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| Book Name: | [Business, Management and Economics: Research Progress](https://www.bookpi.org/bookstore/product/business-management-and-economics-research-progress-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_3451** |
| Title of the Manuscript:  | **Mediating Municipal Reputation: A Critical Analysis of Media Representation and Community Perceptions in Amahlathi Local Municipality, South Africa** |
| Type of the Article | **Book chapter** |

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| PART 1: Review Comments |
| Compulsory REVISION 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. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.** | This manuscript is very interesting as scientific contribution.It is a good topic and thus the low aspect |  |
| **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** |  |
| **Are subsections and structure of the manuscript appropriate?** | **No** |  |
| **Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.** | This article is important for the scientific community as “t*his study examines the dynamic relationship between media representation and community perceptions in shaping the reputation of local government.*”It explores a crucial question for reputation analysis and governmental communication strategies.The argumentation is very interesting even if a revision is required.  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | NoThe references are old.I can suggest last 5 years references to support your research quality.* Forlee, B. (2021). The value of information in municipalities: A South African case study in the Eastern Cape. . ,Faculty of Commerce ,Department of Information Systems. <http://hdl.handle.net/11427/35547>
* Naraidoo, S., & Sobhee, S. K. (2021). Citizens’ Perceptions of Local Government Services and Their Trust in Local Authorities: Implications for Local Government in Mauritius. Margin: The Journal of Applied Economic Research, 15(3), 353-386. <https://doi.org/10.1177/09738010211010515>
* Perea, D., Bonsón, E., & Bednárová, M. (2021). Citizen reactions to municipalities’ Instagram communication. Government Information Quarterly, 38(3), 101579, <https://doi.org/10.1016/j.giq.2021.101579>
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| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | yes |  |
| Optional/General comments | The selected topic is relevant and can help to increase the knowledge in the scientific community.However, there are limitations due to the paper organisation and some relevant scientific data.The comments are just to improve the paper quality.**Suggesting paper structure:****Introduction****Theoretical lenses****Literature review****Methodology*** Research design
* Sample and sampling
* Data collection
* Data analysis

**Findings:**It sems that you used interviews too.Please , reorganize the findings by supporting the tables with interviews where it is possible.As the investigation used social media , mention the source of the data in the tables and how you manage it by integrating some verbatims from social media post, text or interviews .**Discussion**It is very important to discuss according to the findings and integrate recent publications . As the findings are not very clear, it affects the discussion.**Conclusion**Take into consideration the comments in the paper to reorganize the conclusion.**References** |  |

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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: | **Saman Ange-Michel Gougou** |
| Department, University & Country | **University Alassane Ouattara, Cote d’Ivoire** |