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| Journal Name: | [**Asian Research Journal of Arts & Social Sciences**](https://journalarjass.com/index.php/ARJASS) |
| Manuscript Number: | **Ms\_ARJASS\_132401** |
| Title of the Manuscript: | **A sociolinguistic Analysis of Linguistic Forms and Communicative Strategies of Machinga Interaction with Customers** |
| Type of the Article |  |

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| **PART 1: Comments** | | |
|  | Reviewer’s comment  Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review. | **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 article focuses on a topical issue, namely the interconnection of the academic and private spheres. The aim of the paper is to point out the communication limits in the relationship between marketers and customers. |  |
| **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, but I recommend adding the methodology and main conclusions. |  |
| **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 | The paper focuses on a very topical issue, based on an adequately chosen methodology. The structure of the paper is consistent and clear. I recommend adding an abstract on the methodology and a statement of the main conclusions. |  |

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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)* |  |

**Reviewer Details:**

**Milan Masst, Palacky University Olomouc, The Czech Republic**