

## 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>Yes, of course. Because we cannot deny the influence of advertisements in our life. The images and discourses in advertisement carry a significance role to manipulate.</p> <p>Quite acceptable.</p> <p>Yes</p> <p>can be restructured properly. Some technical errors like spacing, font styles etc are there which should be corrected. Maintain the consistency in writing style.</p> <p>yes</p> <p>It would be better, if some recent publications are included in reference section.</p> <p>Overall, satisfactory. Please take care while polishing the article. Maintain the appropriate style in writing.</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>		

### 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>(If yes, Kindly please write down the ethical issues here in details)</p>	

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**Reviewer Details:**

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