

14/08/JOISM/TD

**STUDENT NAME** : PAULINE MUMBI MAINA.

**STUDENT NUMBER** : 106P01244

**COURSE** : DIPLOMA IN JOURNALISM AND PUBLIC RELATIONS

**DEPARTMENT** : GRAPHIC ARTS

**SUBJECT** : MEDIA RESEARCH

**TOPIC** : THE ROLE OF PUBLIC RELATIONS IN AIDING  
THE PUBLICITY OF COLORECTAL CANCER IN NAIROBI.

**SUPERVISOR** : OWINO RAIRO.

**INSTITUTION** : THE KENYA POLYTECHNIC UNIVERSITY COLLEGE.

**DATE** : 22/04/08