



UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY of COMMUNICATION & MEDIA STUDIES
DIPLOMA in COMMUNICATION AND MEDIA

COM363
PROFESSIONAL PROJECT

A STUDY ON ETHICS IN APPL YING PRANK CALLS BY
HITZ FM: THE ACCEPTANCE AMONG UNDERGRADUATE
DIPLOMA STUDENTS FROM FACULTY OF
COMMUNICATION AND MEDIA STUDIES IN UiTM
NEGERI SEMBILAN, KAMPUS REMEAL

PREPARED BY:

NUR ARASSH IQBAL BIN MOHAMMAD	2015809928
NURUL ASSYKIN BINTI MOHD ASRI	2015817536
MUHD RABANI BIN MOHAMED SHARIDAN	2015836376
FALIQAHA ALIA BINTI RADIN MOHD FUAD	2015807718

GROUP: N5MC1105C

SUPERVISOR: SIR ROSDI BIN SAFLAN

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ABSTRACT

The purpose of this research was to identify the real purposes of Hitz FM conducting prank calls. This research examined the precautions has been taken by Hitz FM to ensure their deejay practice and adhere ethics in conducting prank calls. This research also figured out investigating how does the undergraduate diploma students' acceptance towards the prank calls. Purposive sampling was used in this research to reach a targeted sample quickly.

In order to complete this research, researcher conducted an in-depth interview with deejays from Hitz FM. Moreover, the method used was thematic analysis. Data were collected by conducting interview with six informants which were undergraduate diploma students of Communication and Media Studies aged 18-20 from UiTM Negeri Sembilan, Kampus Rembau to reach research objectives.

Keywords: ethics, prank call, radio station, perception, society.

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