

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	

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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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write a few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> Subject to major revisions, the manuscript can stir up some important future researches in the domain of Systemic Functional Grammar (SFL). And, author must argue for the significance of his/her present study properly and convincingly. In my opinion, the title is too much confusing. The author must differentiate his/her use of term 'language'. For an example, in discussion section, the statement "The image-language relationship is a mutually enhancing two-way connection" seems to be unclear. The author must go for the phrase 'the text-image relationship' preferably. In fact, the whole article should be revised in this context. One suitable title can be: An Exploration of Experiential Meaning in Verbo-visual Contexts of Perfume Advertising Discourse The abstract should be revised thoroughly as 'the summary of the whole article'. Moreover, the stated aim "to unveil the cultural and linguistic nuances that influence the reception and interpretation of advertisements in American and Vietnamese audiences" is not dealt in the 'discussion' or 'conclusion' section properly. In fact, the whole article should be aimed at the direct objectives of the present research. The structure of the manuscript should be proper and proportionate. Please avoid the use of blank headings. The following three sections should be revised thoroughly: Methodology (no information is given regarding the sample size, sampling technique, unit of data, nature and mode of multimodal analysis), Discussion (too short) and Conclusion (uninformative to the aims of the study) A researched article should not hinge on the display of frequencies only. It must fill the gap for novel nuances. The whole draft should be revised in this context. The reference section should be revised in avoid using the numbering. Please follow the APA manual properly <p>To me, the use of Kress and van Leeuwen's (2006) grammar of visual design does not suit to the purpose of the study or at least seems to be redundant. Please argue for its proper and specific employment (as it is a big model majorly consists of three parts). Please read its 3rd ed. (2021) for more information</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>Seems to be fair but should be revised to avoid using confusing terminologies</p>	
<p>Optional/General comments</p>	<p>The author must include corroborations to his/her statement(s), for an example: "Recent studies have begun to pay attention to this combination, though there is limited exploration of the relationship between language and non-linguistic elements in advertising discourse" Which ones?</p>	

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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>	

Reviewer Details:

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