Review Form1.7

JournalName:	**AsianJournalofLanguage,LiteratureandCultureStudies**
ManuscriptNumber:	**Ms_AJL2C_111495**
TitleoftheManuscript:	**NavigatingtheVirtualLinguisticLandscape:AMultifacetedJourney**
TypeoftheArticle	

Review Form 1.7

	Reviewer's comment	Author's comment *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*

Compulsory REVISION comments
 	
1. **Is the manuscript important for scientific community?** (Please write few sentences on this manuscript)
 	
2. **Is the title of the article suitable?** (If not please suggest an alternative title)
 	
3. **Is the abstract of the article comprehensive?**
 	
4. **Are subsections and structure of the manuscript appropriate?**
 	
5. **Do you think the manuscript is scientifically correct?**
 	
6. **Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.**
 	
(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)
	1. The **manuscript is important for the academic circle** since it highlights crucial linguistic components including aspects of pragmatics and discourse analysis in the exploration of the VLL. However, the connection between objectives, theory and practical analysis is missing.
	2. Whereas the **title captures the general aim** of the study, it is **not specific enough** to intimate the scholar's real intention; the reader is thrust with a specific genre (Disney Films) midstream, without any prior warning. Also, the title seems to suggest that the researcher may be analysing a wide spectrum of VLL (including all different types, their different paths and their respective characteristics) yet this is further from the truth! Possibly an apt title should include the genre under discussion, e.g.:"Navigating the Virtual Linguistic Landscape: a sneak preview of Disney Films".
	3. The abstract is **not comprehensive enough**:
	   • No objectives
	   • No theoretical framework
	   • No justification of study
	   • No methodology
	   • No mention of the genre (Disney Films)
	4. Whereas the **subsections are relevant, the structure of the manuscript is haphazardly** arranged with no logical flow thereby interfering with the general cohesion and coherence.
	   • The theory **is not** sufficiently explored; moreover, it should have been placed **before** the analysis of Disney Films
	   • There should be a clear correlation between the genre analysed and the theory/methodology explored (geosemiotic lens).
	5. **The manuscript is scientifically correct**;
	   • **Linguistic aspects** of the genre are highlighted properly and critically analysed.
	   • Even though the **visual aspects** sometimes complement their linguistic counterparts, in this study their role in the VLL is slightly blurred**.**
	6. The references are **sufficient (5) and recent (2009-2022)**
	   • **But more references** should be included to bring the total to **ten:** Xue, M.C. and Zou, Z.Y.J. (2023). *Virtual Linguistic Landscape: A Case Study of Chinese Border Universities' Websites in Yunnan.* doi: 10.4236/oalib.1110543	

Minor REVISION comments 1. **Is language/English quality of the article suitable for scholarly communications?**	• The **language quality of the article is suitable** for scholarly communications but **contractions** should be avoided where possible (e.g. isn't - isnot). • However, "Hakuna Matata" is **not a fictional language,** it is Swahili (a national language of Kenya and Tanzania and Lingua Franca of East and Central Africa) for "No Worries". Therefore, include the translation and rephrase the statement. • Also, the abstract is worded in the exact manner as some parts of the article. Consider rewording it.	
Optional/General comments	• Rewrite the entire abstract: Revisit **above comments** on the abstract • Restructure the article to allow the analysis to occur at the tail-end and reorganise it to include findings (if/where applicable) • Include summary and recommendations (if/where applicable) • Expound the theory and methodology to give a clear direction of the article. • Include numerous in-text citation (very important)	

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Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

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