




Comparison of the Representation Rankings of Social Harms Threatening the Family Institution in Iranian Cinema during the 1990s and 2000s




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1. Round 1

1.1. Reviewer 1

Reviewer:

In the sentence "The primary objective is to explore the evolution of these representations across two decades reflecting broader social and cultural changes in Iranian society," consider specifying which social and cultural changes are expected to be highlighted, to provide a clearer research scope.

The introduction mentions the influence of Iranian cinema on social issues but could benefit from elaborating on the specific historical or political events in the 1990s and 2000s that might have driven these cinematic trends (e.g., the post-revolutionary context).

In the Methods section, the choice of 1.5% of the films for analysis is mentioned, but the rationale behind this specific percentage needs to be better justified. Why 1.5%, and how does this percentage ensure a representative sample?

The introduction references several scholars (e.g., Askari & Bernstein, 2021), but the theoretical framework guiding this study isn't fully articulated. Integrating a clear theoretical lens (e.g., cultural theory, social constructivism) would strengthen the analysis.

In the paragraph starting with "The study of social harms in Iranian cinema...", there is an extensive citation of global literature. While comparative literature is useful, ensure the primary focus remains on Iranian cinema. Consider trimming or integrating these references more cohesively.

Response: Revised and uploaded the manuscript.

1.2. Reviewer 2

Reviewer:

The methodology mentions systematic sampling based on box office sales. However, the rationale behind using box office sales as the sole criterion for film selection should be clarified, considering that films with lower sales might also depict significant social harms.

The coding sheet design is described, but examples of specific questions or variables analyzed would help in understanding the depth of content analysis performed. Consider including an appendix or a brief example in the methods section.

The use of SPSS for data analysis is appropriate, but the explanation of the inferential and descriptive statistics used is too vague. Specify which statistical tests were performed (e.g., t-tests, chi-square) and why they were chosen for this analysis.

In the section discussing the findings, particularly in Table 1, there is a mention of "social harms prioritized in 1990s cinema." The term "prioritized" needs to be clearly defined. Was it based on frequency of occurrence or the intensity of depiction?

The comparison between the 1990s and 2000s (e.g., Table 3) is interesting but could benefit from a more detailed discussion on why certain social harms became more prominent in the 2000s. What societal factors contributed to this shift?

The article references censorship's role in shaping narratives (e.g., in the introduction and discussion). However, this aspect is not deeply analyzed in relation to the findings. Consider a more explicit discussion on how censorship may have influenced the depiction of specific social harms over the decades.

The conclusion offers a good summary but could be strengthened by more explicitly connecting the findings to potential implications for contemporary Iranian cinema or society. What might these shifts mean for future cinematic trends or societal changes?

Response: Revised and uploaded the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.