

## A Media Celebrity and Persuasive Communication

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*You can make yourself enthusiastic by affirming enthusiasm and by thinking, talking, acting*

*enthusiastic – Norman Vincent Peale*

### INTRODUCTION

Fedtri smiled at himself as he watched the mindful mind recalling past memories. The memories around the 1990s, stole his attention at the time. The children who ran to play in front of his eyes, cheerfully laughed occasionally. He smiled again.



*Planning was everything. It would be going smoothly. Majority fans felt impatiently waiting for that amazing show. Wow! Giving a talk and performing songs simultaneously. Yes, it made sense. Building confidence and developing rapport with surrounding people. That was the main mission. Mission accomplished and succeeds with flying colours result.*

*~Fedtri~*

Since primary school until tertiary level of education, he believe that he showed his excellent potential as a good orator by participating in competition representing school and university such as in debate, *pantun*, story-telling, and *pidato*.

Firstly, he impressed those people who can communicate very well because he claimed himself as an introvert person during his childhood. He was a shy boy who always hid himself behind the curtain at home when guests came to the house as he said. However, he believed that he should go on a stage and communicate to overcome a stage fright or “demam panggung”. Definitely, he started slowly, interacting with others especially those who have excellent communication skills and beginning to share experience by involving in competition. He highly believes that competition is the best teacher.



### **EXCELLENT PROTAGONIST**

Ahmad Fedtri Yahya was born on 2<sup>nd</sup> August 1981 in Pantai Remis, Perak. He holds a Bachelor of Communication (Film and Broadcasting), minor in Islamic Studies at Universiti Sains Malaysia

(USM). Currently, he is a Senior Producer on TV3.

Fedtri grew up in a fishermen's family in a small village located in Pantai Remis, Perak. His father, Encik Yahya bin Hasan, was a very enthusiastic and hard-working person raising his children. Her mother's hardship, Mrs. Rajmah Othman, nurtured and educated his siblings to be the catalyst of success and strengthening the spirit to achieve success in life. His mother was a gentle lady, well-mannered and loved by many. December 17, 2009, Mrs. Rajmah has breathed her last at the age of Fedtri 29.

Fedtri, this nine out of ten siblings is constantly striving to develop themselves by completing knowledge requirements and always seize opportunities and opportunities to gain new knowledge while empowering the use of language and communication skills. His active involvement in literary activities despite the fact is that Fedtri is a mainstream science student, beginning as early as childhood and continuing to university-age and up to a career nature.

Ahmad Fedtri Yahya had excellent communication skills, which often resulted in his being chosen to represent the school for storytelling, speech, lectures, pantheon competition, poetry / poetry declamation, and debate. His tendencies and expertise in language skills were the charm of friends and acquaintances to make him a source of reference. He was often entrusted with the responsibility of being a student leader because of having high self-discipline, trustworthy, competent and committed to the task.

Due to the deep interest in the communications world, Fedtri chose Universiti Sains Malaysia (USM) Penang, to pursue a bachelor's degree. He was a graduate student of Bachelor of Communication (Film & Broadcasting) USM with minor Islamic Studies. He received the USM Vice-Chancellor Gold Medal Award during the 2003 USM Convocation Ceremony.

The husband of Mrs. Nurul Anati Ismail and the father of three cute children (Indah Sutera Jannah, 5 years, Ahmad Willdan Arjuna, 3 years and Indah Rauvda Inaara, 3 months) had the incredible intuitive communication skills to 'rouse' and guide the soul of his wife and children. Fedtri always thinks of creative ideas to honor the wife who have struggled to give birth and nurture their children, he often makes a surprise by giving gifts placed in special places like under the veil and when his wife wakes up. In a spare time, Fedtri with his wife and children will

sit together to scan memory through archives in gadgets such as a shared adventure experience. The opportunity to go out with family is fully utilized without interruption.

Apart from that, Fedtri wised in adjusting the intimate language by using specific terms or words that are only understood by the couple and their children. This showed how special they are in his heart. The main principle of family is confidentiality of the household. Although he was one of the media celebrities, he never shared his home secrets with outsiders. Busy is not an excuse for her to stay away from her family. When he was away from a family due to his demands, he often used mediums like WhatsApp to keep in touch with his beloved wife and children.

*... Do not leave any room left behind* ~ Fedtri

Although not through voice, communication through intermediaries should be present in the form of interesting and entertaining messages. For example, he likes to edit interesting pictures and send them to his wife. If for children, he chooses a humorous application that will make the children laugh. The happiness and happiness of wives and children is the real happiness of the family institution.

### **Fedtri and Media Programme**



Fedtri need to be closer to the crowd in the media arena. Duties as council attorneys, independent speakers (motivators), and forum moderators led him to think of various initiatives to reach the hearts of the audience. Various interesting techniques to foster relationships with audiences and form rapports are used,

among which Fedtri believed in gifts or souvenirs capable of building bridges to the hearts of audiences.

