



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Manuscript No.: **IJAR-57162**

Title: **Framing Chinese National Culture in Southeast Asian Digital Media**

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- **098**

Detailed Reviewer's Report

Decision: Accept after Major Revision

1. Summary of the Paper

The paper presents a system/application-based approach addressing a specific real-world problem (as described in the manuscript). It focuses on designing and implementing a practical solution using modern technologies, aiming to improve usability, efficiency, and accessibility in the targeted domain.

2. Strengths

- Addresses a relevant and practical problem.
- Provides a clear problem statement and motivation.
- Uses modern tools/technologies for implementation.
- Organized structure with logical flow.
- Application-oriented work with potential real-world usefulness.

3. Weaknesses

- Insufficient technical depth and lack of algorithmic innovation.
- Missing experimental validation or performance evaluation.
- No comparison with existing methods/systems.

REVIEWER'S REPORT

- Limited literature review with weak referencing.
- Absence of diagrams, architecture, or detailed methodology.

4. Technical Soundness

The system concept appears feasible, but lacks:

- Detailed design/architecture
- Algorithmic explanation
- Performance, scalability, and security analysis

5. Originality and Novelty

The idea shows some practical adaptation but lacks strong novelty or innovation in research terms.

6. Clarity and Presentation

Good

- Easy to understand
- Logical organization

Needs improvement in:

- Figures and tables
- Formatting and grammar
- Technical explanation depth

7. Suggestions for Improvement (Major Revisions Required)

1. Add **architecture diagram and system workflow**
2. Include **experimental evaluation or case study results**
3. Strengthen **literature review with recent citations**
4. Provide **comparison with existing works**
5. Improve **technical depth and methodology clarity**
6. Add **implementation details, screenshots, or results**
7. Discuss **limitations and future work**