

REVIEWER'S REPORT

Manuscript No.: JNHST-088

Title: THE COMMUNICATION ECOLOGY OF THEATRE PUBLICITY: PROPAGATION, AUDIENCE EXPERIENCE AND PERFORMANCE RESONANCE.

Recommendation:

Accept as it is✓.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance	✓			

Reviewer's ID: JPR- 206

Detailed Reviewer's Report

The study is fairly conducted. It addresses the topic and presents the study in an understandable discourse. The manuscript has good flow and clarity too with good explanation. The manuscript makes a meaningful contribution to the existing literature by discussing the communication ecology of theatre publicity which is a significant general experience of many. The study aims to analyze propagation, audience experience and performance resonance. The results show that the concept of publicity as part of the life of performance in an ongoing process and that successful theatre publicity should be judged not just by the extent of visibility created and the number of people drawn to an event but rather by the nature of the relationship developed and maintained as a result of the publicity. The findings are presented clearly through various questions and are supported by the evidence provided.