

UNIVERSITI TEKNOLOGI MARA

**PUBLIC SERVICE
ANNOUNCEMENTS (PSA) AND IT'S
CONTRIBUTION AS AN INITIATIVE
ON REDUCING RACISM IN
MALAYSIA**

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MA

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

Racism in Malaysia have always been a crucial issues despite of living together under one nation for over 60 years. Therefore a more proactive solution to reduce the doctrine is needed. Public Service Announcements (PSA) are known as a tool of communication or disseminating information to vast amount of audiences. Not only to convey information, Public Service Announcements (PSA) also take part in educating the audiences and encourage them on behavioural changes. It has always been a medium to educate people on positivity aside from giving awareness on issues addressed. This research aim to study on how Public Service Announcements (PSA) can contribute on reducing racism among Malaysians. It is solely focus on the three main races which is the Malay, Chinese and Indian as most of the cases circulated among them. Qualitative, quantitative and archival data approach has been applied in this research with the outcome of suggesting on visual communication component that are vital to be included when designing a Public Service Announcements (PSA) especially on social issues. The data obtained then analysed to identify current levels of racism among the three main races while determine what visual communication component that are needed to be considered in a PSA thus resulting with the recommendations on it. The results shows that racism among Malaysians is present and in high level. Visual communication component that covers semantic, semiotic and rhetorical appeals which is logos, ethos and pathos, have been briefly discussed and made into suggestions, on making a more impactful Public Service Announcements (PSA). The impact of a PSA on the audiences are highly linked to the visual communications components applied in it. Four identified categories benefits from this research, directly and indirectly. It is hope with the application of recommendations on visual communications components in future Public Service Announcements (PSA), the level of racism in Malaysia can be reduced especially among the three main races.

Keywords : *Malaysia, Public Service Announcements (PSA), Racism*

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