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MARA

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FACE -TO-FACE AGAINST THE SOCIAL  
MEDIA: THE DYING ART COMMUNICATION  
AMONGST STUDENT BACHELOR IN  
BROADCASTING UITM REMBAU

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## ABSTRACT

Communication is an important medium for people to convey the message and information with each other. Everyone will communicate every day with their friends, family, lectures or even strangers. This research focus on two type communications which is face-to-face communication and online communication. However, face-to-face communication seems to be forgotten because people nowadays are too addicted with social media without realizing they are actually being anti-social. Both actually have a positive and negative impact. Some of students are easily influenced by the content of social media. The bitter truth is social media already dominating people since it is free and low cost. The findings shows that students realised the importance of face-to-face communication but they are unable to resist the advanced technology provided by internet. However in this findings, there are a few solution that can be discuss to overcome these issues. Relevant figures are tabulated and key findings are discussed to draw conclusions.

**Keywords: face-to-face communication, social media, internet, importance, effective.**

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