

Review Form 3

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_123105
Title of the Manuscript:	A Study on Content Analysis of a Farm Magazine Published by a Veterinary University, Ludhiana.
Type of the Article	

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This study focuses on quantifying the presence of certain words, themes, or concepts within the text of agriculture. Content analysis is used to systematically analyze and interpret the content of various forms of communication play a crucial role in disseminating agricultural knowledge and best practices to farmers. Analyzing the content helps in understanding how effectively the magazine communicates important information on number of livestock species.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, the title is clear and descriptive, making it suitable for an academic or research article. However, if refining it slightly, the title could be more engaging or specific. Here is a suggestion: "Content Analysis of Farm Magazine 'Vigyanik Pashu Palan': A Study"	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is comprehensive, but it can be enhanced for better clarity. There is inconsistency in issues of VPP selected. In the abstract, author write that 105 articles were taken for the study from each category, while at other place i.e. in material and methods, he writes 108 articles. Data collection should be clearly described, why time period is divided into three categories. Further, additional keywords could be included in the abstract like: Veterinary University, Punjab.	
Are subsections and structure of the manuscript appropriate?	Subsections need improvement. Standard definitions of Content Analysis with proper references to be mentioned. Objectives of the study and literature of review to be elaborated separately in main heading. Author somewhere use % symbol while somewhere write percent. In this context, consistency to be maintained. Separate tables could be added for the presentation of data.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript is scientifically robust and technically sound due to its rigorous research methodology and comprehensive statistical analysis. However, author could elaborate how the content of the study like words, sentences, lines, etc. are counted.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are inadequate and should be supplemented with current and relevant sources.	
Minor REVISION comments	Yes.	
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments	Stakeholders can ensure that "Vigyanik Pashu Palan" remains a valuable resource for farmers, helping them stay informed and adopt best practices in agriculture.	

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PART 2:

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

Reviewer Details:

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