

REPUBLIC OF CAMEROON
Peace - Work - Fatherland

RÉPUBLIQUE DU CAMEROUN
Paix - Travail - Patrie

The university of Yaoundé II
Soa

Université de Yaoundé II
Soa

Advanced School of Mass Communication
(ASMAC)



CULTURAL VALUES AS DETERMINANTS OF PERSUASION IN ADVERTISEMENTS: A CASE STUDY OF MTN BILLBOARD ADVERTISEMENTS.

*A Dissertation Submitted In Partial Fulfilment of the Requirements For the
Award of a Bachelor of Arts Degree In Mass Communications.*

Specialisation: Advertising

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