

UNIVERSITY OF YAOUNDE II
SOA



UNIVERSITE DE YAOUNDE II – SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



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

TECHNICAL FILE: 'The New Wave'

TOPIC:

Negative consequences of roadside medications
to patients “A Health Time Bomb”

*Submitted in partial fulfillment of the requirements for the award
of Bachelor of Arts (BA) in information and communication studies*

Option

Journalism

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INTRODUCTION

As required by the school authorities, at the end of our training, we are to present a professional realization in any of the following domains. Radio, television or print, Journalists are considered the watchdogs of the society. To better play this role, they have to take keen interest in whatever goes on around them. And to be able to inform, we must keenly observe, listen, feel and explore issues around us.

The New Wave has come as a newspaper that will fully play its role as society's watchdog by informing readers of important issues of public interest. The in-depth approach adopted by the paper will permit readers see the difference with respect to the norms in the print domain, a layout adapted to modern information and communication tools which draws the attention of the reader who will easily get information and will be ready to come for each publication.

The New Wave gives you the latest news and information about the society and takes you further to understand abnormal societal issues through series of special reports in each publication.

The New Wave newspaper is out to explore and expose social concerns of the society and put them into perspective. The negative effects of road side drugs, origin, methods of preservation and other health related hazards will be closely treated by the new wave

The New Wave will be an eight page tabloid, published twice a week by the Advanced School of Mass Communication (ASMAC) Yaoundé. It shall be composed of four pages of news reports and four pages of special reports and features.

PART ONE

EDITORIAL PROJECT

This part presents the editorial and graphic chart of **The New Wave** newspaper as well as its objective, target audience and justification for the project.

CHAPTER ONE

EDITORIAL AND GRAPHIC CHART

I-Editorial Chart

The New wave is a newspaper that seeks to treat information or news from all sectors of life, examples society, politics, sports, feature stories, economy, culture, human interest stories. This can be effectively done by educating, informing and entertaining her audience. From the name, The New wave, we are trying to refer to the manner in which information will be treated. All the journalistic genres will be exploited in each publication. Examples reports , editorials , investigative reports , commentaries . We shall equally be treating a news file in each edition on news any news making topic in treating our news, we shall consider all the necessary news values like newness, proximity, prominence.

From the name of our newspaper, The New Wave, the treatment of information will be treated in a special way. The news wave is also an ideal name because after studying the market, we realized that there is no newspaper of such a name in Cameroonian media landscape making ours the very first . And again from the name itself, for curiously reasons, many people will like to discover the paper.

We equally noticed that in Cameroon, most newspapers hardly treat news file. This approach by The New Wave newspaper will make it unique in the stands. From conception, the idea is that each publication will have on it a news file. This news file will be based on any news making topic that needs clarification.

It is in this light that we decided to provide the Cameroonian public with a bi-weekly newspaper that will give them insight on sensitive national issues. As concerns the name of the newspaper, we decided to write The up while the New Wave will appear down.

Therefore, as part of our reporting and journalism practice, we seek to uphold these principles for the good practice of the profession. Hence, we desire to treat new information, just like the name in all areas.

The New Wave will also pay serious attention to images. In fact, each page of our newspaper is illustrated with at least two clear and high quality pictures.

II.GRAPHIC CHART

	Headlines	Font	Style	Form	Colours	Font Size	Number of Lines	Justification
Front Page	Right ear Headline	Arial	Normal	Capitali ze first Letters of each word	Blue over white	45	four	justified
	Main Headline	Times new roman	Normal	Capitali ze first Letters of each word	Black over White Black	100	Two	justified
	Secondary Headlines	Impact	Normal	Capitali ze first letters	Red and white	40	One to three	justified
Main Articles	Upper Headline	Arial	Normal	Capitali ze each Word	Black over white / red over black or blue over black	33	Two/three	justified
	Main leads	Times new romans	Normal	Capitali ze each Word	Black over white	12	Four / five	justified
	Articles	Times NewRo man	Normal	Sentenc e Case	Black over white	12	Two to three columns	justified
Main Menu	Times New Roman	Bold	Uppercase	Black over White	Backgrou nd	12	One	justified

Text	Times New Roman	Normal	Sentence Case	Black	10			Justified
Captions	Times New Roman	Italics	Sentence case	White over black	10	One		Centre Text
Drop caps	Times New Roman	Bold	Uppercase	Black	28	Four	left	
By-Line	Times New Roman	Bold	Lowercase		White	12	One	Centre

III-CHARACTERISTICS OF THE TITLE AND LOGO

TEXT	FONT	FONT SIZE	FORM
The New Wave	Arial	72	Normal
<i>“We get the facts to keep you informed”</i>	Times new romans	18	Italics

a) Colour Scheme

The principal colours of the New Wave newspaper are black and red. Red was chosen because it is symbolic to life, it symbolizes passion. This goes in line with our editorial chart and the values of the newspaper.

