

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_116364
Title of the Manuscript:	A Multimodal Study on Discursive Strategies of Live Commerce Anchors
Type of the Article	Original Research 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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write 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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>We find the manuscript to be important for scientific community. Concerning the value to the readership, the presented aspects are of international use as they are from the field of discourse analysis, to be more specific, it strives to investigate the intricate interplay between anchors and the amalgamation of diverse modalities in the process of constructing their image. Furthermore, it discusses potential strategies that can be employed to enhance the efficacy of live broadcasting and augment viewers' engagement and consumption.</p> <p>The title of the article is suitable, and we would like to highlight that the structure of the article is appropriate and logical.</p> <p>The abstract of the article is comprehensive; it covers the principal content and methodological aspects of the article in an understandable way.</p> <p>The manuscript is scientifically correct; the authors of the article adhered to the principles of scientific work and methodology. The authors discussed the research results together with the limitations of the investigated topic, moreover, we consider the depiction of the research results in the form of 3 tables to be sufficient. However, the authors are asked to outline its future research perspectives.</p> <p>On the subject of the relevance of the presented data, it is vital to emphasize that the article relates to other works on the investigated topic. The reference section is sufficient; the authors managed to provide also recent sources dealing with the investigated topic within the section.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>Yes, the English language quality of the article is suitable for scholarly communication.</p>	
<p>Optional/General comments</p>	<p>The principal advantage of the study is that it establishes a dynamic corpus of Oriental Selection live streaming videos and examines the basic situation of their multimodal application. Through quantitative and qualitative analyses, it illustrates the use and configuration of multimodal symbolic resources in the live streaming video, and provides innovative strategies to enhance the effect of multimodal discourse expression.</p> <p>Overall, the investigated topic is current, suitable for publishing.</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>	

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