

**Review Form 1.7**

Journal Name:	<b>Asian Research Journal of Arts &amp; Social Sciences</b>
Manuscript Number:	<b>Ms_ARJASS_110406</b>
Title of the Manuscript:	<b>CHALLENGES FACING GOVERNMENT COMMUNICATION OFFICERS IN DAR ES SALAAM CITY: A CRITICAL ANALYSIS</b>
Type of the Article	<b>Original Research Article</b>

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**PART 1: Review Comments**

	<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>Compulsory</b> REVISION comments</p> <p><b>1. Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p><b>2. Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p><b>4. Are subsections and structure of the manuscript appropriate?</b></p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> <p><b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p><b>1.</b> Yes, the manuscript is extremely important for scientific community as effective government communication plays a major role in informing key public audiences (e.g., media, general public, law enforcement staff) in response to local, national, and global threats. For instance, governments throughout the world learnt many critical lessons from studying examples of ineffective communication with the public during the global coronavirus disease (COVID-19) pandemic, which revealed the erosion of public trust in government and in expert advice although it hit different countries with varying intensity. The different rates of governments' COVID-19 responses depended on the speed and scale of governmental intervention and communication strategies and how communities received, perceived, and acted on the information provided by governments. Governments also use communication to publicize decisions and throughout the policy process about potential policies whereby they learn about citizens' views and needs with regard to a particular policy issue. However, this type of government communication could be seen as both government public relations and propaganda, which could jeopardize the democratic process.</p> <p><b>2.</b> The term "critical analysis" is not appropriate here, as it refers to the detailed examination and evaluation of an author's ideas, thesis, argument, and point of view. The title of the article could be rephrased as follows: "Challenges Facing Government Communication Officers: The Case of Communication Officers and Executive Directors in the Municipal Councils of the City of Dar Es Salaam, Tanzania".</p> <p><b>3.</b> The abstract is not structured as it is required in the guidelines for authors. It is not comprehensive. It should cover explicitly the following sections: Aims, Study Design, Place and Duration of Study, Methodology, Results, Conclusion.</p> <p><b>4.</b> No, the subsections and structure of the manuscript are not entirely appropriate. The text is not divided into numbered sections which makes it difficult to follow. 1. Introduction could include factual background, the problem statement, a brief literature and the scope and justification of the topic. The subsections included in the Introduction should be deleted. Literature review could be numbered separately as section 2. The following sections should be numbered accordingly.</p> <p><b>5.</b> Although the manuscript is very interesting and topical, it has not been entirely designed in a scientific way. The author begins with a Public Relations and Communication Management theoretical construct or framework "The Excellence Theory", proposed by Grunig (1992), Grunig, Grunig and Dozier (2002). The author should ask themselves whether the theoretical framework gives them a strong idea of what kind of themes they expect to find in the data (deductive), or whether they are planning to develop their own framework based on what they find (inductive). If the answer is the first one, then the deductive approach involves coming to the data with some preconceived themes they expect to find reflected there, based on the aforementioned theory. However, paradoxically the author adopts here an inductive approach, which involves allowing the data to determine their themes. Moreover, the author does not mention the research questions they seek to answer through thematic analysis. Some research questions could be the following: "<i>How, when and to what extent does communication in the municipal councils of Dar Es Salaam affect the achievement of organizational objectives?</i>". The author does not explain how they conducted the thematic analysis itself so that the research can be reproduced. In the methodology section the author could make reference to the phases of thematic analysis as described by Braun and Clarke (2006). In the findings and results section the author should mention Lincoln and Guba's alternative criteria for demonstrating rigour within qualitative research namely truth value, consistency and neutrality, and applicability. (Lincoln, Y. S. &amp; Guba, E. G. 1985. <i>Naturalistic inquiry</i>, Beverly Hills, CA: Sage.) The conclusions do not show how the analysis has answered the research questions. The author should also provide an interview guide at the appendix of the article, which includes the topics discussed with the interviewees as well as the demographics of interview participants (e.g., age group, gender, education, professional experience). Finally, the author does not provide any quantitative elements in the framework of</p>	

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	<p>frequencies of answers, as they mention in the methodology section.</p> <p><b>6.</b> References listed at the end of the manuscript are not numbered in the order that they appear in the text and do not follow the style required in the guidelines for authors. All in-text citations are not included in the References. The author should familiarize themselves with how to apply different referencing styles appropriately (e.g., Harvard, APA, Chicago). They could consult books (e.g., Pears, R. &amp; Shields, G. (2022). <i>Cite Them Right</i>, 12<sup>th</sup> edition. Bloomsbury Academic) or online sources (e.g., <a href="https://www.student.unsw.edu.au/citing-different-sources">https://www.student.unsw.edu.au/citing-different-sources</a>). The author makes excessive use of bachelor's, master's and doctoral theses. These sources should be handled with caution because we are not aware of their final academic assessment, that is whether they were scientifically rigid and robust and consequently, whether their results are reliable. The author should revise substantially the reference list in the way books and journal articles are listed as there are a lot of miscitations.</p>	
<p><b>Minor</b> REVISION comments</p> <p><b>1. Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The English language quality of the article does not seem to be adequately suitable for scholarly communications. There are frequent syntax, grammar and spelling mistakes that occasionally impede communication and understanding. The article needs considerable language editing. It could be read by a native English speaker who could suggest improvements.</p>	
<p><b>Optional/General</b> comments</p>	<p>The author should add the following information, which would allow the reader to grasp better the content of the article.</p> <ul style="list-style-type: none"> <li>- Short description of the politics of Tanzania (e.g., political conditions, election system, administrative divisions, public administration system)</li> <li>- Legal basis for Local Government (e.g., the Local Government (District Authorities) Act 1982 and the Local Government (Urban Authorities) Act 1982)</li> <li>- Dar Es Salaam's local government system (e.g., three new municipal councils, namely Ilala, Temeke, and Kinondoni), wards and mitaa in the municipal councils/districts (organizational structure)</li> <li>- The author should mention in what languages the interviews were conducted. Swahili, English, other? If the language is not English, did the author themselves translate the interviewees' replies into English?</li> <li>- When were the interviews conducted?</li> <li>- How did the author acquire access to the interviewees? Do they have any key informants?</li> <li>- What are the official tasks of communication officers and executive directors according to the current institutional framework in Tanzania? How are they recruited? By whom? For how long?</li> </ul>	

**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)
<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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