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RESEARCH REPORT TITLE :
THE EFFECTIVENESS OF LIEUTENANT ADNAN'S BOOK AND FILM
TOWARDS THE SPIRIT OF PATRIOTISM AMONG YOUNG GENERATION

MMC110 6C

PREPARED BY:

FARA ADILLA OMAR TARMIZI
NUR AMIRA HANIM HAMDAN
NOOR ASHIKIN SEMAN
AMIRULHASHMIDI MOHAMAD
MOHD AKIL HUSSAIN

2010199797
2010781071
2010554727
2010387741
2010958607

PREPARED FOR:

MADAM NOOR ASHMALIA MOHD ASHRAFF

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ABSTRACT

This research paper is about the impact of Lieutenant Adnan novel and film towards building the spirit of patriotism among the young generation. The purpose of this research is to analyze the role of Lieutenant Adnan story that can contribute to the development of patriotism among the young generation by using film and novel. The objectives of this research is to find out whether the Lieutenant Adnan's book and film succeed in building and promoting the spirits of patriotism towards young generation. The data collection to support this research is acquired from method in-depth interview. The informants of this interview are chosen randomly in range of Uitm Lendu, Alor Gajah Campus particularly students of Faculty Communication and Media Studies. This is because the purpose of this research is to know the public opinion about how the case study can give impacts towards its viewer especially to young generation. The theory chosen for this research is Agenda-setting theory. Agenda-setting theory states that the news media have a large influence on audiences, in term of what stories to consider newsworthy and how much prominence and space to give them. For example the main thrust of agenda setting theory is that media content might not change the point of view about the particular issues but it will change our perception of what is important.

Keywords: Effectiveness, Lieutenant Adnan's Book and Film, Spirit, Patriotism, Young Generation.

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