

THE UNIVERSITY OF YAOUNDE II
SOA

ADVANCED SCHOOL OF
MASS COMMUNICATION (ASMAC)



**THE ROLE OF THE MASS MEDIA IN
SELF-RELIANT DEVELOPMENT:
THE CASE OF THE META CULTURAL AND
DEVELOPMENT ASSOCIATION (MECUDA)**

DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE BACHELOR OF ARTS DEGREE
IN MASS COMMUNICATION (B.A. MASS COM.)

MAJOR: JOURNALISM

by

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