

Review Form 1.6

Journal Name:	Asian Journal of Language, Literature and Culture Studies
Manuscript Number:	Ms_AJL2C_77385
Title of the Manuscript:	Arabic Informative Discourse in Product Packaging
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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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)
<u>Compulsory</u> REVISION comments	<p>The purpose of this study is to determine the effectiveness of Arabic informative discourse in the packaging of products for consumers. However, the research design is descriptive in which, researchers analysed secondary data to answer the research question. Commonly, research related to effectiveness will apply quantitative based research to gather primary data from the potential population. Since the objective of the study is to access the effectiveness of the Arabic informative discourse in the packaging of products for consumers, therefore, it is highly recommended to involve consumers in the study as respondents. However, researchers may reduce the bias to obtain results for this study objective by obtaining strong support and evidence from past studies to support the findings of this study.</p> <p>In my opinion, the support and evidence provided is insufficient to replace the findings that should have been obtained from the primary data. So, it is highly recommended to add more support to the findings of the study.</p> <p>Overall, the issues highlighted in this study are interesting and the manuscript is well compiled by the researchers.</p>	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

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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:

Name:	Nur Zainie Abd Hamid
Department, University & Country	Universiti Teknologi Mara, Malaysia