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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4207** |
| Title of the Manuscript: | **Effects of Modern Media Towards Preservation of African Moral Values and Economic Development in Ghana** |
| Type of the Article | **Book Chapter** |

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| PART 1: Comments | | |
|  | Reviewer’s comment | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The manuscript holds significant importance for the scientific community as it addresses a critical intersection of media studies, cultural preservation, and economic development, particularly within the African context. I like that the manuscript provides a nuanced analysis of how modern media influences traditional African moral values, offering insights into the dynamics of cultural globalization. Another important aspect is that the manuscript fills a gap in the literature by spotlighting the unique experiences and challenges faced by African societies in navigating modern media influences, thus contributing to more inclusive global research narratives. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title "EFFECTS OF MODERN MEDIA TOWARDS PRESERVATION OF AFRICAN MORAL VALUES AND ECONOMIC DEVELOPMENT IN GHANA" is quite descriptive, but it could be improved to better reflect the study's focus and flow. The phrase "towards preservation" appears inapproprate. I am suggesting an improvement for instance **"The Role of Modern Media in Preserving African Moral Values and Promoting Economic Development in Ghana" clear.** |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | From what I see the abstract explamed the preservation of traditional values but the economic development aspect is not fully explored. Also the author should take note of some wordy and repetitive phrases such as "especially in African contexts" or "the paper is purely qualitative." This could be shortened for clarity and flow.While the abstract mentions that the paper is qualitative and relies on literature, it would be helpful to briefly describe how the content and thematic analyses were conducted or what literature was reviewed. |  |
| **Is the manuscript scientifically, correct? Please write here.** | The manuscript is scientifically correct, supported by well-cited theoretical frameworks like Cultural Imperialism and Social Learning theories, which align with its analysis. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | The references are ample, but some could be updated with recent studies on media's evolving influence in the digital age. Refeternces from 2010 downwards should be updated to receent study on the subject matter. |  |
| Is the language/English quality of the article suitable for scholarly communications? | The English is clear and suitable for scholarly communication, though minor edits could enhance fluency and readability. |  |
| Optional/General comments |  Author should add more recent references (post-2020) on digital media trends and their specific socio-cultural impacts in African contexts.   Also,author should provide case studies or empirical data to complement the qualitative analysis and enrich the discussion.  **Introduction:**  The connection between global trends and the specific research objectives is not established early enough.  The introduction does not clearly articulate the specific gap in the existing literature that this study aims to address, such as the lack of focused research on media's dual role in cultural preservation and erosion in the Ghanaian context.  **Grammar/sentence issues:** Example: "The phenomenon of globalisation, characterised by the interconnectedness and exchange of ideas, goods, and services on a worldwide scale, has resulted in the dissemination of cultural norms and value systems." This sentence could be broken into smaller sentences for better readability.  The author should decide whether he/she wants to wrire with America or British English.  **Theories**  The theories referenced are predominantly Western, which may not fully capture the nuances of African sociocultural contexts. Also, the manuscript does not clearly integrate the theories into the discussion of findings. For example, the theoretical implications are not explicitly tied to the data or findings. ****Research Methodology:****  * The study relies solely on secondary sources, such as existing literature and reports, which limits the originality and depth of the analysis. Primary data collection through interviews or surveys could have added unique insights. * The qualitative approach is appropriate but susceptible to researcher bias. The lack of triangulation (e.g., combining qualitative findings with quantitative data) reduces the robustness of the conclusions. * The findings from the literature review are presented as broadly applicable to Ghana or Africa without evidence of systematic sampling of the reviewed studies. * The study does not mention how the findings from the literature were validated, leaving room for doubts about their reliability or transferability.  ****Missing Citations****:  1. **Appadurai, 1996** (Cited in the introduction and theoretical framework but missing in the reference section.) 2. **Mbembe, 2020** (Cited in the introduction; not listed in the references.) 3. **Pieterse, 1995** (Cited in the introduction but not found in the reference list.) 4. **Bandura, 1986** (Cited in the theoretical framework; not listed in the references.) 5. **Nwabueze, 2018** (Cited in the body but missing from the reference section.) 6. **Oyedemi, 2019** (Cited in the body but not in the reference list.) 7. **Burnet, 2008** (Mentioned in the discussion on the Rwandan genocide; not listed in the reference section.) 8. **Hesmondhalgh, 2007** (Cited in the introduction but not in the references.)  ****Extra References****:  1. **Abimbola, 2001** (Listed in the references but not cited in the text.) 2. **Van der Walt, 2003** (Appears in the reference list but is not explicitly cited in the text.) 3. **Karim, 2018** (Listed in the references but not cited in the manuscript body.) 4. **Tomlinson, 2015** (Present in the reference section but not mentioned in the manuscript text.) |  |

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| **PART 2:** | | |
|  | **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)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** | |
| Name: | **Lydia Oko-Epelle** |
| Department, University & Country | **Redeemer’s University, Nigeria** |