

## Review Form 1.6

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_92766
Title of the Manuscript:	Discourse Analysis of Mass Media Surviving Strategies in the Post COVID-19 Era in Nigeria
Type of the Article	Original Research Article

### General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalarjass.com/index.php/ARJASS/editorial-policy> )

### PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Compulsory</b> REVISION comments	<p><b>Title :</b> The mass media has significantly contributed to create awareness of the situation and in shaping the view of the public to make the decision. Therefore, the mass media surviving strategies in the a "digital competitive" situation especially post pandemic Covid 19 deserved attention.</p> <p><b>Abstract :</b> The researcher has highlighted the main issue of the research questions via discourse analysis method. The determinants of the surviving strategies have been stated.</p> <p><b>Introduction:</b> The researcher has made the efforts to analysis a plentiful of research papers via various sources.</p> <p><b>Research questions</b> <i>What is the role played by the mass media in preventing the outbreak of the COVID-19 pandemic in Nigeria?</i></p> <p>The outbreak of the COVID-19 pandemic is beyond the control of the human being therefore, I would like to suggest to the researcher to remove this research question, alternatively to revise the question. Two theories have been elaborated i.e social responsibility media and political economy of the media theory. It is relevant and well explained.</p> <p><b>Methodology</b> The researcher has explained the method in collecting the data. It will be more convincing if the researcher could give the time frame certain sources were more than 15 years, as the covid 19 Pandemic only occurred in the year of 2019.</p> <p><b>Challenges of Mass Media Operations and Survival before COVID-19 Pandemic in Nigeria</b> The researcher has further explained, highlighted and elaborated the significant findings of the previous research and link the outcome of the findings in the context of Nigeria, this is a good effort.</p> <p><b>Strategies for Survival of Mass Media in the Post COVID-19 Era in Nigeria</b> The researcher has provided information regarding the strategies for survival taken by the mass media and he concluded that public trust is the most significant determinant.</p>	
<b>Minor</b> REVISION comments	Revise the literature review, the latest research paper will be more convincing.	
<b>Optional/General</b> comments	Very good effort.	

**Review Form 1.6**

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	<b>Lim Seng Poh</b>
Department, University & Country	<b>Penang Matriculation College, Malaysia</b>