

Review Form 3

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 the Article	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	This manuscript is essential to the scientific community as it investigates listenership preferences for two prominent FM radio stations in Tanzania. It provides insights into audience behavior through the lens of the Uses and Gratifications Theory. By highlighting entertainment as a central factor in audience engagement, particularly with popular music genres such as Bongo Flava and Taarab, the study presents valuable recommendations for radio stations to better align with audience demands. The study's practical relevance and precise application of theoretical frameworks are commendable, though a more extensive examination of preferences beyond entertainment content could enhance the comprehensiveness of the analysis.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
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.	Yes	
Are subsections and structure of the manuscript appropriate?	Yes	
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.	This manuscript demonstrates scientific rigor by systematically applying the Uses and Gratifications Theory, providing a robust theoretical framework for analyzing audience behavior. Using a survey method involving 250 participants enhances the validity and reliability of the findings, ensuring that the conclusions are well-supported by empirical data. The logical alignment between the study's findings, particularly the link between entertainment preferences and audience motivations, further strengthens the scientific integrity of the research. Moreover, the recommendations are directly derived from the data, providing evidence-based, actionable strategies for improving radio programming. The manuscript is scientifically rigorous and technically sound, with a well-structured research design and practical implications grounded in the data collected.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes	
<u>Optional/General</u> comments	This manuscript offers essential insights into FM radio listenership in Tanzania, supported by solid theory and data. However, a more detailed analysis of non-entertainment preferences and a closer look at different demographic groups could improve the study's depth and overall contribution.	

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PART 2:

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

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