
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
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Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

IDENTIFYING PREFERRED MEDIUM USED IN DELIVERING EFFECTIVE MALAYSIAN ANIMATED PUBLIC SERVICE ANNOUNCEMENTS (PSAs) AMONG STUDENTS

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Mohd Anwar Fahmi Haridas Abdullah

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ABSTRACT

Animation is a simulation of movement created by displaying a series of pictures or frames, (i.e., cartoons) based on reality or fantasy which give impact to people's mind in terms of intellectuality, moral, and attitude. Public Service Announcements (PSAs) are designed to raise awareness, to change attitudes or to change ingrained behaviors. As technology develops, many PSAs apply animated characters in public health and safety campaigns. However, previous researchers were more interested to investigate the effect of PSA to students instead of the medium itself. Therefore, the researcher is interested to study whether the animated PSAs should be an effective tool in delivering messages to students in determining its effectiveness. Correlation analysis was used to study the relationship between preferred medium used, media interactivity and the effectiveness of animated PSAs among students. Findings showed that there was a strong positive relationship between Internet, mobile phone and the effectiveness of Malaysian animated PSAs among students. This study is designed to determine the various functions of animation in public service announcements especially in understanding the need of local context towards the government, consultants and media practices' parameters.

KEYWORDS

Malaysian Animated Public Service Announcements, Preferred Medium, Effectiveness, Students.