

## Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_106932
Title of the Manuscript:	Relationship between profile characteristics of televiewing farmers and effectiveness of farm broadcast programmes in Andhra Pradesh state of India.
Type of the Article	Original Research Article

### 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The manuscript is important for the scientific community in that it discusses the positive and non-relational aspects of the profile characteristics of tele-viewing people and its effect on farming activities and awareness. Such a study may help enhance the extent and quality of awareness programmes for the betterment of the farmers.</p> <p>2. The title of the article is suitable.</p> <p>3. The abstract is comprehensive</p> <p>4. Subsections are appropriate</p> <p>5. It is scientifically correct; however, there is scope to improve it.</p> <p>6. Most of the references are older. There is a need to include some recent references.</p> <p>Apart from the above comments, I have the following suggestions which the author must incorporate in the manuscript:</p> <p>1. The author has taken up 16 profiles of the respondents and found 13 positively related to the expected responses.</p> <p>2. However, the author must describe those characteristics as the profile of the respondents. Without listing these characteristics, simply providing the statistics dilutes the authenticity and value of the article.</p> <p>3. The classification criteria must be spelt out for some characteristics where classification has been made. For instance, socioeconomic status, innovativeness, mass media exposure, marketing orientation, risk orientation, economic orientation, scientific orientation, extension contact, social participation and training exposure are subjective characteristics which were objectified with the help of some criteria. Those must be mentioned.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Lots of grammatical mistakes are found. These must be corrected.</p>	
<p><b>Optional/General</b> comments</p>		

### PART 2:

	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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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**Reviewer Details:**

Name:	<b>CJ Sonowal</b>
Department, University & Country	<b>Tata Institute of Social Sciences, India</b>