



BENGKEL
**PENULISAN
TEKS
UCAPAN**

Speech Writing Workshop

7 – 8 Ogos 2018

Petaling Jaya / Kuala Lumpur



Penyampaian

BAHASA MALAYSIA & INGGERIS

Yuran Bengkel

RM 1,600

(harga termasuk minum pagi/petang & makan tengah hari,
bahan-bahan kursus, Daftar Media 2017/2018, sijil penyertaan, beg seminar dll

MPI adalah sebuah pusat latihan yang berdaftar dengan Pembangunan Sumber Manusia Berhad (PSMB) dengan no. pendaftaran TP10001678.

SIAPA HARUS MENYERTAI



- Pengurus, Pegawai/Kakitangan Perhubungan Awam
- Pegawai Akhbar
- Setiausaha Akhbar
- Pembantu Pegawai Perhubungan Awam
- Pegawai Tadbir Organisasi

ISI KANDUNGAN / SILIBUS



- Sifat-sifat Unggul Penulis Ucapan
- Faedah Menjadi Penulis Teks Ucapan
- Menganalisis Audiens
- Anatomi Teks Ucapan
- Dalil-dalil dalam Teks Ucapan
- Retorik Dalam Ucapan
- Propaganda melalui Teks Ucapan
- Menganalisis Teks Ucapan
- Teks Ucapan yang Diburu Media
- Kesilapan Umum dalam Teks Ucapan
- Reka Letak Teks Ucapan

TENAGA PENGAJAR



Prof. Madya Dr. Jeniri Amir
Pensyarah Kanan di Universiti Malaysia Sarawak

Beliau banyak membuat analisis politik dan media antaranya bersama TV3, Astro Awani, RTM, Radio 24, Berita Harian, Sinar Harian, Utusan Borneo dan Borneo Post.

Beliau telah menghasilkan lebih daripada 50 buah buku, 1,500 artikel yang disiarkan dalam pelbagai akhbar, majalah dan jurnal.

BENGKEL PENULISAN TEKS UCAPAN SPEECH WRITING WORKSHOP 7 – 8 AUGUST 2018 SALES CONTRACT



PARTICIPANTS INFORMATION

- 01** Name H/P No
Email Office (Direct Line)
Designation Vegetarian _ Yes _ No
Department
- 02** Name H/P No
Email Office (Direct Line)
Designation Vegetarian _ Yes _ No
Department
- 03** Name H/P No
Email Office (Direct Line)
Designation Vegetarian _ Yes _ No
Department
- 04** Name H/P No
Email Office (Direct Line)
Designation Vegetarian _ Yes _ No
Department

COMPANY INFORMATION

Company Tel
Address Email
HR Name Fax
HR Contact

SIGNATURE COMPANY / STAMP

WORKSHOP FEE

- o RM 1,600 / PAX
- o Group registration for 2 pax and above will be entitled for 5% discount.

MODE OF PAYMENT

- o Cheque or bank draft in favor of **Malaysian Press Institute**
Unit C2-3, Blok C,
Jalan Radius 1/1C
Jalan Teknokrat 2, Cyber 4
63000 Cyberjaya
Payment Via :
 - Cheque by post / courier
 - Tele-Transfer
 - Deposit into Our Account
MAYBANK ISLAMIC BERHAD
5648 0100 4994

VENUE

- o Subang Jaya

CONTACT DETAILS

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Malaysian Press Institute

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TERMS AND CONDITIONS

1. Course fees include course materials and refreshments unless otherwise stated.
2. **Payment Terms.** Once a completed registration form is received by MPI, an invoice will be issued. Payment must be made within seven (7) days from the date the invoice is issued. Full payment must be received prior to the event date. MPI deserves the right to deny admittance to an event if full payment has not been made. Companies that intend to make payments after the event are required to submit a Letter of Undertaking as payment guarantee. Certificate of attendance to the event will be awarded only after payment is received.
3. **Cancellations and Substitutions.** All cancellations must be made in writing at least 14 days prior to the event date. No refunds will be available following a cancellation. This also applies to no show on the training day. But if last minute cancellation (on the training day), 30% of the registration fee will be chargeable to each participant. Notice of cancellation or replacement must be made in writing via email / fax and acknowledged by MPI. However, if full payment had been made, the payment will be credited towards rescheduled dates or to a future MPI event. MPI deserves the right to charge all hotel booking fees to the client as the result of cancellation. Substitutions are always welcome at no extra charges. Substitutions of participants must be made at least one (1) working day before the event date.
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