It should be noted that, our newspaper is very colourful with four colours that dominate the paper, they include, red, black, blue and white. To avoid monotony, we decided to make all our articles written in black, but some of the headlines will appear in red, some in black, some in blue to diversify the headlines and make it attractive.

Next on the menu is our news file which we did open with our red headline all in capital letter. The cover page of our news file has been diversified with different colour. Three colours dominate, that is red, black and blue. We also have our captions that have all been written in white colours over black. The New Wave newspaper has a variety of colours signifying creativity and originality.

b) Page structure

The New Wave newspaper is an 8 page newspaper. With four columns on each page .it is adequately and sufficiently illustrated with beautiful colour images. Majority of the texts are arranged in either two, three or four columns . This is for variety and originality. We also decided to grace our newspaper with variety of colours . Still on the page structure, some pictures will appear before the articles, at the Centre of the articles and some pictures will appear at the bottom of the article.

c) Texts and illustration

The content of our newspaper is inserted with respect to the rules of the layout process. That is to say, prioritizing of text and image, readability and visibility amongst others. When inserting the texts , captions and illustration. We wrote our articles with utmost precision and concision. Most of the articles are written within 400 words that is approximately 1200 to 1500 words per year.

d) Presentation of newspaper

Name: *The New Wave*

Nature /genre of content: General

Slogan: ‘‘We get the Facts to keep you informed’’

Periodicity: bi-weekly

Format : Tabloid

Price: FCFA 400

Soft copies: FCFA 250

Number of Pages: 8

Printing: quadrichromie (red , blue , black and white)

Rubrics: News, society, sports, and then News File

Headquarters : shell obili-Yaounde

e) Masthead of the New Wave News Paper

Publisher: Pr. Alice NGAH MINKALA

Editorial Adviser:

- Pr. NTA À BITANG
- Pr. Marie marcelle MPESSA M
- Dr. Dorothee Beatrice NDOUMBE
- Dr . Dominique PEGHOUO PEKASSA
- Dr Joseph MAYI
- Mr Richard KOMETA
- Mr. Raould LEBOGO NDONGO

Editor-in-Chief: David ESUKA MAFANY

Production Team:

- David ESUKA MAFANY

➤ Godfred SACKMU

Layout and Photography: Filibert

Printing: JV Graf

Print run: 100 copies

Distribution: MESSAPRESSE

Website: www.thenewwavenp.info

P.O. Box: 4545 Yaounde

Tel: (237) 677-00-71-73/ 672-280-090

Date of first publication: 2nd November 2022

CHAPTER TWO

a) Objectives

The New Wave newspaper is out to fulfill the following functions of a newspaper and keep readers fully satisfied with the work of our team.

- Fulfill its function as a veritable mirror of the society, by reporting important events that occur in our daily lives;
- Entertain the readers with happenings elsewhere to build up our own society.
- Fulfill the integration and identification function by making the readers have a social belonging to the community;
- Serve as a mirror to readers who will want to discover people and issues that reflect their ways of lives.

The paper has as target readers those in quest of events in the society, newspaper lovers, students, businessmen, and all public. The paper will dissect and expose unusual societal phenomena to improve on the lives of common people and make them better understand their society. Our mission is striving to be as fair, accurate and clear as possible.

b) Justification of The New Wave

We have chosen to name this newspaper *The New Wave* for the following reasons:

The very essence of a journalist in the society is to inquire, collect, treat and disseminate information to a world that is always eager to know what is new. One must be a good observer to be able to achieve these objectives. The newspaper will keep a keen watch over the society, it will bring in a new wave of events by following up the daily happenings and changes to keep the readers fully informed. It is often said that information is power, so it's important to have a mastery of things happening around us. We shall go further to investigate and bring out the facts for our readers. We intend to go the whole gamut of the reportorial enterprise in order to dish out only factual, balanced and well researched reports, thereby trying to make all the difference.

