


Media Influence on Women's Lifestyle: A Pathological Analysis

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R e v i e w e r s

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1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction broadly outlines the impact of media on women's lifestyles but lacks a clear statement of research questions or objectives. Specify the research questions or hypotheses to guide readers on the scope and direction of the analysis.

The review mentions various impacts of media on women's lifestyle but would benefit from a comparative analysis with existing literature, particularly studies focusing on similar societies. Highlighting similarities and differences would strengthen the paper's contribution to the field.

Authors revised the manuscript and uploaded the document.

1.2. Reviewer 2

Reviewer:

Expand the theoretical framework to include theories on media influence, such as cultivation theory or social cognitive theory, to deepen the analysis. How do these theories support or contrast with the findings?



The article mentions gender as a set of cultural constructs but does not critically engage with how media reinforces or contests these constructs. Incorporate a more nuanced discussion on the role of media in shaping, reinforcing, or challenging gender norms and stereotypes.

While the conclusion summarizes the paper's findings, it should also address its limitations and suggest areas for future research. This will provide a roadmap for subsequent studies and underline the contribution of the current analysis to the broader discourse.

The discussion on media literacy is valuable but brief. Expand this section to explore how media literacy programs specifically targeting women could mitigate negative impacts or enhance positive media influences on lifestyle choices.

Address the impact of technological advances and the rise of new media platforms on women's lifestyle more comprehensively. How do social media, mobile apps, and other digital platforms uniquely influence women compared to traditional media?

Authors revised the manuscript and uploaded the document.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.