

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_119390
Title of the Manuscript:	Exploring Gender Equity in Tanzania- A Comprehensive Study on the need for Inclusive Practices: A case of selected Major Media Houses in Tanzania.
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> <p>1. Is the manuscript important for scientific community? (Please write 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 suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>This manuscript is important for the scientific community as it addresses the critical issue of gender equity in the media industry, particularly in the context of Tanzania. It provides valuable insights into the barriers faced by women in media and offers recommendations for fostering a more inclusive environment. By highlighting specific challenges and proposing actionable solutions, this study contributes to the broader discourse on gender equity and media representation.</p> <p>The current title, "Exploring Gender Equity in Tanzania - A Comprehensive Study on the Need for Inclusive Practices: A Case of Selected Major Media Houses in Tanzania," is quite descriptive but a bit lengthy. A more concise and focused title could be preferred.</p> <p>The abstract is comprehensive, providing a clear overview of the study's objectives, methodology, key findings. However, it could be improved by including a brief mention of the study's significance to emphasize its contribution to the field.</p> <p>The subsections and structure of the manuscript are generally appropriate. However, adding a subsection on the theoretical framework (Stereotype Theory) early in the manuscript would provide better context for the study. Additionally, clearly separating findings from the discussion would enhance readability and organization.</p> <p>The manuscript appears to be scientifically correct. The qualitative approach is suitable for exploring the nuanced experiences of female journalists, and the use of in-depth interviews provides rich, detailed data. However, the authors should ensure that their methodology section includes a clear explanation of how interview subjects were selected and any potential biases in this selection process.</p> <p>The references are generally sufficient and recent. However, the authors may benefit from including more recent literature on gender equity in media from other African countries for a comparative perspective. Suggested references include studies on gender representation in media from Kenya, Nigeria, and South Africa.</p> <p>The manuscript would benefit from a deeper analysis of the cultural factors that influence gender equity in Tanzania's media industry. Including direct quotes from interviewees could enhance the qualitative data and provide more vivid illustrations of the challenges discussed.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are generally suitable for scholarly communication.</p>	
<p>Optional/General comments</p>	<p>Consider including a visual element, such as a table or figure, summarizing the key findings and recommendations. This could help in quickly conveying the main points to the reader.</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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