

**ReviewForm3**

JournalName:	<a href="#">AsianResearchJournalofArts&amp;SocialSciences</a>
ManuscriptNumber:	Ms_ARJASS_124699
TitleoftheManuscript:	AudiencePreferencesandEngagementwithFMRadioinTanzania:ASTudyofTBCFMandWasafiFMinKinondoni,DaresSalaam
TypeoftheArticle	EmpiricalResearchArticle

**PART1: ReviewComments**

<b>Compulsory</b> REVISIONcomments	<b>Reviewer'scomment</b>	<b>Author'sFeedback</b> (Pleasecorrectthemanuscriptandhighlightthatpartinthemanuscript.Itismandatorythatauthorsshouldwritehis/herfeedbackhere)
<b>Pleasewriteafewsentencesregardingtheimportanceofthismanuscriptforthescientificcommunity.Whydo youlike (ordislike)thismanuscript?Aminimumof 3-4 sentencesmayberequiredforthispart.</b>	The main question addressed is interesting. Text is clear and readability is maintained. The conclusion answers the main question and in line with the arguments. Key words accurately reflect the content.	
<b>Isthetitleofthearticlesuitable? (Ifnotpleasesuggestanalternativetitle)</b>	<b>The title could include the nature of study in the second part of the title. Audience Preferences and Engagement with FMRadio in Tanzania: A Survey Study on TBC FM and Wasafi FM in Kinondoni, Dar es Salaam</b>	
<b>Istheabstractofthearticlecomprehensive?Doyou suggesttheaddition(ordelation)of somepointsinthis section?Pleasewriteyoursuggestionshere.</b>	Yes.	
<b>Are subsections and structure of the manuscript appropriate?</b>	Yes.	
<b>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.</b>	The research sounds to be at the basic level. The projection of all the values of the radiolist ening preferences of a particular locality with the mean and standard deviation in a table would carry the technical soundness of the study. The age, gender and nature of their work like variables of the sampling will enable the research to find the influence of them on their preferences. The sampling criteria description and the rationale for choosing the theory mentioned and, in turn, the operational definition of concepts would impart the soundness to the study. Validation of the questionnaire employed would improve the quality of the study. Limitations and suggestions for further research could be included.	
<b>Are there references sufficient and recent? If you have suggestion of additional references, please mention them in the review form.</b> -	Though adequate number of articles are included and the recency is also considered for the study report, the most recent article on radiolistening can be referred. <b>1. Enhancing Listeners' Social Well-Being through Radio Listening: A Qualitative Study Among Klang Valley Radio Listeners Farah Fazlinda Mohamad</b>	

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the articles suitable for scholarly communications?</b></p>	<p>The language of the journal is appropriate for being published in the scholarly journals.</p>	
<p><b>Optional/General</b> comments</p>	<p>A few passive forms of verbs are noted but avoiding passive them would be better. For instance-  The survey method was chosen because it is effective for collecting large amounts of data----  -----  -----  The study chose the survey method because it is effective for collecting large amounts of data  -----</p>	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>	

**Reviewer Details:**

Name:	<b>B. Sivakami</b>
Department, University & Country	<b>Vellore Institute of Technology, India</b>