

UNIVERSITY OF YAOUNDE II
SOA
ADVANCED SCHOOL OF MASS-
COMMUNICATION
(ASMAC)
Department of public relations/Advertising

UNIVERSITE DE YAOUNDE II
SOA
ECOLE SUPERIEURE DES
SCIENCES ET TECHNIQUES DE
L'INFORMATION ET DE LA
COMMUNICATION
(ESSTIC)
Département de Relations publiques/publicité



**THE INFLUENCE OF CULTURE
ON ADVERTISING: THE CASE OF
SABC POSTERS JUNE 2001- JUNE
2002.**

2 *2002.* *l'apport de la culture dans la C&P - 7.*

**A DISERTATION IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF A BACHELOR
OF ARTS (B.A) DEGREE IN MASS COMMUNICATION
SPECIALISATION: ADVERTISING**

By
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Yaounde, May 2003