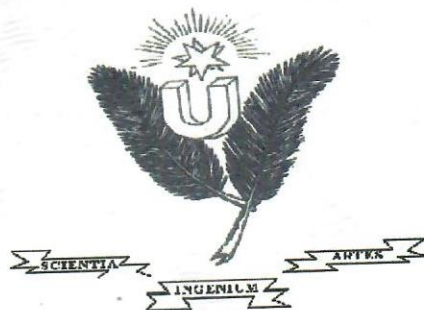


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**THE TREATMENT OF THE ROLE AND IMAGE
OF THE WOMAN IN ADVERTISEMENTS OVER
THE CAMEROON TELEVISION: (JUNE 2000-
AUGUST 2001)**

A dissertation presented in partial fulfilment of the requirements for the Award
of a Bachelor of Arts Degree in Mass Communication.

Specialisation: Advertising

Presented by:

LEKEUFACK Valerie FONKEM

Supervised by:

**Dr Serge Eric YONDOU
Lecturer, ASMAC YAOUNDE**

Yaoundé, Novembre 2001

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