



DIPLOMA IN COMMUNICATION AND MEDIA
THE FACULTY OF COMMUNICATION AND MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA MELAKA
HOW NEW MEDIA PORTRAYS OUR ATHLETES

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TABLE OF CONTENT

| NUM | CONTENTS | PAGE |
|-----|---|---------------------|
| 1 | Acknowledgement Abstract Abstrak Chapter one: Introduction 1.1 Background of study 1.2 Problem statement 1.3 Research Questions 1.4 Research objectives 1.5 Significant of study 1.5.1 Policies 1.5.2 Practice 1.6 Limitation of The Studies 1.6.1 Lack of Available or Reliable Data 1.6.2 Lack of Time | 3 4 5 6-14 |
| 2 | 2.0 Chapter two: Literature Review 2.1 What Is New Media? 2.2 Definitions of Athletes 2.3 Ethics and Sports Journalist 2.4 Sports and New Media 2.5 Related Theories 2.5.1 Interactionist Theory 2.6 Research Framework | 15-20 |
| 3 | 3.0 Chapter Three: Methodology 3.1 Qualitative Research Methods 3.2 Data Collection Strategies 3.2.1 In-Depth Interview 3.3 Unit of Analysis 3.4 Sampling 3.41 Sampling Method: Nonprobability Method 3.42 Purposive Sampling 3.5 Thematic Analysis | 21-25 |
| 4 | 4.0 Chapter 4: Finding & Discussion 4.1 RQ 1: How should new media portray our athletes? | 26-35 |

| | | |
|---|---|-------|
| | <p>4.2 RQ 2: Is it true that new media practitioners nowadays prefer to gain popularity for their company itself than the importance of pride of our athletes?</p> <p>4.3 RQ 3: Why some new media practitioner, keep “badmouthing” about athletes especially in Malaysia?</p> <p>4.4 RQ4: In your opinion as a new media practitioner, what do you think about our national athletes in terms of their portrayal as a public figure?</p> <p>4.5 RQ5: What are the effects on athletes when new media nowadays keep telling or cover bad story about them?</p> <p>4.6 RQ6: What is the reaction of athletes towards new media?</p> <p>4.7 RQ7: As a media practitioner, do they ask permission from the athletes before doing a coverage about them?</p> <p>4.8 RQ8: Does athletes use media as a platform to gain publicity and popularity?</p> | |
| 5 | <p>5.0 Conclusion</p> <p>5.1 Future Recommendation</p> | 36 |
| 6 | 6.0 References | 37-38 |
| 7 | 7.0 Appendixes | 39-44 |

ABSTRACT

This research paper is mainly about the new media and athletes. Our topic is “How New Media Portrays our Athletes”. The purpose of conducting this research paper is to study on how media portray our athlete, to determine whether the media choosing to gain more profit than pride of our athlete especially in Malaysia. All data collected to support this research is from a method called in-depth interview and unit of analysis is by individuals. Data were analyzed using thematic analysis. We have interviewed few experts such as to Ilya Kareena Abdeen Binti Ibrahim, UiTM Althetes on squash Muhammad Aliff Bin Nordin, football athletes of UiTM, Nazirul Hadi Bin Norjali, futsal athlete, Nor Amirul Syaffiq Bin Khairul Annuar, Silat athletes, Nurizzatul Nabila Binti Zakaria, hockey players, MR Ishak journalist chief of Melaka Hari Ini and Puan Rozana Sani, a reporter from New Strait Times (NST) to participate in our interview. From the interview we have found that, most of informants have come to an agreement that the factors and impacts of new social media addiction are generally to get attention, and impacting one’s social skills development.

ABSTRAK.

Kajian ini bertunjangkan tentang media baru dan atlet. Tajuk kajian kami ialah “Bagaimana media baru menggambarkan atlet”. Tujuan kajian ini dibuat adalah untuk mengkaji tentang bagaimana media baru menggambarkan atlet kita, adakah media baru sekarang memilih untuk mendapatkan keuntungan semata-mata dari maruah atlet di Malaysia. Semua data dikumpulkan melalui temubual bersama mereka dan unit analisis yang digunakan ialah individu dan kumpulan. Data dikaji menggunakan analisis bertema.

Kami telah menemubual beberapa pakar atau atlet iaitu; Ilya Kareena Abdeen Binti Ibrahim, atlet squash UiTM, Muhammad Aliff Bin Nordin, pemain bola sepak UiTM, Nazirul Hadi Bin Norjali, pemain futsal UiTM, Nor Amirul Syaffiq Bin Khairul Annuar, Silat, Nurizzatul Nabila Binti Zakaria, pemain hoki, MR Ishak ketua penulis di Melaka Hari Ini and Puan Rozana Sani, wartawan dari New Strait Times (NST) yang telah terlibat dalam temubual kajian ini. Dari apa yang telah didapati, kebanyakan penemubual setuju bahawa antara factor dan kesan terhadap media baru adalah untuk mendapatkan perhatian dalam umum dan memberi kesan terhadap perkembangan skil seseorang.