

**Review Form 1.7**

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_113522
Title of the Manuscript:	Social media, sexualization mania and cultural shifts
Type of the Article	Research Paper

**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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes, the manuscript is important for the scientific community as it explores the influence of social media on cultural shifts, particularly regarding sexualization and ideology. By analyzing how social media shapes societal norms and values, it contributes to our understanding of digital platforms' impact on culture. The inclusion of evidence from diverse cultural contexts enhances its relevance and applicability. Overall, the manuscript offers valuable insights into the relationship between media, ideology, and cultural change in the digital age.</p> <p>2. The title of the article, "Social Media, Sexualization Mania, and Cultural Shifts," is suitable as it accurately reflects the main themes and focus of the manuscript.</p> <p>3. The abstract of the article appears to be comprehensive in providing a succinct overview of the manuscript's key points. It effectively outlines the central themes, including the influence of social media on cultural change, the perpetuation of ideologies, such as consumer culture and the sexualization of children, and the implications for moral decadence and cultural alienation. Moreover, the abstract introduces the significance of the study by highlighting the unique impact of social media in contrast to conventional media forms. Overall, the abstract effectively encapsulates the main arguments and findings of the article.</p> <p>4. YES</p> <p>5. The abstract explores the impact of social media on culture, emphasizing its design, algorithms, and perpetuation of ideologies. It mentions a literature review linking media, ideology, and cultural change and discusses how social media affects people's worldviews. The manuscript's scientific correctness would depend on the evidence, argumentation, bias awareness, and interdisciplinary engagement in the full text.</p> <p>6. The provided list of references covers a wide range of topics related to the impact of media, including social media, on culture, society, and individuals. The references appear to be diverse and include scholarly articles, books, films, and reports from reputable sources. However, the review should also consider the relevance of each reference to the specific focus of the manuscript.</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>		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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