

REPUBLIC OF CAMEROON
Peace - Work - Fatherland

REPUBLIQUE DU CAMEROUN
Paix - Travail - Patrie

THE UNIVERSITY OF YAOUNDE II
SOA

UNIVERSITE DE YAOUNDE II
SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION (A.S.M.A.C.)
DEPARTMENT: Public Relations/Advertising

ECOLE SUPERIEURE DES SCIENCES ET
TECHNIQUES DE L'INFORMATION ET DE
LA COMMUNICATION (E.S.S.T.L.C.)
FILIERE : Relations Publiques/Publicité



**EXPLOITING "CULTURAL OR TRADITIONAL
MEDIUMS" AS COMMUNICATION
CHANNELS IN DISSEMINATING INFORMATION
ON DEFORESTATION IN THE
NORTH WEST PROVINCE**

A DISSERTATION

Presented and publicly defended in partial
fulfilment of the requirements for the award
of a Bachelor of Arts (B.A. Degree)
in Mass Communication

Specialisation: **Public Relations**

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