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REVIEWER'S REPORT

Manuscript No.: IJAR-57183

Title: POPULAR CULTURES AND THEIR LINKS: THE EVOLUTION OF MEANS OF EXCHANGE IN THE CROSS RIVER REGION

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-130

Detailed Reviewer's Report

1. Overall Evaluation

The article discusses the relationship between popular culture and the evolution of money in the Cross River region. It explains how different forms of exchange such as barter, traditional currencies, colonial money, and digital currencies developed over time. Overall, the paper is informative and interesting, especially because it connects culture with economic systems. The topic is relevant and useful for readers in history, sociology, and economics. However, the paper needs better organization, clarity, and language improvement to reach a higher academic standard.

2. Strengths of the Article

a. Relevant and Interesting Topic - The study connects popular culture and money, which is a unique and meaningful approach. It shows how money is not only economic but also part of social and cultural life.

b. Good Historical Coverage - The paper clearly explains the evolution of exchange systems: Barter system, Commodity money (cowries, cloth, rods), Colonial currency, Modern and digital currencies

c. Use of Examples - The article includes many real examples from the Cross River region. These examples help readers understand how exchange systems worked in real life.

d. Use of Literature - The author refers to different scholars and sources. This shows some level of research effort and background reading.

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3. Areas for Improvement

a. Language and Grammar - There are many grammar mistakes and unclear sentences. Some sentences are too long and difficult to understand. The paper needs proofreading and editing.

b. Structure and Organization - The flow between sections is sometimes not smooth. Some ideas are repeated. The paper would improve with: Clear headings, Better paragraph structure, Logical connection between sections.

c. Clarity of Arguments - The main argument is not always clearly explained. The link between popular culture and money should be made stronger throughout the paper.

d. Methodology Weakness - The study mainly uses secondary sources only. There is no clear explanation of: Research method, Data collection process. Adding primary data or fieldwork would strengthen the study.

e. Referencing Issues - Some references are: Incomplete, Not properly formatted. URLs and citations need standard academic formatting.

f. Repetition - Some concepts (like definition of culture and barter system) are repeated many times. This makes the paper longer than necessary.