
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
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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

ISBN 978-967-11354-1-9

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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.

WOMEN PORTRAYALS IN WARTA PERDANA LOCAL CRIME NEWS

Wan Azfarozza Wan Athmar
Siti Faidul Maisarah Abdullah

ABSTRACT

The portrayal of women in television crime news can be seen as mostly negative. Women are considered newsworthy in television if they were criminals, victims, entertainers or relatives of famous men. Crime news will only generate interest when it involves women in domestic violence, rape, dowry deaths, sexual harassment or sexual abuse because it is considered as sensational stories. The aims of this research is to identify how our local news; Warta Perdana portrays women in its local crime news, the most dominant portrayal of women highlighted in its crime stories and to ascertain whether there is an agenda to portray women stereotypically in its crime news. This study utilized the qualitative research approaches which are the qualitative content analysis and in-depth interview. This research found that the most dominant portrayals of women in crime news is women as crime accomplices. Other portrayals of women highlighted in the crime news were women as victims and authoritative figure. These portrayals were not determined by any agenda instead there were based on facts, rarity and oddity of the stories.

KEYWORDS

Women, portrayals, crime news