2-4). The reason behind this outlook is to set writers, novices to professionals, a backdrop of which storytelling will be easily managed, and the flow of information runs smoothly under the belt of the Inverted Pyramid writing style for journalism. Therefore, throughout the creation of the release, elements of the 5W1H will be used within the paragraph respectively.

FOR IMMEDIATE RELEASE

MEDIA RELEASE

TITLE

LOCATION, MONTH, YEAR

_____
_____. _____,
_____
_____

Paragraph 1: Introduction
Chiefly, it is only natural for writers to begin their point of entry with the element of WHAT in the first paragraph of the first sentence. As scene setting, the first element usually defines the situation or the environment an organisation is under, needing the WHAT is happening as a starting point. In the same paragraph, writers may decide on any of the elements from the 5W1H as a logical, supporting detail, following the first sentence earlier. Again, writers must note that each sentence must be concise, straight to the point and curt.

Paragraph 2: Objective or Reasoning paragraph.
The writer will infuse the use of WHY first in the first sentence of this paragraph. It may be followed by any of the elements of the 5W1H. Then, in the second paragraph, the organisation states their reason for issuing the release, stemming from the stress or duress they were under.

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Paragraph 3: Humanistic
Here, writers require these three elements to have a clear sense of authority and reasoning. The use of WHO, said WHAT, WHERE should be visible within this paragraph. For a release to be indeed identified as genuine and urgent, the presence of these three could alleviate the humanistic value of the release, with the hope that the intended audiences could see them in a different and favourable light.

Paragraph 4: Additional
By now, writers should notice that they have scratched out the elements of the 5W1H throughout the documentation and will be left with a few elements. It is where the writer assigned the remnants of the elements in the fourth paragraph. Also note that this is like the Inverted Pyramid writing style, where the less general information will be parked at the bottom of the news release.

Paragraph 5: Connection
The writer will end the paragraph by sharing the writer's details for the journalists covering the news to be in contact with. Establishing connections and future collaborations between the organisation and the news entity covering the event is equally important.

/ End

Finally, the writer will prepare a boilerplate to share the company's background and give the journalist a glimpse of the company's value and orientation.

Figure 1. Features of the HAHAH techniques

CONCLUSION

The science behind the Hahaha technique or template is that, in a paragraph, a writer can manually decide which elements from the 5W1H suits the storytelling or release in each paragraph. The first is an Introduction paragraph, followed by the objective or reasoning paragraph. However, it should reserve unique space for the third, Humanistic or quotation paragraph. Next is the additional information paragraph, which ends with a parting paragraph. Finally, in its usual practice for media release, a release should state either the word END or ### to signal the end of the document or no more comment offered after these two markers. For now, all the writers need to do is strategically choose two elements from the 5W1H elements for each paragraph, which will box the writer in on what to write or how to approach the idea. Along the way, writers may realise that they may have used an element once or twice, and it is all right to do so, as this template is forgiving in the sense that information or timeliness of the story has been taken into consideration, naturally.

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