

REVIEWER'S REPORT

Manuscript No.: IJAR- 59055

Title: Fighting COVID-19 in Cote d Ivoire : Women in the Media Face the Challenges of the Field,

Recommendation:

Accept after minor revision

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

Reviewer's ID: Bilquees Hamza

Detailed Reviewer's Report

This manuscript investigates the role of female journalists and media professionals in Côte d'Ivoire during the COVID-19 pandemic. Using Roman Jakobson's linear communication model alongside McCombs and Shaw's theories of agenda-setting, agenda-building, and gatekeeping, the paper examines how female communicators shifted from passive receivers of public health directives to active senders and content creators.

The central argument highlights that female media workers recognized women's central position as primary healthcare providers and hygiene managers in households. Consequently, they adapted public health messaging, produced specialized radio programming, and led community campaigns to combat misinformation. Methodologically, the author synthesizes institutional reports (UNFPA, WHO, African Union) with primary qualitative data from 14 semi-structured individual interviews and direct observations. The paper offers empirical insights into how gendered journalism shapes crisis communication in West Africa, though several areas require refinement prior to publication.

Detailed Improvement Suggestions

- **Structural and Analytical Overhaul of the Discussion (Section 3):**
 - **Empirical Disconnect:** Section 3 currently offers an abstract, generic discourse on debate and human conversation without referencing the study's empirical qualitative data, female journalists, Côte d'Ivoire, or COVID-19.
 - **Analytical Depth:** The discussion must be rewritten to tie empirical findings back to gendered crisis communication. Explicitly compare how Ivorian female media

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professionals' agenda-building strategies parallel or diverge from gendered media responses in other public health emergencies across West Africa (such as the Ebola outbreak in Guinea).

- **Correction of Textual Redundancies and Draft Artifacts:**

- **Paragraph Duplications:** The manuscript contains notable copy-pasting duplicates that interrupt narrative continuity:
 - **Lines 168–174** repeat verbatim in **lines 175–181** ("Initially, the messages we received were not specifically aimed at women...").
 - **Lines 320–321** and **line 328** duplicate the exact definition distinguishing political advocacy from lobbying.
 - **Lines 350–355** in Section 3 repeat verbatim in **lines 357–362** ("Ultimately, taking a constructive approach...").
- **Editorial Clean-Up:** Perform a thorough copyedit to eliminate repeated text blocks and establish clean transitions across sections.

- **Enhancements to Methodological Transparency:**

- **Sample Breakdown:** While 14 semi-structured interviews are noted across journalists' associations, female reporters, photojournalists, and male colleagues, the analysis includes quotes from only a subset of participants (e.g., S.K., D.T., Monique Kakou, Bintou Sanogo).
- **Data Presentation:** Add a structured summary table detailing participant demographics, media platforms (print, radio, online, TV), professional roles, and years of experience. Clearly outline the qualitative coding process used during transcript analysis.

- **Theoretical Application and Integration:**

- **Conceptual Depth:** While Roman Jakobson's linear model (Sender, Receiver, Code, Channel, Context) and Agenda-Setting/Gatekeeping theories are defined in Section 1.1, their application in Section 2 remains high-level.
- **Framework Mapping:** Explicitly map out Jakobson's theoretical components directly onto the empirical data—illustrating precisely how female journalists altered the *Code* and *Channel* to transform public health *Receivers* into proactive community actors.

- **Bibliographic Clean-Up and Citation Formatting:**

- **Reference Formatting:** Clean up local file artifacts in the reference list, such as the local computer directory path in line 407 (file:///C:/Users/...).

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- **Consistency:** Ensure all web links, access dates, and secondary citations follow standardized academic referencing formats (e.g., APA or Chicago).

Recommendation: Accept with Minor Revisions