

**Review Form 3**

Journal Name:	<a href="#">Asian Research Journal of Arts &amp; Social Sciences</a>
Manuscript Number:	Ms_ARJASS_124699
Title of the Manuscript:	<b>Audience Preferences and Engagement with FM Radio in Tanzania: A Study of TBC FM and Wasafi FM in Kinondoni, Dar es Salaam</b>
Type of the Article	

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**PART 1: Review Comments**

<b>Compulsory</b> 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><b>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.</b></p>	<p>This manuscript is significant for the scientific community as it fills a critical gap in the understanding of FM radio listenership in Tanzania, particularly in the context of rapidly evolving media landscapes. By employing the Uses and Gratifications Theory, the study provides a robust framework for analyzing audience preferences and motivations, contributing valuable insights to both media studies and communication research. I appreciate the manuscript's focus on practical implications for radio stations, as it translates theoretical findings into actionable recommendations. However, the absence of specific statistical data slightly detracts from its overall impact, highlighting the need for empirical support to strengthen the conclusions drawn.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title of the article on audience preferences and engagement with FM radio in Tanzania provides a comprehensive examination of the factors influencing listenership for TBC FM and Wasafi FM. The title is suitable</p>	
<p><b>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.</b></p>	<p>The abstract is strong and captures several key elements typically found in a well-structured abstract. Minor corrections have been made in <b>RED</b>. However, here are a few suggestions to enhance it further:</p> <p><b>Strengths:</b></p> <ol style="list-style-type: none"> <li>1. Purpose and Focus: The Author clearly states the study's purpose, which is to examine audience preferences for TBC FM and Wasafi FM.</li> <li>2. Objectives: The three key objectives are succinctly outlined.</li> <li>3. Methodology: The Author mentions the survey method and the sample size, providing a clear understanding of how the data was collected.</li> <li>4. Findings: The abstract summarizes the main findings effectively, highlighting listener preferences and motivations.</li> <li>5. Recommendations: Including recommendations is a good practice, as it indicates practical implications of the study.</li> </ol> <p><b>Suggestions for Improvement:</b></p> <ol style="list-style-type: none"> <li>1. Results Summary: While the Author mentioned the predominant preferences and motivations, providing a quantitative insight (e.g., specific percentages) could strengthen the findings section.</li> <li>2. Implications: The Author might consider briefly stating the broader implications of the findings beyond just recommendations for FM stations.</li> <li>3. Keywords: The Author should arrange the keywords in alphabetical order and reduce it to five words</li> </ol>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>No. The Author needs to work on the subsections and structure of the manuscript.</p>	

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<p><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></p>	<p>This manuscript exhibits scientific robustness through its application of the Uses and Gratifications Theory, providing a solid framework for understanding audience behavior. The survey of 250 listeners ensures a comprehensive and representative sample, enabling meaningful data collection. While the absence of specific statistical data limits the findings, the systematic collection of qualitative insights and integration of empirical results into practical recommendations maintain the study's scientific soundness. Grounded in the relevant literature, the analysis effectively contextualizes listener preferences and motivations, though including statistical data would enhance the credibility of the conclusions.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> :</p>	<p>The references provided in the manuscript are generally relevant and encompass key studies in the field of radio listenership and the Uses and Gratifications Theory. However, some references date back to the 1990s and early 2000s, which may not fully capture the latest trends and developments in media consumption.</p> <p>To enhance the literature review, I recommend including more recent studies on radio listenership, particularly those published in the last five years. This could provide updated insights into audience behaviors and preferences in the context of evolving media landscapes. Including recent references would strengthen the manuscript's foundation and relevance in today's media context.</p>	

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality of the article are generally suitable for scholarly communication. The writing is clear, structured, and effectively conveys the research objectives and findings. However, there are a few areas where clarity could be improved, such as simplifying complex sentences and ensuring consistent terminology.</p> <p>Here are some examples of complex sentences and suggestions for improving clarity and consistency in terminology:</p> <p><b>Complex Sentences</b></p> <p><b>Original Sentence</b></p> <p><i>"The study employed a survey research design to gather data from radio listeners residing in the Kinondoni Municipal area of Dar es Salaam, which was chosen because it is effective for collecting large amounts of data from a significant number of respondents."</i></p> <p><i>Revised Sentence:</i></p> <p><i>"The study used a survey design to collect data from radio listeners in Kinondoni Municipality, Dar es Salaam, as this method effectively gathers large amounts of information from many respondents."</i></p> <p><b>Original Sentence:</b></p> <p><i>"Despite these insights, there remains a gap in understanding the specific preferences of FM radio listeners in urban areas of Tanzania, particularly in light of new commercial stations like Wasafi FM."</i></p> <p><i>Revised Sentence:</i></p> <p><i>"Despite these insights, there is still a gap in understanding FM radio listeners' specific preferences in urban Tanzania, especially with the rise of commercial stations like Wasafi FM."</i></p> <p><b>Ensuring Consistent Terminology</b></p> <p><b>Inconsistent Terminology Example:</b></p> <p><i>Using both "listeners" and "audience" interchangeably without defining them.</i></p> <p><b>Revised for Consistency:</b></p> <p><i>Choose one term and stick with it throughout the manuscript. For example, consistently use "listeners" when referring to those who consume the radio content.</i></p> <p><b>Inconsistent Terminology Example:</b></p> <p><i>Referring to "interactive segments" in one section and "participatory programs" in another.</i></p> <p><b>Revised for Consistency:</b></p> <p><i>Decide on one term (e.g., "interactive segments") and use it consistently throughout the article.</i></p> <p><b>Summary</b></p> <p>By simplifying complex sentences and ensuring consistent terminology, the article can achieve greater clarity and cohesiveness, enhancing its effectiveness in scholarly communication.</p> <p>Additionally, attention to grammatical details and ensuring that all sections flow smoothly would enhance readability. A thorough proofreading process to correct any minor errors and improve overall coherence would further elevate the manuscript's quality for an academic audience. Overall, with some revisions, the language can effectively meet scholarly standards.</p>	
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<b>Optional/General</b> comments	The manuscript presents a valuable exploration of audience preferences for FM radio in Tanzania, particularly regarding TBC FM and Wasafi FM. However, it requires significant improvements to enhance its academic rigor and clarity. The lack of a detailed rationale in the introduction, along with the absence of citations, weakens the foundation of the study. Additionally, the literature review needs more depth and should be organized into three sections: Conceptual Review, Theoretical Review, and Empirical Review, as it currently appears scanty and relies on outdated references. Strengthening the data analysis section, particularly the discussion of descriptive statistics mentioned but not included, and incorporating recent empirical studies will enhance the manuscript's contribution to the field. Furthermore, the keywords should be arranged in alphabetical order and reduced to five words for clarity. Overall, while the topic is important, addressing these issues is essential for making the research more impactful and credible, and including suggestions for further studies would provide valuable guidance for future research.	
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### **PART 2:**

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

### **Reviewer Details:**

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