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THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

GRAPHICS ARTS DEPARTMENT

DIPLOMA IN JOURNALISM AND PUBLIC RELATIONS

MEDIA RESEARCH

THE ROLE OF THE MEDIA IN SOCIAL RESPONSIBILITY

PRESENTER: CYNTHIA AGWA

COLLEGE NO: 106P03170

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A MEDIA RESEARCH PROJECT PRESENTED TO THE KENYA
POLYTECHNIC UNIVERSITY COLLEGE FOR AN AWARD OF A DIPLOMA
IN JOURNALISM AND PUBLIC RELATIONS

EXAMINATION SERIES: APRIL 2008