

Review Form 1.7

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_105674
Title of the Manuscript:	EMPLOYMENT AND PROMOTION POLICIES IN MEDIA ORGANISATIONS IN TANZANIA: EVIDENCE FROM THE IPP MEDIA, THE TSN AND MWANANCHI CORPORATION
Type of the Article	Original Research Article

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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:

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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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes 2. Yes 3. No. I have written an example of it below. 4. Partially 5. Partially. I have written an example of it below. 6. Partially</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Should be improved.</p>	
<p>Optional/General comments</p>	<p>Example of rewriting of abstract</p> <p>This study explores the persisting gender equity challenges in Tanzania, despite the country's 62 years of independence. The underrepresentation of women in senior positions within media organizations, exemplified by the 2016 report by The Union of Tanzania Press Club (UTPC), serves as a focal point. While gender equity policies have been implemented by Press Clubs to elevate female journalists to leadership roles, the dearth of women in upper-tier management persists across media entities. The research investigates employment and advancement protocols using qualitative methods, particularly an explanatory case study approach. Data collection involves interviews, document analysis, and purposive sampling, with a focus on media house employees, totalling 12 participants. The findings highlight the potential for women's career growth under equitable promotion policies, endorsed by international and grassroots initiatives. Cultural influences exacerbate gender imbalance, notably within print media corporations. The study identifies various entities offering resources to enhance diversity and equity, emphasizing media portrayal and representation of women to address gender inequity. Advocating for media organizations like the Tanzania Media Women Association (TAMWA), the Media Council of Tanzania (MCT), and the Tanzania Editors Forum (TEF) to champion gender equity, the study underscores the necessity of a robust journalist union to accelerate progress.</p> <p>Paper structure</p> <p>I. Introduction</p> <p>Background and context Research problem and objectives Significance and relevance of the study</p> <p>II. Literature Review</p>	

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	<p>Gender equity in media organizations: Concepts and theories Existing research on gender representation and leadership roles Impact of gender inequity on media industry and society Efforts and initiatives to promote gender equity in media III. Research Design and Methodology</p> <p>Research approach: Qualitative research Research design: Explanatory case study Rationale for case selection: Prominent media entities (IPP Media, TSN, Mwananchi Corporation) Data collection methods: Structured and unstructured interviews Documentary review Sampling technique: Purposive sampling Data analysis: MASQUIDA thematic data analysis software Ethical considerations IV. Findings</p> <p>Overview of participants' demographics Examination of employment and promotion policies Representation of women in leadership positions Gender equity policies and their effectiveness Influence of cultural factors on gender imbalance V. Discussion</p> <p>Interpretation of findings in relation to research objectives Comparison with existing literature Implications of gender equity challenges for media organizations Analysis of factors contributing to gender disparity The role of international organizations and grassroots initiatives VI. Recommendations</p> <p>Strategies to enhance gender equity in media organizations: Advocacy and policy change Strengthening gender equity policies Promoting cultural awareness and sensitivity Role of key organizations (TAMWA, MCT, TEF) Establishing a journalist union for gender equity enforcement VII. Conclusion</p> <p>Summary of key findings Contribution to the understanding of gender equity challenges Significance of the study for media organizations and society Future research directions VIII. References</p> <p>By following this outline, the research paper will be structured to systematically address the research problem, gather relevant data, analyze findings, and provide recommendations for addressing gender equity challenges within Tanzanian media organizations.</p>	
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PART 2:

	Reviewer's comment	Author's comment <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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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