

**Review Form 1.7**

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_111525
Title of the Manuscript:	THE EXPERIENTIAL MEANING OF LANGUAGE AND VISUALS IN PERFUME ADVERTISING DISCOURSE IN AMERICAN ENGLISH AND VIETNAMESE
Type of the Article	

**PART 1: Review Comments**

	Reviewer's comment	Author's comment (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>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The author in his article examines the complex relationship between language and visuals in the domain of advertising discourse, scrutinizing experiential meaning in American English and Vietnamese contexts. That said, he used statistical analysis to conclude on results that support his thesis.</p> <p>2. <b>Yes.</b></p> <p>3. <b>Yes.</b></p> <p>4. Concerning the paragraphs, it is prudent to observe their quantitative balance. That being noted, six pages are dedicated to paragraph "3.1 Results", While only a few lines are allocated to paragraph "3.2 Discussion. We recommend expanding upon the paragraph: "3.2 Discussions" for more thorough development.</p> <p>5. Certainly. Nevertheless, our recommendation is to introduce a research problem immediately following the introduction and preceding the methodology proposed by the author. Example: " How does interplay between language and visuals in advertising discourse examined within the American and Vietnamese contexts, influence experiential meaning and contribute to intercultural understanding?".</p> <p>6. <b>Yes.</b></p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Yes	
<p><b>Optional/General</b> comments</p>	<p>- It is imperative to standardize the referencing structure throughout the text.</p> <p>-Rectify the references section in accordance with the comments provided in the Word article.</p> <p>- Refer to the article for additional comments.</p>	

**PART 2:**

	Reviewer's comment	Author's comment (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>	

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**Reviewer Details:**

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Department, University & Country	<b>Ibn Zohr University, Morocco</b>