

THE UNIVERSITY OF YAOUNDE II
UNIVERSITE DE YAOUNDE II

ADVANCED SCHOOL OF
MASS COMMUNICATION
(ASMAC)

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

DEPARTMENT OF
ADVERTISING



DEPARTEMENT DE LA
PUBLICITE

**TOWN-CRYING, A TRADITIONAL MEANS OF
COMMUNICATION AMONG THE NSO IN CAMEROON:
EFFECTIVENESS AND PERSPECTIVES**

A Dissertation Submitted in Partial Fulfilment of the Requirements for the
Award of a Professional Masters Degree in Communication

By:

GHANYEN KWATILA EMMANUELA
BSc Journalism and Mass Communication
University of Buea

Supervised by:

Dr Eugene BOOH BATENG
Lecturer, ASMAC

Yaounde, February 2007

0014
GHA