

REVIEWER'S REPORT

Manuscript No.: IJAR-56768

Title: Signs of Love for children: A Semiotic Approach Towards Animation

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-180

Detailed Reviewer's Report

The paper titled “Signs of Love for Children: A Semiotic Approach Towards Animation” explores an important and timely topic within media and communication studies by examining how children perceive the concept of love through animated films. The study is grounded in semiotic analysis and content analysis, focusing on six popular animations to understand how different forms of love are represented and interpreted by young audiences. Overall, the paper demonstrates a clear research intention and addresses a meaningful gap concerning the early exposure of children to romantic and emotional narratives in media. The introduction effectively establishes the significance of media influence on children by drawing on established literature. It successfully highlights that children are constantly exposed to media messages, even indirectly, and raises a valid concern about their ability to interpret complex emotional concepts such as love. However, while the background is well-articulated, the research gap could be more explicitly defined. The transition from general media effects to the specific focus on romantic love in animation is present but could be sharper and more concise to strengthen the study's positioning.

The theoretical framework of the study is rooted in semiotic analysis, referencing key scholars such as Saussure and Peirce. This provides a solid conceptual base for analyzing meaning-making processes in media texts. Additionally, the inclusion of Social Learning Theory enhances the study by explaining how children may internalize behaviors and norms observed in animations. Despite this strong theoretical grounding, the paper would benefit from a more integrated application of these theories within the analysis. At times, the theoretical discussion remains descriptive rather than being actively used to interpret the findings. The literature review on children's perception of love is comprehensive and one of the strongest sections of the paper. It traces the developmental understanding of love from early childhood to adolescence, supported by relevant empirical studies. This section effectively demonstrates that children's comprehension of love evolves with age and experience. However, the review could be better synthesized to avoid excessive density and to more clearly connect previous research with the current study's objectives.

Methodologically, the study employs qualitative content analysis combined with a semiotic approach, which is appropriate for examining symbolic representations in animated films. The selection criteria for the six animations are reasonable, focusing on popularity, age appropriateness, and the presence of romantic love as a central theme. The coding categories are well-structured and cover multiple dimensions such as types of love, gender roles, emotional expressions, and cultural values. Nevertheless, the methodology lacks sufficient detail regarding the reliability and validity of the analysis. The mention of a second coder is positive, but no clear explanation of inter-coder reliability or analytical procedures is provided, which limits the study's methodological rigor. The analysis section is detailed and systematically organized by individual films. Each animation is examined in terms of different types of love, symbolism, gender roles, and key messages conveyed to children. The paper successfully identifies both positive and problematic representations of love, such as themes of sacrifice, transformation, and emotional

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growth, alongside concerns about identity loss, romantic idealization, and gender stereotypes. The inclusion of multiple dimensions of love romantic, familial, self-love, and friendship is a notable strength, as it provides a nuanced understanding of how love is portrayed in children's media. However, some parts of the analysis are repetitive across films, and the semiotic interpretation could be deepened further by more explicitly analyzing signs, symbols, and meanings rather than describing narratives.

In terms of writing quality, the paper contains several grammatical errors, awkward phrasing, and repetition, which affect readability and academic tone. Improving language clarity and coherence would significantly enhance the overall quality of the paper. In conclusion, this study addresses a relevant and underexplored topic with a solid conceptual foundation and a rich qualitative analysis. Its main strengths lie in its comprehensive literature review, thoughtful film analysis, and identification of key risks in children's perception of love. However, the paper would benefit from clearer theoretical integration, improved methodological rigor, deeper semiotic analysis, and refinement of language and structure. With these improvements, the study has strong potential to contribute meaningfully to the fields of media studies, child development, and communication research.