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Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_122145
Title of the Manuscript:	Headlines to Hard-Lines: Media Intervention in Managing Bullying and Cancel Culture in the Entertainment Industry
Type of the Article	Journal

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>Overall, this manuscript makes a valuable contribution to the scholarly discourse on emerging digital media challenges, particularly within the context of the entertainment industry in Nigeria. The findings and proposed solutions can potentially inform policies, industry practices, and public awareness, ultimately fostering a more resilient and supportive environment for celebrities and the entertainment ecosystem.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The article's title, "Headlines to Hard-Lines: Media Intervention in Managing Bullying and Cancel Culture in the Entertainment Industry," is generally suitable and captures the study's key focus. However, a few minor tweaks could potentially make the title more concise and impactful: Suggested Alternative Title: "Managing Bullying and Cancel Culture in the Nigerian Entertainment Industry: The Role of Media Intervention" This alternative title maintains the core elements of the original but streamlines the wording to be more succinct. It underscores the study's crucial focus on the Nigerian entertainment industry and the role of media intervention, which should pique the interest of our readers. The revised title more directly highlights the study's primary objectives, making it clear that the research examines the challenges of bullying and cancel culture and offers potential solutions involving media-based interventions, instilling a sense of hope and optimism in our readers. By including the "Nigerian Entertainment Industry," we provide a more specific geographic and industry context, which not only helps the manuscript stand out in the broader scholarly landscape but ensures our readers are well-informed and knowledgeable about the study's focus. Overall, the suggested alternative title retains the essence of the original while potentially improving the clarity and impact for the target audience.</p>	

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<p>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.</p>	<p>The article's abstract is generally comprehensive and covers the key aspects of the study. However, a few suggestions can be made to enhance its clarity and coverage:</p> <ol style="list-style-type: none"> 1. Provide more specific details on the mixed-method approach: <ul style="list-style-type: none"> • Mention the specific methods used, such as thematic and sentiment analyses. • Clarify the data sources (e.g., academic literature from 2015-2024). 2. Expand on the key findings: <ul style="list-style-type: none"> • Provide more details on the psychological impact on celebrities and the dual nature of celebrity influence. • Elaborate on the interplay between economic disparities and online aggressive behaviours. 3. Strengthen the recommendations section: <ul style="list-style-type: none"> • Provide a more comprehensive overview of the proposed strategies, such as the digital literacy program, entertainment industry ombudsman, AI-powered early warning system, and "Digital Wellness" certification. • Explain how these measures aim to address the multifaceted challenges revealed by the study. 4. Consider including a brief statement on the significance and potential impact of the study: <ul style="list-style-type: none"> • Highlight how the findings and recommendations can contribute to Nigeria's more resilient, ethical, and supportive entertainment industry. <p>Here is a suggested revised abstract:</p> <p>"This study investigates the complex dynamics of bullying and cancel culture within the Nigerian entertainment industry, focusing on the impact of social media and socio-economic factors. The research reveals a predominantly negative sentiment surrounding these issues through a mixed-method approach combining thematic and sentiment analysis of academic literature from 2015 to 2024. The study highlights the significant psychological impact on celebrities, the dual nature of celebrity influence, and the evolving role of media in shaping public perceptions. It also uncovers the interplay between economic disparities and online aggressive behaviours. The study proposes comprehensive recommendations, including implementing a digital literacy program, establishing an entertainment industry ombudsman, developing an AI-powered early warning system for harassment campaigns, and instituting a "Digital Wellness" certification for entertainment companies. These measures aim to address the multifaceted challenges revealed by this study, promoting a more resilient, ethical, and supportive entertainment industry in Nigeria."</p> <p>By incorporating these suggestions, the abstract would provide a more detailed and comprehensive overview of the study, its key findings, and the proposed solutions, effectively setting the stage for the readers to engage with the rest of the manuscript.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The manuscript's subsections and overall structure are acceptable and well-structured. The material methodically leads the reader through the essential facets of the investigation. Nonetheless, a few minor recommendations could improve the manuscript's coherence and clarity even more:</p> <p>Section 1: Introduction</p> <p>Consider including a brief sentence or phrase that states the study's main goals and research questions.</p> <p>This would aid in setting the scene and give the readers a more detailed road map.</p> <p>2. Section on Literature Review:</p> <p>The subsections cover the pertinent theme areas and are correctly organised.</p> <p>There might be a chance to combine or rearrange some subsections to prevent duplication or redundancy.</p> <p>For instance, as they are closely related, the subsections on "Cyberbullying and Online Harassment" and "The Role of Social Media in the Entertainment Industry" could be integrated.</p> <p>Section 3: Methodology:</p> <p>This section provides a thorough explanation of the mixed-method approach.</p> <p>Consider including a brief paragraph explaining how the data was collected, including the inclusion and</p>	

