

**REPUBLIC OF CAMEROON**  
*Peace-Work-Fatherland*



**REPUBLIQUE DU CAMEROUN**  
*Paix- Travail- Patrie*

**UNIVERSITY OF YAOUNDE II**  
-SOA-

**UNIVERSITE DE YAOUNDE II**  
-SOA-

**ADVANCED SCHOOL OF MASS  
COMMUNICATION  
(ASMAC)**

**ECOLE SUPERIEURE DES SCIENCES  
ET TECHNIQUES DE L'INFORMATION  
ET DE LA COMMUNICATION  
(ESSTIC)**



**ECOLE SUPERIEURE DES SCIENCES ET TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION  
ADVANCED SCHOOL OF MASS COMMUNICATION**

**THE PUBLIC IN YAOUNDE IN THE FACE OF ADVERTISING:**

**A STUDY OF THE PUBLIC'S REACTION TO ADVOCACY**

**ADVERTISING: CASE OF THE MTN FOUNDATION**

**A dissertation presented and publicly defended in partial fulfillment of  
the requirement for the Award of a Professional Master's Degree**

**Specialisation**

**ADVERTISING**

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**Yaoundé, November 2008**

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