

**UNIVERSITY OF YAOUNDE II**  
**SOA**

**ADVANCED SCHOOL OF  
MASS COMMUNICATION**

**DEPARTMENT OF  
PUBLIC RELATIONS**



**MEDIATED IMAGES: PERCEPTION OF THE  
WORLD BANK RESIDENT MISSION IN  
CAMEROON, BY POST-GRADUATE  
STUDENTS IN IRIC, ASMAC AND THE  
FACULTY OF ECONOMICS AND MANAGEMENT  
YAOUNDE UNIVERSITY II, SOA.**

**A DISSERTATION PRESENTED IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE AWARD OF A  
A FIRST DEGREE IN MASS COMMUNICATION**

**SPECIALISATION: PUBLIC RELATIONS**

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