

# UNIVERSITY OF YAOUNDE II

ADVANCED SCHOOL OF MASS  
COMMUNICATION (ASMAC)

DEPARTMENT OF ADVERTISING



## **ADVERTISING AND CHILDREN: AN EVALUATION OF THE PERSUASIVE ELEMENTS OF COMMERCIALS THAT TARGET CHILDREN ON CRTV TELEVISION**

A DISSERTATION PRESENTED IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE AWARD OF A FIRST  
DEGREE IN MASS COMMUNICATION

BY

**BINGUM Lucy**

**SPECIALISATION: ADVERTISING**

*SUPERVISED BY*

*DR. NOUTHE François  
Permanent University  
Lecturer  
(ASMAC)*

YAOUNDE, MARCH 2000

001.4  
BIN