

**THE STUDY OF DEFAMATION AMONG ACADEMICIANS IN
UiTM, KOTA SAMARAHAN CAMPUS**



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**TAJUK PROJEK PENYELIDIKAN DANA KECEMERLANGAN KATEGORI C 'THE STUDY OF
DEFAMATION AMONG ACADEMICIANS IN UiTM KOTA SAMARAHAN AND MERBOK CAMPUSES'**

Dengan hormatnya perkara di atas adalah dirujuk.

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- v. Pihak tuan dikehendaki mengemukakan laporan prestasi secara ringkas pada bulan Mac 2010 dan Julai 2010 sepanjang penyelidikan tuan berjalan.
- vi. Tuan perlu menandatangani Borang Perjanjian Penyelidikan dengan kadar segera kerana penggunaan geran hanya dibenarkan setelah perjanjian ditandatangani. Borang Perjanjian Penyelidikan boleh diperolehi di laman web RMI.
- vii. Laporan Akhir perlu dihantar sebaik projek disiapkan dan format menulis laporan akhir boleh diperolehi di laman web RMI

Sekian, terima kasih.

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ABSTRACT

People communicate with each other using a variety of mediums. However, there are far greater risks of miscommunication and defamatory statements. Objective of this research was to study the academician's opinion in relation to defamation in their workplace. Academicians in UiTM, Kota Samarahan campus have answered a questionnaire regarding existence, effects and causes of defamation. Recommendation to avoid defamation was also been studied. As result, there was no proving of defamation's existence in workplace. It also supported by negative results analysis on existence's identification of defamation. There were also no prove that can support the probability of defamation effect on self and action upon being defamed. But, for probability of defamation effect on UiTM, respondents claimed to agree the most for credibility jeopardized. For probability of defamation's cause, respondents agree the most to jealousy but disagreeing to for fun. For recommendation of action to combat defamation, it showed to be strongly agreed on being close to spiritual knowledge. In conclusion, there is no prove of defamation in the workplace of UiTM, Kota Samarahan campus and academicians can identified well every studied aspect of defamation.

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CHAPTER 1

Introduction

1.1 Introduction

In a daily lives, people communicates with each other. Communication is a process of receiving, spreading and sharing of information and ideas through symbolic messages. It involves messages being transmitted by a sender and receives by a receiver. So it is up to the individual to choose the right type of communication for the occasion and this must be done effectively (Adnan 2010).

People can deliver information through two types of communication; oral or written. Delivering of information nowadays has variety of mediums. We can communicate traditionally in direct or through printed or electronic form of publications. With the introduction to internet and email, mobile phones and the resultant use of text messaging, we live in a communications era unparalleled in previous times.

Email is one of the examples of communication medium that has rapidly become the preferred means of the bulk of business communications throughout the world. The communication on mobile phones and the extent use of text messaging have also become a vital tool in business communications. These modern forms of communication