Readers' ability to know all what happens in the society will encourage them contributes their ideas that will help to build a democratic and economically prosperous society for the good of everyone. This premise further justifies our motto: "*We get the facts to keep you informed.*"

In this light, *The New Wave* will serve as the mirror of events and the problems that plague our community. We shall be there to capture, listen, and see all the happenings for our readers. We shall propose news, investigative reports, limiting our scope to facts and only facts, and will allow readers to read and appreciate and draw conclusions themselves. Thus facts will be 'sacred' in our journalistic practice in *The New Wave* newspaper.

c) Target Readers/ Audience

The target audience of this newspaper is both primary and secondary.

- Primary target audience : our primary target audience is the Cameroonian public considering the facts that we pay attention to developments in Cameroon and other Cameroonians in the diaspora
- Secondary target audience: our secondary target audience is the international community. This is because, most often, improvements in life are not usually limited to a particular location or people. What was created or produce in Cameroon can benefit someone in another African or Western country.

d) Personalization of The New Wave

- The blue logo will appear on the upper front page, name will be written in red over the blue logo on a white background
- At least four colours will be used in the publication: red for the name , blue for the logo, while black will be used for the motto and some headlines. White Shall also is used for some headlines and rubrics. All articles will be in black.
- The paper will be a publication of eight pages: Four pages of news and four pages of special reports (news file) and features.
- Each front page will have one 'ear' with information linked to topics of the special reports or an important news item within the paper. The ear can equally carry adverts or picture.
- The major front and back page headlines will be written in black blue or red. The other headlines on the front page and within the paper will be in black or other colours.
- All captions will be informative.
- Drop caps will begin all articles.

- Major articles of the news and the special reports will have headlines on the front page with indications of the pages where they feature.
- The by-lines of the articles will be at the top
- The edition number, name of newspaper and date will be written at the top of each page in the character Times New Roman
- The main front page headline will be in Impact 82
- All other headlines will be in Tahoma 36 and 38
- All articles will be written in Times New Roman, 12
- Each page will have at least one illustrations(pictures, text boxes , chart and cartoons)
- In the case of a text box, the article will remain in Times New Roman 10 while the extracted text will be on a shaded background.
- Interviews will always be accompanied by pictures.

e) Colour Justification

The dominant colours of The New Wave are black, red, blue and white. The Logo is in blue, accompanied by other catchy headlines on the front page over white, red , black backgrounds, for the easy readability and its attractiveness to the eye. A reader could thus be attracted to the paper on the newsstands by the bright red name, blue logo, and other colors of the headlines.

In the same vein, black over white is the standard combination for paper text. This will spare the readers from straining to read through the newspaper. Text boxes will be black over coloured backgrounds. This will draw the attention of readers to stories that have to be highlighted within the text.

f) Language / periodicity

The Newspaper will be published in English. The paper will be based on the principles of clear writing and simple sentences. The New Wave is a bi-weekly News paper.

g) CHARACTERISTICS OF THE NEWSPAPER FORMAT

Type of paper: White paper, 80 grams

Paper Size: Tabloid format, A3

Width: 279mm

Height: 420mm

Orientation: Portrait

Default Story Direction: Horizontal

Column width: 43mm

Margin Guides:

Top: 27mm

Bottom: 30mm

Inside: 25mm

Number of columns: 4

Number of Gutters: 3

Gutters Width: 4.233mm

Printing: quadrichromie (four coloured)

PART TWO

CHAPTER ONE

PRESENTATION OF THE NEWSFILE

I-Description of the News file

The news file is made up of four pages. It is focusing on the negative consequences of roadside medications to the public, the case study in the Mfoundi Division of the Centre region. It is a growing phenomenon today was everybody can set his table anywhere any how to be called a doctor. The situation is alarming and it is a call for concern. We equally speak with experts in the health domain to enlighten us more on the dangers involve in curbing this black market. In the course of our news file, we shall bring out the negative consequences of roadside drugs to the human body and positive if at all there is any.

II-Justification

To keep our population safe from the consumption of fake, expired drugs, avoid wrong prescription. The fight against roadside medication is considered a major public health problem. It is for this reason that the government through the Minister for Public Health and Territorial Administration and other related partners have set up a special committee that will be charge to seize and destroy all roadside medications without negotiation with the vendors. Because of the local realities, those in charge are not fighting the ill.

III-Pretext

The topic “The negative consequences of roadside drugs”,(Roadside Drugs: A HEALTH TIME BOMB) this topic was choosing to throw more light on the dangers involve in consuming roadside medications. And equally encourage other patients to get drugs from a recognized pharmacy or health unites.

