

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	Research Article

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with the 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> <p>1. Is the manuscript important for the scientific community? (Please write a few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestions for additional references, please mention them in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes, the manuscript is important for the scientific community because it deals with the multimodal approach and can help out many researchers from the related field. It is a good approach but the researcher has to include all the in-text citations along with page numbers to make it more reliable.</p> <p>2. Yes, the title of the research study is suitable but seems a bit lengthy. However, it can be improved, such as: "A Comparative Analysis of American and Vietnamese Integrated Advertising Discourse: A Multimodal Approach"</p> <p>3. Yes, the abstract is clear, concise and comprehensive. However, if the researcher mentions the conclusion and major findings of the research study, it will further improve.</p> <p>4. Some of the suggestions regarding the subsections and subheadings are given in the manuscript. Kindly incorporate it.</p> <p>5. Yes, the manuscript is scientifically correct and tailors into many approaches.</p> <p>6. The references need proofreading. The researcher relies only on the books and does not mention any research articles. If the researcher includes some of the research articles, the study will improve a lot.</p> <p>7. Kindly consider some of the language-related and technical mistakes in the research article. The annotated document is sent along with this review form.</p> <p>8. Kindly include the procedure for data collection and analysis in the methodology section. The methodology part is very short.</p>	
<p>Minor REVISION comments</p> <p>1. Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, the language is academically well, but some of the spelling and technical (research-related) changes are mentioned for incorporation.</p>	
<p>Optional/General comments</p>	<p>The researcher must include the page numbers in the in-text citations for more reliability. Try to avoid subjective language. The capitalization of the title must be reconsidered. Proper sub-headings must be added instead of writing headings in the bulletin.</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:

Name:	Waqar Ali
Department, University & Country	Elementary and Secondary Education of Khyber, Pakistan