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	<p>exclusion criteria for the evaluated academic publications.</p> <p>4. Section on Results and Findings: It is appropriate to include figures and tables, which aid in visualising the main conclusions. However, the story could be reinforced even more by smoothly integrating the qualitative and quantitative findings across the section. This would result in a results presentation that is more unified and well-rounded.</p> <p>Section 5: Conclusion and Recommendations: This section provides a clear summary of the main conclusions and suggested actions. Consider including a concluding paragraph highlighting the recommendations and conclusions of the study's potential significance. Overall, the subsections and organisation of the paper are well thought out and encompass the key components of the investigation. The suggested small changes will improve the presentation's impact, coherence, and clarity.</p>	
<p>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.</p>	<p>The examination into the dynamics of bullying and cancel culture in the Nigerian entertainment business presented in this manuscript is technically sound and scientifically sound. The study's mixed-method approach, which combines sentiment and theme analysis of scholarly literature, offers a thorough and sophisticated comprehension of these intricate problems.</p> <p>The substantial literature review demonstrates the researchers' thorough grasp of the theoretical frameworks and current scholarly discourse on cyberbullying, cancel culture, and the impact of socioeconomic factors. The triangulation of qualitative and quantitative insights strengthens the validity and trustworthiness of the results.</p> <p>Notably, the study's proposals are logically derivable from the data and have the ability to contribute to significant and long-lasting solutions. These methods include practical measures like digital literacy initiatives, industry oversight, and regulatory frameworks. The manuscript's practical applicability elevates its scientific merit and practical impact, rendering it an important addition to the area.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>=</p>	<p>The references used in this manuscript are comprehensive and up-to-date, encompassing the relevant academic literature from 2015 to 2024. The extensive range of sources cited reflects the researchers' comprehensive examination of the existing knowledge on the topic.</p> <p>However, the manuscript could benefit from additional references in a few areas.</p> <ol style="list-style-type: none"> 1. Including the latest studies (published in 2023 or 2024) on the changing trends and emerging developments in bullying and cancel culture in the entertainment industry. This would ensure that the analysis stays current with the most recent research. 2. Adding references that focus on the Nigerian context, including studies that analyse the distinct social, economic, and cultural factors that shape these phenomena in the country. This could offer more context and depth to the findings. 3. It would be helpful to include references that analyse best practices or case studies from different countries or industries. These references can provide valuable insights into practical strategies for addressing bullying and cancel culture, improving the practicality of the recommendations. 4. Include references addressing the role of regulatory bodies, industry organisations, or media ethics frameworks in reducing online harms and encouraging responsible digital practices. This could enhance the discussion regarding the recommendations for policy and industry-level interventions. <p>Including these extra references would strengthen the manuscript's foundation in current academic literature and offer a more thorough and globally aware viewpoint on the issues and potential remedies concerning bullying and cancel culture in the Nigerian entertainment industry.</p>	

