

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

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PART 1: Review Comments

Compulsory 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>
<p>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.</p>	<p>I like this manuscript. Scientific community needs to know that in translation a text from one language to the target language, translators are required to consider, in this case, both specific cultural concepts and the broader implications of translation strategies within the context of rural branding. In order to consider them, translators should use a methodology that acknowledges cultural and historical significance when translating concepts related to rural branding, highlights challenges faced in translating culturally rich texts, noting that English may not have direct translations for certain cultural terms, and mentions the pressure on translators to convey not just words but also cultural meanings, reinforcing the idea that translation strategies are essential for effective communication of rural branding concepts. The research highlights the importance of transferring cultural and socio-political assets in the translation of rural branding concepts. It emphasizes that translating these terms involves more than just linguistic conversion. It requires an understanding of their cultural significance, which is a key aspect of the title.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes, the title of the article is suitable.</p>	
<p>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.</p>	<p>The abstract provides sufficient detail about the research's aims, methodologies, and findings, which supports and elaborates on the themes introduced in the title. The abstract clearly states that the research investigates cultural adaptation and translation strategies used in translating a work related to rural branding, aligning with the title's focus on translation strategies. It discusses the significance of cultural self-formation and rural branding discourse, which relates directly to the concepts mentioned in the title. The abstract highlights challenges faced by translators, such as cultural saturation and ideological elements associated with terms like "Two Mountains Theory" and "Beautiful Villages." This directly connects to the title's emphasis on translation strategies. The use of Interpretive Theory as a framework for understanding translation processes is relevant to the exploration of how these cultural concepts are translated, further supporting the title's premise.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are not appropriate. The author uses term 'chapter' to represent each section. However, I could not find chapter 1, 2, and 4. I only find chapter 3 and 5. At the end of chapter 3 (research methodology), there is a phrase 'in conclusion' which is not suitable to be put in chapter 3 because it is not a conclusion.</p>	
<p>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.</p>	<p>This manuscript demonstrates scientific robustness and technical soundness through its rigorous application of Interpretive Theory in the context of translation studies. The research is grounded in established theoretical frameworks, which provide a solid foundation for understanding the complexities of translating culturally significant terms. Additionally, the methodology employed—utilizing qualitative analysis to explore the perceptions and strategies of translators—ensures that the findings are both relevant and applicable to real-world translation practices. The manuscript also effectively integrates relevant literature, drawing on previous studies to support its claims and contextualize its findings within the broader discourse on translation and cultural interpretation. Overall, the combination of a well-defined theoretical framework, appropriate methodology, and thorough literature review contributes to the manuscript's scientific integrity and credibility.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =</p>	<p>There are several references from the 2000s (e.g., Bebbington, 2000; Visser, 2010; Shorter, 2006), which may not reflect the most current research trends or developments in translation studies. However, there are also more recent publications (e.g., Wang-Kaeding, 2021; Yang, 2023; Liu, 2019) that provide contemporary insights into the field. While there are some recent sources, the reliance on older references could limit the manuscript's engagement with the latest theories and methodologies in translation studies. It would be beneficial to include more recent articles or studies published within the last five years to ensure that the research is</p>	

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	grounded in current scholarship.	
<u>Minor REVISION</u> comments Is the language/English quality of the article suitable for scholarly communications?	Some sentences are lengthy and could be simplified for better readability. There are minor grammatical issues that need addressing. For instance: "the goals is improvement" should be corrected to "the goal is improvement." Ensure consistent use of articles and prepositions for grammatical accuracy. While the article maintains a generally formal tone, some phrases could be made more formal. For example: Instead of "this way is more natural," consider using "this approach is more suitable." The transitions between sections could be smoother to enhance overall coherence. Using transitional phrases can help guide readers through the argument more effectively. Some statements could be clearer. For example: "the ideological nature of the term will open up a more nuanced understanding" could be rephrased for clarity, such as "clarifying the ideological nature of the term facilitates a deeper understanding..."	
<u>Optional/General</u> comments	The example of each translation strategies in translating term 'Beautiful Village' and 'Two Mountains' is not provided in the manuscript. It is important since the reader needs to understand the use of these terms in sentences and the result of translation using the two strategies so that the reader could understand the difference with and without applying certain translation strategy.	

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:

Name:	Rizdika Mardiana
Department, University & Country	Universitas Negeri Jakarta, Indonesia