**REVIEWER’S REPORT**

Date: **31st August, 2022**

Research Title: **Visual Adaptation of Gender Violence**

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Reviewer Code: **……………………………………**

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| **REVIEW RUBRICS** | **COMMENTS** |
| **RELATIVE MERIT OF THE RESEARCH**  |  |
| Does the study fit it the aims and scope of the journal? Does it follow the minimum submission requirements of the journal? | The study fits the area of Culture, Media and Film with its focus on the representation of violence against women in film. The write up fits the requirements except for the numbering of the subdivisions which have not been done. |
| Is the study important, worthwhile and justifiable? Does the study address important issues? | The study focuses on the visual representation of women and violence against women in indian films. With the rise of violence against women and the normalization of it, this study seems to address a key issue facing most societies today and proves worth reading. |
| Do the aims, research questions and hypotheses build on and address gaps in existing knowledge? | The study clearly delineates its aim in the introduction and further throws more light on gaps not only in the matter under discussion but from the angle of works conducted by other researchers. |
| Does the abstract reflect aspects of the study i.e. background, objectives, methods, results and conclusions? | The abstract is precise and discusses the following:The prevailing issue in society today related to gender-based vices and how they are on the rise, among others, the cause of the rise in these cases and the particular aim of the study. The results and conclusions are sporadically mentioned. |
| **DESIGN AND METHODS**  |  |
| Quality of study design | The study was conducted and issues were discussed based on thematic areas.  |
| Robust methods used.  | The methods employed were implied rather than clearly stated. |
| Includes a description of sample recruitment and characteristics (including number, gender and ethnicity where relevant) proposed methods of data analysis.  | The study does include specific numbers of films sampled, how they were sampled, corroborations from previous related studies and the outcome suggesting a wholesome analysis. |
| Timelines for the research included  | There was no specific timeline mentioned. The timeline stated in the introduction was to give the readership an idea of what may have caused the prevalence of the vices and gender-based violence. |
| **FEASIBILITY OF THE RESEARCH** |  |
| Can you examine whether the overall strategy, methodology and analyses are well reasoned and appropriate to achieve the specific aims of the study? | The overall strategy, methodology and analyses were appropriate for the study as such a study needed a thematic approach for discussion. Although implied, the approaches were relevant and would have given a deeper sense of understanding had they been mentioned emphatically. |
| Is the study likely to improve knowledge, concepts, technical capacity or methods in the research field, or of contributing to better interventions?  | There is a plethora of ideas that are pumped into our heads on a daily basis. This study highlights just one of them and the grave effect it is having on societies all around the world today. The study thus has the propensity to improve knowledge in the field and the recommendations suggest interventions that will go a long way to curb the problem of gender-based violence. |
| Achievable within the specified objectives, research questions? | Yes. The study was achievable. |
| Does the researcher/research team have the appropriate experience and expertise in the subject of the study?  | The author appears to have authority over the subject areas. |
| **PUBLICATION SCIENCE: ETHICS AND ACADEMIC INTEGRITY** |  |
| Does the research represent original ideas of the researchers?  | The study is a reflection of the original ideas of the author. |
| Has prior approval been sought to carry out the research? Is the approval necessary for the current research? Why? | Approval is not required for this study as it is posing a question and hinting effects of things we perceive and how they affect us. |
| **PRESENTATION OF THE STUDY: FINDINGS, RESULTS, ANALYSIS AND DISCUSSION** |  |
| How well are the research design, procedures, and statistics (if applicable) explained? | The author explains concepts not on their own but supported with evidence. |
| How appropriate is the description of the purpose, methods, procedures and/or analyses? | The techniques used for the study are appropriate due to the nature of the study. |
| How clear is the manuscript, including writing, tables, figures, and examples? | The manuscript is concise and precise and does not hide the truth from the reader. It challenges the readership to critically analyze the issue of gender-based violence via visual representation. |
| Is there appropriate overall presentation, including structure, ‘understandability’, clarity and readability? | Yes. The study is presented in an easily comprehensible manner. |
| Are the findings relevant, accurate and logically presented? | The findings are relevant and draw attention to the fact that continuous representation of women in certain positions is gradually becoming a cancer in society. |
| Do the results answer the research questions? How credible are they? | The results answer the questions (implied) posed by the author |
| In general, does the way in which the research is presented reflects well planned and conceived research?  | Yes. The presentation shows a well-planned and systematic approach to discussion. |
| Is the conclusion presented in line with the results? | The conclusion is discussed in line with the findings and is further supported with evidence from other studies. |
| **WRITING AND THE CITATION STYLE LANGUAGE** |  |
| Is the work logically presented? Does it follow relevant article components? | The work follows a logical presentation format and has components that spell out how an article should be written. |
| How well does this manuscript contribute to the fields of literary and cultural studies? | This manuscript contributes greatly to the field of culture and cultural studies as it highlights an issue that is becoming a problem in society. |
| How well does the literature review inform the research? | The literature review is relevant, timely and informs the research with support. Ideas propagated by the author are in line with those of other researchers in the field. |
| How appropriate are the in-text citations? Do they conform to the journal’s preferred Style Guide? | The in-text citations are good but not consistent. There are some areas where the author suggests an assertion was made by one author, meanwhile, it was made by another. Comments have been given in the text for the author to follow. |
| Are supplements needed in the text? | No supplements are required in the text. |
| The overall quality (Excellent – Good – Fair – Poor?) | Excellent  |
| The manuscript should be: *published without changes – published after revisions – should not be published?* | Published after revisions |
| Confidential remarks to the editors (optional) |  |
| **ARTICLE SCORE** (MUST SCORE AT LEAST 80%) | **FINAL COMMENTS/FEEDBACK** The manuscript should be: published without changes –published after revisions – 85%Should not be published… |
| Name of the reviewer: **UNKNOWN**Address of the reviewer: **UNKNOWN**Date: 31/08/2022Signature: **…………………..** |  |