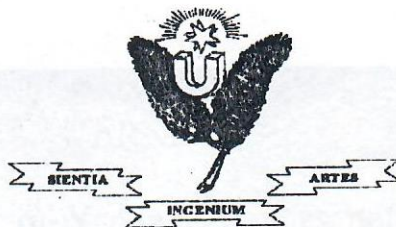


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(ASMAC)  
DEPARTMENT OF  
ADVERTISING  
DIVISION II



**THE RECEPTION OF ADVERTISED  
MESSAGES AND THE IMPACT OF  
SUCH RECEPTION ON CONSUMERS:  
THE CASE OF THE FARMER'S VOICE  
(AUGUST 1995 TO OCTOBER 1999).**

**A Dissertation Presented In Partial Fulfilment Of The Requirements For The  
Award Of A Bachelor of Arts (B.A) Degree In Mass Communication**

**SPECIALISATION: ADVERTISING**

By  
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