



UNIVERSITI TEKNOLOGI MARA (UITM)

THE CAPABILITIES OF OBSCENE LYRICS IN INFLUENCING THE BEHAVIOUR OF
COMMUNICATION AND MEDIA STUDIES STUDENTS IN UiTM

NURUL UFAIRAH BINTI TARMIDZI

IZYAN SHAMIMI BINTI MOHD SAIDI

NUR ATHIRAH BINTI MOHD ZAID

NURHANIS BINTI ZARIMAN

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Candidate's Name : NUR ATHIRAH BINTI MOHD ZAID

Candidate's ID number : 2016486748

Programme : Diploma in Communication and Media Studies

Faculty : Faculty of Communication and Media Studies

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Candidate Signature :



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ABSTRACT

Music is one of the most powerful tools in someone's life. Listening to obscene songs can influence the behaviour of the adolescents if they do it repeatedly. In another scenario, lyrics have become more explicit. They are associated with drugs, sex, and violence over the years. Lyrics of some music genres, such as rock, heavy metal, rap, and new emerging genres such as reggaeton, have been found to revolve around topics such as sexual promiscuity, death, homicide, suicide, and substance abuse have become more explicit. The music that they listen to mostly contain obscene lyrics that repeatedly reference sex, violence and drugs. This research is to study the capabilities of obscene lyrics in influencing the behaviour of Communication and Media Studies students in UiTM. In addition, a qualitative method in form of in-depth interviews with open-ended and semi-structured question was chosen in order to gain a deeper insight into the study. Seven students of UiTM Rembau aged between 18 and 20 from the Faculty of Communication and Media Studies were interviewed as our informants. As the result, people who listen to song with obscene lyrics has the tendency to change their character or behaviour into a negative one.

Key Words: Obscene lyrics, Social Cognitive Theory, behaviour modification, lifestyle.

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