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<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the manuscript are generally suitable for scholarly communication. The writing is clear and concise and demonstrates a strong command of academic English. A few minor suggestions can be made to enhance the quality further:</p> <ol style="list-style-type: none"> 1. Sentence Structure: <ul style="list-style-type: none"> • Some sentences could be slightly shortened or simplified to improve readability and flow. For example, some sentences may be long or complex, potentially distracting the reader. 2. Consistent Terminology: <ul style="list-style-type: none"> • The manuscript uses a variety of terms, such as "cyberbullying," "online harassment," and "digital aggression," to refer to similar concepts. Maintaining more consistent terminology throughout the text could enhance clarity and cohesion. 3. Grammar and Punctuation: <ul style="list-style-type: none"> • There are a few instances where minor grammatical or punctuation errors can be found, such as the occasional comma placement or subject-verb agreement issues. A thorough proofreading and editing pass could help address these minor technical aspects. 4. Tone and Formality: <ul style="list-style-type: none"> • The overall tone of the manuscript is appropriate for a scholarly work, maintaining a formal and academic style. However, there may be opportunities to refine the language further to ensure a consistently polished and professional presentation. 5. Clarity of Explanations: <ul style="list-style-type: none"> • In a few instances, the explanations of certain concepts or findings could be slightly expanded or rephrased to enhance the readers' comprehension, especially for an international audience that may not be familiar with the specific context. <p>With minor revisions to address these suggestions, the language and English quality of the manuscript would be well-suited for publication in a reputable scholarly communication channel. The authors have demonstrated a firm grasp of academic writing, and the text is generally straightforward, coherent, and suitable for the target audience of researchers and industry stakeholders.</p>	
<p><u>Optional/General</u> comments</p>	<p>This manuscript provides valuable insights into bullying and cancel culture within the Nigerian entertainment industry. It is well-researched and significantly contributes to our understanding of these issues. The study's thorough approach, combining qualitative and quantitative analyses, offers a nuanced perspective on these intricate issues.</p> <p>Here are a few overall comments and observations:</p> <ol style="list-style-type: none"> 1. The manuscript successfully incorporates viewpoints from multiple academic disciplines, including media studies, psychology, and sociology, to provide a comprehensive analysis. This interdisciplinary approach enhances the depth and relevance of the study. 2. Practical Relevance: The suggested recommendations, such as the digital literacy program, industry ombudsman, and "Digital Wellness" certification, could bring about significant change in the entertainment industry. I appreciate the emphasis on practical solutions. 3. Broader Implications: The study focuses on the Nigerian context, but its findings and recommendations could provide valuable insights for other countries and industries facing similar challenges related to the intersection of social media, celebrity culture, and online toxicity. 4. Future Research Directions: The manuscript could serve as a catalyst for future research on the enduring effects of bullying and cancel culture and the long-term efficacy of the suggested interventions. Additional insights could be gained from conducting longitudinal studies or cross-cultural comparisons. 5. Using figures and tables enhances the analysis and readability of the manuscript. Including visual elements like infographics or conceptual models could enhance the presentation of the study's key findings. <p>Overall, this manuscript is a valuable addition to the scholarly discourse on the digital media landscape and its impact on the entertainment industry. The researchers have shown a thorough grasp of the subject matter and have presented a well-structured approach to tackling the urgent issues of bullying and cancel culture.</p> <p>After thoroughly reviewing the manuscript, I would rate it 8 out of 10.</p>	

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	<p>These are the main factors that contribute to this impressive score:</p> <p>A comprehensive methodology: Combining thematic and sentiment analysis offers a thorough and dependable investigation of the research topic.</p> <p>The manuscript showcases a comprehensive grasp of the current scholarly conversation, citing various academic sources.</p> <p>Practical Relevance: The recommendations, including the digital literacy program, industry ombudsman, and "Digital Wellness" certification, can have a significant impact in the real world.</p> <p>The writing in the manuscript is clear, concise, and appropriate for scholarly communication.</p> <p>However, there are a few areas in which the manuscript could be further improved:</p> <ol style="list-style-type: none"> i. More references and insights specific to the Nigerian context would enhance the depth and nuance of the analysis. ii. The presentation of the results could be improved by seamlessly integrating the qualitative and quantitative insights. iii. Minor Language Refinements: Correcting occasional grammatical errors and streamlining sentence structure in a few instances could enhance the overall readability and flow of the manuscript. <p>Overall, the manuscript is valuable to the scholarly understanding of bullying and cancel culture within the Nigerian entertainment industry. With the suggested improvements, it has the potential to be considered for publication in a respected academic journal</p>	
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PART 2:

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

Reviewer Details:

Name:	Leo Mataruka
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