
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
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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.

THE MEDIUM : VOICE OF MASSCOMM

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ABSTRACT

The Medium : Voice Of MassComm is published biannually by The Faculty of Communication and Media Studies of UiTM Melaka. The project began in January 2009 with only seven members in its editorial and publication team including the editors, the writers and the designers. From only 12 pages, the fifth edition of The Medium published 2011 were up to 34 pages. Since its establishment, the newsletter has undergone various changes in the design and layout. Apart from maintaining its vibrant look, the production team has done much effort to increase its readability by reducing some contrast techniques used in its layout. The newsletter, where its idea and concept were by the lecturers of the faculty especially those majoring in the field of Journalism, is registered with the Malaysia National Library with an International Standard Serial Number (ISSN). The following projects of The Medium later received co-operation from the students of the faculty, especially those interested in enhancing their skills and knowledge in news writing and reporting. The students report the activities by the faculty or any significant internal and external, both local and international activities which involved the students or the staff of the faculty. The Medium now is the only project which allow the students of the faculty to practise their journalism skills and knowledge they had acquired in class. The success of this newsletter had encouraged a number of other faculties in UiTM Melaka to undertake the same effort. Budding editors sort advice from The Medium editorial team on matters regarding the process and the production of a newsletter.

KEYWORDS

Newsletter, reporting, production