

**UNIVERSITY OF YAOUNDE II - SOA**  
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**ADVANCED SCHOOL OF MASS COMMUNICATION**  
**ECOLE SUPERIEURE DES SCIENCES ET TECHNIQUES DE**  
**L'INFORMATION ET DE LA COMMUNICATION**



**PROGRAMMES AND PROGRAMMING :**  
**THE CASE OF ENGLISH LANGUAGE SERVICE,**  
**FM 105, SUELLABA, DOUALA**

A Dissertation Submitted in Partial Fulfilment of the Requirement for the Award  
of a Bachelor of Arts Degree in Mass Communication

**Option : Journalism**

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**Academic Year 1999/2000**