





# MASS COMMUNICATION INDUCTION DAY!

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A fresh semester with brand-new mass communication students will bring back the mass communication induction day, commonly known as Hello Masscommers!, on May 20, 2023. The mass communication and media faculty's DK200 was the location for the event. Thanks to the Media and Communication Student Club (MCSC), which assisted in organising the event, it was a wonderful success. To introduce first-year students to their mass communication and media education, Hello Masscommers has become a tradition. Additionally, it aims to forge new connections amongst fresh "masscommers." The occasion was jam-packed with enjoyable activities to let the students and other club members get to know one another.

The preparation for the entire event, which included things like organising the food order, the equipment for the activities, reserving the space, and other things, took close to two weeks. The club members were upset when just a few people turned there because they had anticipated a full house. The project manager's fast thinking talents prevented this problem. To make the celebration more exciting, he advised the club members to bring their friends. Luckily, the rapid thinking prevented a disastrous outcome. The tournament then began with a round of "senamrobik" to get everyone warmed up. Then, more activities like "coffee or tea?" and "water pong" were added to the schedule.

Following the events, the participants were instructed to enter DK200 and prepare the area for the following ceremony. Two of the club members then ushered the VIPs. The project manager gave a speech after a briefing session and before

the Head of Mass Communication and Media, Madam Maizura Manshor, resumed the event. The purpose of the briefing was to inform the incoming students about the course's emphasis on mass communication and media. The club president presided over the second briefing and delivered a speech. The club and its members are introduced during her briefing session.

After the educational briefing and interesting speaking portions, the enthusiasm in the room started to fade as the event drew to a close. After gaining a plethora of knowledge, the guests were graciously led out of the space along with the notable VIPs who left shortly after. The participants were then instructed to wait at a location for another activity that had become customary for this course, a "shower ritual" in which they received welcome showers from the lecturers and seniors. The rite employed water balloons that had been prepared in advance. The new enrollees were now referred to as "masscommers." Both the committed organisers and the passionate guests had a tangible feeling of significance during the whole event, creating a lasting impression. The project manager took a minute to express his sincere appreciation to the committed club members whose steadfast support and efforts played a crucial part in making the event a resounding success as he thought back on the incredible outcome. He expressed his hope that this special event will become a treasured yearly tradition, encouraging friendships and information sharing for years to come, with a sense of anticipation.