

SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_124699
Title of the Manuscript:	Audience Preferences and Engagement with FM Radio in Tanzania: A Study of TBC FM and Wasafi FM in Kinondoni, Dar es Salaam
Type of Article :	

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
The article "Audience Preferences and Engagement with FM Radio in Tanzania" offers significant insights into the preferences and motivations of FM radio listeners in Dar es Salaam. Its methodological rigor, theoretical grounding, and practical recommendations make it a valuable contribution to the field of media studies and the radio broadcasting industry in Tanzania. However, enhancing the depth of analysis could further elevate the research's impact and applicability.	

Reviewer Details:

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