

UNIVERSITY OF YAOUNDE II

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ADVANCED SCHOOL OF
MASS COMMUNICATION
ASMAC

UNIVERSITE DE YAOUNDE II

SOA

ECOLE SUPERIEURE DES SCIENCES
ET TECHNIQUES DE L'INFORMATION
ET DE LA COMMUNICATION
ESSTIC



**THE USE OF WOMEN IN ALCOHOLIC
ADVERTS: CASE STUDY 'MÜTZIG' AND
'WHISKYBLACK' OF 'LES BRASSERIES
DU CAMEROUN'.
(AUGUST TO SEPTEMBER 2004)**

A dissertation presented in partial fulfillment of the requirements for the
Award of a Bachelor of Arts Degree in Mass Communication.

Specialisation: *Advertising*

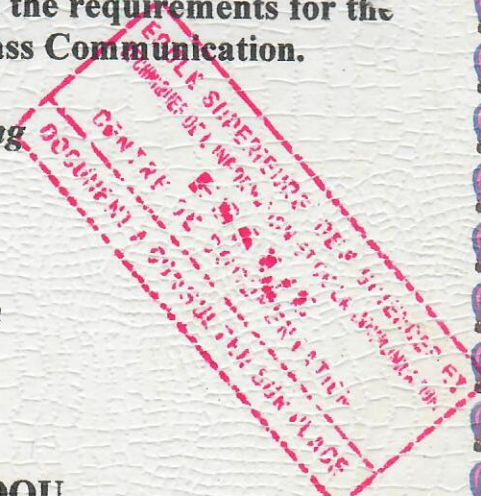
Presented by :

MIATTA Andong Mbah

Supervised by:

Dr. Serge Eric Willy YONDOU
Lecturer, ASMAC YAOUNDE.

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