IV-Objective

This topic aims at showing Cameroonians or people in the Mfoundi Division, how dangerous roadside drugs are, we try to make the story balance by presenting both sides of the coin, in this topic, we equally try to get the views of the vendors regarding the quality of drugs they sell, if their drugs are really a ‘life time bomb’ as medical practitioners will described it .we shall equally present the views of those consuming this roadside medications.

CHAPTER TWO

I- NEWS FILE ORGANIZATION

Our news file, will be based on roadside drugs, the news file is organized progressively in rubrics that explore key area of the topic. This will enable the reader to have a clearer view on what roadside medication are all about , what we should do and what we should not do with roadside medications. Our news file is opened on a single page and has eight different angles

a) Opening page:

Our news file is opened on a single page that is on page three of The New Wave . This is accompanied with a picture of roadside medications and the minister of public health. Still on the opening page of our news file, we shall have some of the catchy headline of our news file to appear on the cover page (summary of the news file).

b) Angles of treatment of our news file

The main topic is ROADSIDE DRUGS, “A HEALTH TIME BOMB’

To facilitate the proper understanding of our topic, we decided to breakdown our topic into different angles. This will enable our readers to properly retain something after reading. To this end, we came out with the following angles of treatment.

- 1) Health practitioners say roadside drugs are fake and remain a health time bomb.
- 2) Government to collaborate with pharmacists to effectively fight the growing phenomenon
- 3) The phenomenon of roadside drugs is growing because of local realities and administrative tolerance
- 4) Interview with a medical doctor on the origin, source and negative effects for roadside medications
- 5) The views of persons who always consume roadside drugs.
- 6) The economic consequences of roadside drugs to the economy of the country
- 7) Vendors of roadside medications assures the public on the quality of their drugs
- 8) A statement from the Minister of Public Health saying, quality drugs can only be found in private or hospital pharmacies.

CHAPTER THREE

PRODUCTION SCHEME

“THE NEW WAVE NEWS PAPER”

I-conception

The idea of a newspaper came about as a result of my passion with the print media and the encouragements I have always received from my lecturer or those who already practice the profession. Working with the print will foster my writing skills. The name **The New Wave** newspaper was chosen because of its originality. it is also synonymous to the word innovations which is what our News Paper is out to showcase. New ways in the collection, treatment and publication of news.

II-Materialization

Once the idea of **The New Wave** newspaper had been accepted, we then sought to materialize this idea. First we thought of the various rubrics, ways in which we shall treat our news, present the different angles of treatment, how to segment our pages based on the number of articles per page. our entire Newspaper will be 8 pages , with 4 pages to be consume by our news file .we realize we may have a problem with space as the first page was already the cover page , page two the masthead and the editorial and page three the cover page of the news file . We realize just two page were left. We went ahead to segment this page in such a way that it can take two rubrics with each of them having at least three articles.

Next, we had to think of news file topic and it was after several options that we decided to go with the topic “Roadside drugs, a health time bomb” the choice of this topic is based on the risk factors linked to the manner in which roadside drugs are been exposed under the sun, under the rains, with some of them been manufactured out of cassava.

III-Collection

We then proceeded with the collection of information’s and images. It should be noted that this collection of information was using the required approach. Once all our information had been collected, we began with the treatment. in the course of treating the information , we realized in

some cases we did not have all the necessary information so we collected extra information and images were lacking.

The major challenge we had in the process of collecting, was the aspect of getting photos, our resource persons accepted to talk off camera which made our work very difficult. In some cases, we took pictures without their knowledge, in some cases, they ask us to pay them before getting their images. The reason for their refusal as mentioned by one of the vendors at the Mokolo market was that, they don't want to be seeing in public since their business is and illegal activity.

We had to move from the Mokolo to Accacia market and to Bonamoussadi to interview persons. Some of the interviews could be done on phone since our resource persons were very unstable with other professional activities

IV- Editing and proof Reading

Once all our information had been treated, we proceeded to send it to Mr Nelson , a PHD student in the department of English modern letters ,university of Yaoundé I for proof reading . Not being a journalist, we pleaded with him just to check the grammar and punctuation. Once done, he sent it back to us. We then did the final journalistic corrections, making sure that we had respected our writing style in all the pages and command. With the help of the internet we did fact checking to make sure that all our facts were corrected.

