THE UNIVERSITY OF YAOUNDE II, SOA

THE ADVANCED SCHOOL OF MASS COMMUNICATION (ASMAC)



THE TREATMENT OF LOCAL NEWS OF THE SOUTH WEST PROVINCE IN "THE STAR HEADLINES" FROM MARCH 1, 1997 TO DECEMBER 31, 1999.

A Research project Report Presented in Partial fulfilment of the Requirements for the Award of a Bachelor of Arts (B.A.) Degree in Mass Communication

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