



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

Bachelor of Science (Hons.)
Information System Management
(IM245)

MANAGEMENT OF AUDIO VISUAL RECORDS & ARCHIVES
(IMR665)

“AUDIO VISUAL : ADVANTAGES OF CLOUD DOCUMENTATION”

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ABSTRACT

Nowadays, audio visual is used as tools to improve the efficiency of an organization through technology. The concept of audio visual will make information more interesting, dynamic, quality, effectives and easy to retrieve. In the world of multimedia and communication such as television program and others entertainment, most of companies used internet as audio visual materials to promote their business and shared with people around the world without thinking about the benefits or the risk that might be happen in future.

Keywords: Audio visual, benefits, television program

“Audio visual : Advantages of cloud documentation”

OBJECTIVE

The objective is to identify the advantages or benefits that have been received by organization through moving the content to cloud and the documentation of digital archive on the internet.

“Audio visual : Advantages of cloud documentation”

INTRODUCTION

Digital preservation is one of medium to preserve important information from loss or damages. According to the first article, some citizen journalists claimed that audiovisual recordings produced by the public on the scene were circulated in the cloud much earlier than the multimedia content from mainstream media (Barimen, 2013; The Independent, 2013). There are advantages in manage of cloudy audiovisual materials eventhough behind the successful they faced a lots of challenges. The phenomenon create , manage , distribute and access audiovisual materials in the cloud raises questions about the ability of law related records , which is defined as a legal deals with records or information in general , to address the issues ownership and control of data and records. Meanwhile from the second article it was stated that the audio visual documentation functions are to provide ready to print and the ways in which audiovisual documentation used to present the historical context of the story , their origin , background , biography an important figure , etc. In these cases, audiovisual documentation enriches and completes news, facilitates the understanding of the audience. The use of audiovisual documentation in this role shall always right. Product quality news will depend on the knowledge and skills of journalists when it comes to choosing retrospective information and properly should formulate a message that he want to send.