

Review Form 3

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_127247
Title of the Manuscript:	From “Two Mountains” to “Beautiful Villages”: Translation Strategies for Chinese Rural Branding
Type of the Article	Review Article

PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer’s comment	Author’s Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript is important regarding the novelty of discourse i.e. rural and cultural terms of Chinese language and culture. The manuscript is too general and no specific information is provided regarding Chinese culture and proverbs. The scholar is not consistent in his objectives of the study. Every now and then, the researcher presents a new problem. Be consistent throughout the manuscript regarding the research problem and objective of the study. The abstract is long and redundant ideas are there.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title does not reflect the objective of the study. Too many objectives are stated in the manuscript. The objectives are at the same time ideological, cultural, discourse analysis, proverbs translation, idiomatic translation. The title is From “Two Mountains” to “Beautiful Villages”: Translation Strategies for Chinese Rural Branding. There is also another text <i>Finding the Soul for the Village</i> . Consistency may be shown in this regard.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Use simple past tense in the abstract. The analytical framework is not correctly presented. The title reflects one source and target text but there is also another text ‘ <i>Finding the Soul for the Village</i> ’. The researcher is directed to specify which source and target text are going to be analysed.	
Are subsections and structure of the manuscript appropriate?	The subsections are not fully explained, e.g. the interpretive theory, every section of the literature review, two mountains theory, sections of the methodology, and analysis sections are also in need of further explanation.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The researcher needs to focus on a single phenomenon regarding the scope of the study. Focus on multiple things or research ideas in the paper has made the study unscientific. Lack of coherence and cohesion is abundant throughout the paper.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are recent but more relevant to the research problem, section on the source text and target text as well as the writer and translator is needed	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language of the manuscript needs extensive revision. Lot of grammatical mistakes are there. Compound complex sentences prevail throughout the manuscript. They have been commented upon.	
<u>Optional/General</u> comments	PLEASE SEE ATTACHMENT	

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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)
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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