Figure 1: Fedtri in the TV3 Studio

Beautiful language connects us cautiously. The beautiful language originates from the heart of the speaker, exits through his mouth, enters through the ear of the listener, and reaches the heart of the listener. Fedtri said, “When first meeting new people, use a language that increases their degrees. Call them with their title or gentlemen. The women may be sensitive to their well-being, especially for those who are not married. Call them with a sister or a nickname. It's hard to call them as an aunt or aunt”.

The language used has its effect. We will feel comfortable with the person speaking with us using a positive language. The language used will give a picture of who the speaker is. For example, the name will give an overview of our identity. Language will also state our status. Effective language will attract other people to us. Name is a language that has a profound effect on the identity and identity of an individual. Names do not just reflect the identity, but names form the way people think about us. The name also helps us see and evaluate ourselves. Some cultures are very concerned about name calls in conversations. Language represents a person's status. Often, when a person speaks a positive, orderly, and informative language, we make assumptions; these individuals are highly-educated or highly educated. To enhance the style of speaking, extensive vocabulary should be owned by an individual while ensuring that the vocabulary is used in place.

Storytelling techniques are also an important skill adapted by Fedtri to attract audiences. The narrative revolves around the story of his experience as his journalist and his adventure epilogue making the audience feel more excited and impressed by his achievements. The 36-year-old man holds the principle of 'every moment of importance' when given the opportunity to deal with audiences. Hence, proper language selection and strong keyword use support the needs of audience categories, such as terms used by adolescents in contrast to the term used by senior citizens.

Proper selection of the term with the category of society demonstrates a high level of sensitivity and fulfills the principle of da'wah that we need to empower the privilege of a group of people and feel themselves part of their culture. The use of logical and factual media materials is able to reinforce the trust and confidence of the audiences in the issue.

Since his debut in the art world, Fedtri active as a lyricist. He wrote a lot of song lyrics of big names like Noraniza Idris, Nora, Datuk Siti Nurhaliza and many more. Among the achievements:

1. The Creator of the Creative Ethnic Category - The Champion Award for the Song 22-Samudera (Nora)
2. The Best Ethnic Pop Song - AIM 17 - Enjut (Noraniza Idris)
3. The Best Ethnic Pop Song - AIM 18 - The Power of Love (Noraniza Idris / Black)
4. Juara Cipta Patriotik Lagu 2010
5. Tiga Pertandingan Cipta Lagu Irama Malaysia 2010
6. Lirik Terbaik - Anugerah Erti Merdeka.

In addition, among his published program was *Malaysia Hari Ini* (MHI), *Jejak Rasul* (Trail Apostles), *Madrasah, Khurafat* (Superstitions), *Dari Masjid ke Masjid* (From the Mosque to the

Mosque), and many more documentaries concept of Islamic view and humanity. Now, he is also active as an activist poetry, author, lyricist, and motivator.

14 years' experience with the world of broadcasting opened his mind to continue working in a variety of arenas. The scope of the assignment as a Senior Producer; he was doing research, produce and is involved in planning, scripting, shooting, editing, post-production and other related issues. Before an idea is accepted, there is some process of 'pitching to the marketing/brand management' whether the idea/ program proposals that their team have got value for sponsors and content TV3.

Persuasive communication is one way that people communicate with other people. In addition, the purpose of the interaction is not easily achieved without the existence of rapport among those involved in public speaking. Public speaking is a process that is set between individuals and groups of individuals who convey the message or information directly. It is a two-way communication in courses, conference, debates, commercial activities and others.

Communication is a fundamental persuasion in public speaking to invite listeners to think, to create awareness about the topics presented, and subsequently take appropriate action. Communications soliciting is human communication affects listeners to change their attitudes beliefs or values.

Social anxiety is associated with a distinct pattern of public speaking barriers. To portray an effective public speaking may be improved by building public awareness. Barriers in public

speaking including language, cultural, life background and psychological barriers. In this circumstances, the individual aim to persuade and convince other people to accept their idea should have skills in interpersonal communication. In addition, excessive persuasion either by the media or to the public would adversely affect the formation of the society itself.

Very well communication strategies in soft skills are the most foremost criteria in attracting people to listen of what speakers say. Versatile ability of using verbal and non-verbal type of communication appropriately will ensure the high quality of sending messages. Correspondingly, public speaking is another skill that needs to be honed in order to enhance the quality of information transmission.

## **Conclusion**

A credible speaker will have tendency to simplify their words and interpret the information. Communication is very wide and we cannot say communication is only way to communicate with one person and another, but also depends on contacts in workplace in the globalization world. We need to deliver our message to the right audiences. Used the right word to the particular circumstances bring a high impact of understanding the public speaking. As a communicator, we have to choose the proper words to create audience understanding in order to gain their awareness.

*If you are conversing in English, use proper English. Don't bastardize the language and pepper it with slang. You can only use slang if the people around you speak the same way. But if you're in a group with people of diverse*

*backgrounds and interests, slang is not appropriate. Speak in a manner that is understood by all to avoid possible conflict.*

*~ Fedtri*

Proper style of communication can enhance your relationships, boost self-esteem, and help you achieve lifelong success. On the other hand, continuous use of conversation blunders may hinder you from attaining your goals; so be very careful and aware of every word coming out of your mouth.