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Journal Name:	<a href="#">Journal of Global Research in Education and Social Science</a>
Manuscript Number:	Ms_JOGRESS_12168
Title of the Manuscript:	<b>Impact of Television Media on Women Empowerment: Reference to Gampaha District in Sri Lanka</b>
Type of the Article	

**General guideline:**

**This journal believes that no manuscript should be rejected only based on 'lack of Novelty'**, provided the manuscript is sufficiently robust and technically sound. Too often a journal's decision to publish a paper is dominated by what the Editor/reviewer thinks is interesting and will gain greater readership - both of which are subjective judgments and lead to decisions which are frustrating and delay the publication. This journal will rigorously peer-review your submissions and publish all papers that are judged to be technically sound.

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## 1: Review Comments

	Reviewer's comment	Author's feedback
<p><b>Compulsory</b> REVISION comments</p> <p><b>1. Is the manuscript important for the scientific community? (Please write a few sentences on this manuscript)</b></p>	<p>The manuscript is significant for the scientific community due to its exploration of the potential of television as a tool for women's empowerment. By investigating the impact of television media on women's empowerment through in-depth interviews and thematic analysis, the study offers valuable insights into the role of media in raising awareness and empowering women. The findings, which highlight the influence of television media on women's empowerment in areas such as physical appearance, nutrition, health, modern lifestyles, education, and employment, contribute to the existing body of knowledge on media's societal impact. The recommendations put forth in the study, particularly those related to ensuring freedom of expression for both women and media entities, provide actionable insights for policymakers and media professionals. Overall, this manuscript provides a nuanced understanding of the role of television media in women's empowerment and offers valuable contributions to the scientific community's understanding of media influence on societal change and empowerment.</p>	
<p><b>2. Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title "The Impact of Television Media on Women Empowerment with Reference to Gampaha District in Sri Lanka" effectively captures the essence of the study and is suitable for the article. However, if you are looking for an alternative title, you may consider the following:</p> <p>"Television as a Catalyst for Women's Empowerment: Insights from Gampaha District, Sri Lanka"</p> <p>This alternative title emphasizes the role of television as a catalyst for women's empowerment and provides a concise overview of the study's focus on the impact of television media on women's empowerment in a specific geographic region.</p>	



<p><b>3. Is the abstract of the article comprehensive?</b></p>	<p>The abstract of the article provides a comprehensive overview of the study, effectively outlining the significance of women's empowerment, the potential of television as a tool for raising awareness, the methodology employed, the key findings, and the recommendations put forth. It succinctly introduces the research context, the data collection method, and the target demographic, while also summarizing the study's key findings regarding the influence of television media on women's empowerment. Furthermore, the abstract concludes by highlighting the recommendations aimed at enhancing the contribution of television media to women's empowerment.</p>	
<p><b>4. Are subsections and structure of the manuscript appropriate?</b></p>	<p>The subsections and structure of the manuscript appear to be appropriate. The study is well-organized, with clear sections addressing the significance of women's empowerment, the role of television as a tool for empowerment, the research methodology, key findings, and recommendations. The manuscript effectively presents the context, objectives, and outcomes of the study, providing a coherent and structured framework for understanding the impact of television media on women's empowerment in the Gampaha District of Sri Lanka.</p>	
<p><b>5. Do you think the manuscript is scientifically correct?</b></p>	<p>The manuscript appears to be scientifically correct in its approach and findings. The study's focus on investigating the impact of television media on women's empowerment in the Gampaha District of Sri Lanka through in-depth interviews and thematic analysis aligns with established research methodologies for social science inquiries. The study's targeted sample of women aged above eighteen years and the thematic analysis approach are appropriate for exploring the influence of television media on women's empowerment in the specified context.</p> <p>The study's findings, which reveal the limited influence of television media in raising awareness about women's rights but its role in empowering women in various areas such as physical appearance,</p>	



<p><b>6. Are the references sufficient and recent? If you have suggestions for additional references, please mention them in the review form.</b></p> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p>nutrition, health, modern lifestyles, education, and employment, are consistent with the complex and multifaceted nature of media influence on societal issues. Additionally, the recommendations put forth to enhance the contribution of television media to women's empowerment, including ensuring the freedom of expression for both women and media entities, reflect a thoughtful consideration of the study's implications for societal change. The manuscript appears to adhere to scientific principles in its research design, data collection, analysis, and interpretation of findings, making it scientifically sound.</p> <p>Yes</p> <p>One suggestion for the manuscript could be to provide a more detailed discussion of the limitations of the study. This could include addressing any potential biases in the sample selection or data collection process, as well as acknowledging any constraints or challenges faced during the research. Additionally, further elaboration on how the recommendations put forth can be practically implemented to enhance the contribution of television media to women's empowerment would add practical value to the study.</p> <p>Furthermore, incorporating a discussion of how the findings of this study contribute to the broader literature on media influence and women's empowerment, both in Sri Lanka and globally, could enhance the manuscript's impact and relevance to the scientific community.</p>	
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<b>Minor</b> REVISION comments  1. <b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language and English quality of the article appear suitable for scholarly communications. The language used in the manuscript is clear, coherent, and effectively conveys the study's objectives, methodology, findings, and recommendations. The use of in-depth interviews as a data collection method and the thematic analysis approach demonstrates a scholarly and rigorous approach to the research.	
<b>Optional</b> comments		

## **PART 2:**

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

## **Reviewer Details:**

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