



لۇئىسۇ مۇسۇسۇ بىنكۇلۇكى مۇلۇزۇ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMMUNICATION AND MEDIA STUDIES

DIPLOMA IN COMMUNICATION AND MEDIA

**THE EFFECTS OF CITIZEN JOURNALISTS' INTERFERENCES IN SOCIAL MEDIA
TOWARDS JOURNALISM INDUSTRY IN MALAYSIA**

GROUP: N5MC1105E

PREPARED BY:

NAME:

STUDENT ID:

- | | | |
|----|--|-------------------|
| 1) | NURUL FAZLYANA BINTI MOHAMAD RAZUAN | 2015874374 |
| 2) | FARRA HANIS BINTI SAHARUDDIN | 2015855714 |
| 3) | NURUL FATIHAH BINTI MOHD SHUHAIMI | 2015841064 |
| 4) | AIMY SYAZWANI BINTI ZAIN AZMAN | 2015856382 |
| 5) | NUR FADHILINA BINTI IZHAR | 2015859664 |

ADVISOR: MDM NOOR ASHMALIA BT MOHD ASHRAF

**AN ACADEMIC WRITING SUBMITTED IN FULLFILLMENT OF THE
REQUIREMENT FOR PROFFESIONAL PROJECT (COM363)**

JANUARY 2018

NO	CONTENT	PAGE
1.	ABSTRACT	1
2.	INTRODUCTION	2
3.	PROBLEM STATEMENT	3-6
4.	RESEARCH OBJECTIVES	7
5.	RESEARCH QUESTIONS	7
6.	SIGNIFICANCE OF STUDY	8-9
7.	LIMITATION OF STUDY	10
8.	LITERATURE REVIEW	11-16
9.	THEORY	17-18
10.	RESEARCH FRAMEWORK	19
11.	METHODOLOGY	20-23
12.	FINDINGS AND DISCUSSION	24-30
13.	CONCLUSION	31-32
14.	FUTURE RECOMMENDATION	33-34
15.	REFERENCES	35-36
16.	APPENDICES	37-67

ABSTRACT

The rise of the times has drastically changes our life. We can see that there is a lot of advance technology that helps our daily life just at the fingertips. A lot of invention of gadget such as smartphone makes it easy for us to connect with people. Social media is one of the medium for us to communicate and sharing information with people all around the world.

In this thesis, we are doing research about the effects of citizens' journalism interferences in social media towards the journalism industry in Malaysia. As we can see, in social media there is a lot citizen that spread and posts the news that they know immediately. Without any censorship, there are also cases where those citizens spreading the news without any validity and even worst they exaggerate the news. But citizen journalism also comes with its benefits in which we can get the news quickly.

The interference of this citizen journalism in social media somehow affects the journalism industry in Malaysia. It is because, we are checking up of social media more than 12 hours in a day. So people get the news from social media easily. There are a lot of weaknesses that journalism industry have especially for the pro government because there are news that they filtered. It can be said that journalism industry in Malaysia faces a lot of challenges plus with the existence of social media where people can look up for the news easily.

Keywords: Effects, Interferences, Social Media, Journalism.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

As we can see, there are a lot of news that been posted by citizens in social media such as Twitter and Facebook. The posted news then can be shared with other people by the button of retweet and repost. Most of the news in social media became viral and the news spread by itself without the official report from the journalist either in printed media or online media. Those who posted the news in social media may say that they are at the place of certain incident occurred and they have the right to share the news with other people. It is on the hand of the reader and the readers itself to determine on which news can be trusted.

In this research, researchers are going to study on a few objectives. The interferences of this citizen's journalism might challenges the journalism industry in Malaysia. Does the citizen journalism bring any harm towards the industry or it helps the journalism industry. The researcher are also going to study on the reason why society nowadays are more attracted to the content of the social media compared to traditional media. Does the online channel is easier to reach rather than the traditional media. Besides, the researcher also will include the study on the alternatives of convincing the citizens back towards the trustworthiness of reliable sources. It is not the channel of the news that is more important but it is the trustworthiness of the news that matters, so the researchers are going to identify on the ways to convincing the citizens to find the news on reliable sources.

Throughout the research, the researchers are going to do an interview with seven different informants with the major knowledge in journalism in doing this research.

1.2 PROBLEM STATEMENT

The impact of this 'citizen journalist' has had a massive impact on newsrooms up and down the country with print sales and advertising revenues falling, newspapers are closing down and hundreds of skilled reporters are being laid-off.

An article published in the UK Press Gazette at the end of last year, revealed that 198 local newspapers had closed in the UK since 2005, and the number of journalists working on local newspapers had halved.

The resulting staff shortages mean newspapers rely heavily on the public to supply them with news, but this has had a massive negative impact on the sort of news we consume. Regional newspapers are also no longer papers of records, attending every court case, council meeting, event or news story in their patch, which means we or the world are losing a valuable historic resource.

Even though many newspapers have online editions, the diminishing journalism resource means the news industry is relying too much on the public to fill the editorial space on their websites. Due to this case, everyone thinks they can tell a story but this is simply not true. Being a journalist requires an inquisitive mind that questions everything, as well as the ability to write in a way that anyone can understand. We are trained to tell a story succinctly, bring it to life, and make the reader feel an emotion; but perhaps, even more importantly, we also know how to be objective and unbiased to ensure we cover both sides of a story fairly. It does not matter if the story is printed online or in a paper, is a Tweet, Facebook post or Instagram image, the above is still imperative.