V- Layout and Design

Having not mastered graphic design and newspaper layout very well, we had to meet a graphic designer to layout our content. But before our encounter with the graphic designer, we drew a sketch of our dummy which we handed to her as a guide in the process of doing the layout.

We urged her to try to materialize the layout following our dummy with as little change if possible. We then produced the layout of the 8 page newspaper on a rough. She printed a copy of the newspaper gave me for further editing before validating her work. At this level, I had to give Sackmu Godfred , to go through the paper and if possible make necessary corrections . We did the necessary corrections and gave her to do the finishing.

Thanks to this final rough, the mounting of the newspaper was done. Once through with the mounting, we printed a sample copy to carry out last minute proof reading.

VI-Printing of The New Wave Newspaper

We did not have a lot of corrections on the sample copy that was printed. This was because we did the work with utmost care and professionalism. However, after the few corrections had been integrated on the copy of The New Wave newspaper, it was time for printing. We then proceeded to the printing press for the printing to be done. Once the printing was done, we assembled all the copies.

PART THREE

FINANCE AND LOGISTICS

In part three, we shall present how the activities leading to the production of The New Wave News paper were carried out, and the amount spent in its realization.

CHAPTER ONE

EQUIPMENTS USED IN THE PRODUCTION OF THIS NEWSPAPER

I-TECHNICAL EQUIPMENTS USED

- 1) **Sony Alpha 7 Camera:** we used this to get professional and quality pictures
- 2) **Lenovo EDU ThinkPad laptop computer.** We used portable laptop to type most of our articles.
- 3) **Apple iMac Pro 27:** we used this computer for the graphic design.
- 4) **TECNO KC8 (Spark 4) Mobile telephone:** we used this for several aspects, research, collection of information , taking shots , typing , making calls , sending and receiving messages , voice notes for interviews .

II- SOFTWARE AND MOBILE APPLICATIONS USED

- 1) **Adobe Photoshop:** we used this application to edit, fine-tune and retouch our pictures
- 2) **Quack Xpress:** we used this software to design and do the newspaper layout
- 3) **Adobe illustrator:** we used this to design the logo
- 4) **Microsoft word (2010) software and mobile application:** we used this to type out articles.
- 5) **WhatsApp and Facebook Messenger :** we used this for fast and easy communication
- 6) **Sound recorder:** we used the TECNO Spark 4 to collect interviews
- 7) **Phone camera:** it was used for the collection of pictures
- 8) **Samsung Notes:** we used this to collect quick information during an interview , when we could not easily get access to a paper and pen

CHAPTER TWO

BUDGET: EVALUATION AND PRODUCTION COST

Items	Unit price	Quantity	Total
Transportation	FCFA 10,000	1	FCFA 10,000
Internet and calls	FCFA 12,000	1	FCFA 12,000
Logistics	FCFA 20,000	1	FCFA 20,000
Proofreading	FCFA 10,000	1	FCFA 10,000
Layout and Design	FCFA 20,000	1	FCFA 20,000
Printing of Newspaper	FCFA 1250	100	FCFA 125,000
USB Flash	FCFA 3,000	1	FCFA 3,000
Miscellaneous	FCFA 5,000	-	FCFA 5,000
Total	-	-	FCFA 205,000

CONCLUSION

Finally, it was indeed a pleasant experience for us. Producing a newspaper of 8 pages gave us the opportunity to put into practice the knowledge we acquired during our three years training at the Advanced School of Mass Communication. It was then the time to place ourselves in the professional environment, discover new experience from those in the field and continue to learn. Producing this newspaper made us to face several challenges which shall always be present during our career like the problem of resource persons and access to information. But we learned how to appreciate people, using their language. Besides, we also understood the importance and advantage of being hard working as this helps to fulfill our objectives.

In spite of the difficulties that come with field work, our passion for journalism and the skills we acquired while in school, gave us the zeal to go ahead. I decided to talk on roadside drugs, because it is a major public health problem in Cameroon as a whole and in the Mfoundi Division of the Center Region in particular. A phenomenon that is growing daily and the authorities have failed to combat this illicit business.

We are thankful to the entire team that gave in their expertise for the production of this newspaper. I am equally grateful to the school for given us such insights through the Director of the Advanced School of Journalism and Mass Communication Prof. Alice NGA MINKALA. We are equally thankful to the head of department for print media, Prof. Marie Marcelle MPESSA, Mr. Richard KOMETA and finally to all the lecturers in the department of print media.

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