A STUDY ON THE EFFECTIVENESS OF CONVEYING INFORMATION THROUGH MELAKA HARI INI NEWSPAPER IN MELAKA

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"DECLARATION OF ORIGINAL WORK"

I, Rozeta Binti Mohd Hanafiah, (I/C Number: 820505-01-6010)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is being concurrently submitted for this degree or any other degrees

- This project paper is the result of my independent work and investigation, except where otherwise stated

- All verbatim extracts have been distinguished by quotation mars and source of my information have been specifically acknowledge

Signature: _Rozeta_   Date: _11/11/2005_

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ABSTRACT

Melaka Hari Ini is a newspaper published by the state government of Melaka since 1982. However, people's awareness towards this newspaper is still very low. Thus, few questions arise need to be answers. The focus of this study is to determine whether Melaka Hari ini is effectively channeling the information from the ruling party to the public. The data was collected through surveys as there was no secondary data being obtained. After the conclusion has been made, few recommendations were brought up with hope to improve the newspaper in the future.