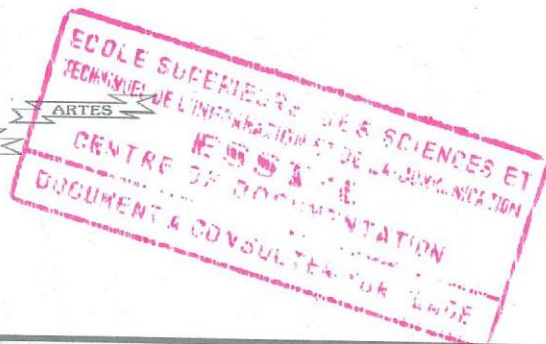


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THE IMPACT OF ALCOHOL ADVERTISING
ON THE YOUTH: CASE STUDY GUINNESS

*A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF A BACHELOR OF SCIENCE (BSC)
DEGREE IN MASS COMMUNICATION.*

Option: ADVERTISING

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