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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.** | Modern media plays a dual role in shaping society, influencing both moral values and economic development. On one hand, media can help preserve moral values by raising awareness about ethical behavior, cultural heritage, and social responsibilities. Educational programs, documentaries, and campaigns promoting honesty, empathy, and community service serve as powerful tools to reinforce these values. Social media platforms also facilitate global discussions on morality and ethics, bridging cultural gaps.  On the other hand, modern media can challenge moral values by promoting materialism, superficial lifestyles, and sensationalism, often overshadowing deeper ethical principles. The constant exposure to such content can dilute traditional values, particularly among younger audiences.  Economically, modern media contributes significantly to development by driving digital marketing, e-commerce, and innovation. It creates opportunities for businesses to expand their reach, boosts consumer awareness, and fosters entrepreneurship. The entertainment industry and news media are major contributors to GDP in many countries. However, unchecked media influence can also lead to economic disparities, misinformation, and exploitation of resources.  In conclusion, while modern media holds immense potential to uphold moral values and drive economic growth, it requires balanced and ethical use to ensure a positive societal impact. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes!** |  |
| 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. | **Yes!** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Yes!** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **Yes!** |  |
| Is the language/English quality of the article suitable for scholarly communications? | **Yes!** |  |
| Optional/General comments | Recommend for publication in joural and later on in the print and digital media. |  |

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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:** | |
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| Department, University & Country | **Riphah International University, Pakistan** |