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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.** | **Good level of English.****Flow of ideas are fine.****Descriptions are consistent.****Approach to media and its influence on culture is quite sound.** |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes, the title is ok.** |  |
| 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. | **Abstract is well written. All necessary information is provided.** |  |
| **Is the manuscript scientifically, correct? Please write here.**  | **As it is a descriptive paper, no inconsistency is found in the results.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **References stand up to the level of a suitable book chapter.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | English language is very good. |  |
| Optional/General comments |  |  |

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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: | **N K Betchoo** |
| Department, University & Country | **Republic of Mauritius** |