

**VARIOUS MUSIC GENRES EFFECTS ON STUDENT'S BEHAVIOURS:
A CASE OF UiTM SARAWAK, SAMARAHAN CAMPUS**



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ABSTRACT

Music has a lot of genres and subgenres. These genres were evolved through time and era, bringing significant changes on human psychological and sociological development. The students of higher learning institutions are not exempted from the influence and impact carried by the current of music industry nowadays. Moreover, with a rapid growth of this industry in present day, with more and more new wave of music, students are potentially being influenced. The attitudes and behaviours of the students are expected to shaped and enriched with elements and trends of music. As a pioneer of higher learning institution in Sarawak, UiTM Sarawak is now striving to produce more quality and competent graduates. As the students are listening to different kinds of music, surely there will be a dichotomies in the esteem, perception, attitude, and behaviour among the students, and this certainly creates a challenge for the management of the institution to cope with the demands and needs of their products – the students.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1.1 Background of the study

Music has long been an agent of change of human's cultures and societies. The power of music relies on the effectiveness of the sound created by the human itself in generating emotions, feelings, perceptions, and behaviours. Psychologists agreed that music has varieties of genres, ranging from traditional (ethnic music, local or folk music) to the latest; hip-hop, progressive rock etc. These students are also agents of change (future leaders of the nation) besides being the future workforces or professionals in the future. In the learning process during the period of studying in the institution, these students are exposed to a lot of elements. The elements may be positive or can be negative ones, depends on the adaptability of the students towards the elements. Music, we believe, it also creating the elements; values, attitudes. We presume that music can be as positive or negative as they make it.

It is crucial to study the impacts of music on the behaviours of individuals, especially students, as social illness nowadays, most of the times, are associated with the influence of music they listen to. It is intended that this study to become

CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review

The Overview of Human Behaviour

Human behaviour is influenced by several factors, and the most prominent is attitude (Abdullah and Aion, 1998). Thus before we study on the behaviour of human, we should take a glance to the nature of attitude of human. As we presume that music is able to influence the behaviour of the students, we shall see the significance of attitude towards music which leads to the projection of behaviours or actions.

Attitude is what we like, and what we dislike (Abdullah and Aion, 1998). It is also a feeling and belief that largely determine how people will perceive their environment, commit themselves to an intended action, and ultimately behave (Newstrom and Davis, 1997). We can influence the thinking, feeling and behaviour of others if only we are able to influence their attitude (Abdullah and Aion, 1998). There are three dimensions of attitude; cognitive component, affective component and behavioural component. We will focus on the third, which is the behavioural component that is an intention to behave in a certain