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| Journal Name: | [**Asian Journal of Education and Social Studies**](https://journalajess.com/index.php/AJESS) |
| Manuscript Number: | **Ms\_AJESS\_136785** |
| Title of the Manuscript: | **What Technology Has Done to Journalistic Honesty: A Click, Code, and Consequences Analysis** |
| Type of the Article |  |

**PART 1: Comments**

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|  | **Reviewer’s comment**   |  |  | | --- | --- | | **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer** | | | **review.** |  | |  |  | | **Author’s Feedback** (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.** | This manuscript provides a timely and comprehensive analysis of how technological advancements impact journalistic integrity in the digital age. It contributes significantly to ongoing discussions about media ethics, misinformation, and the evolving role of journalism in democratic societies. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes, the title is appropriate as it clearly reflects the thematic focus of the study. However, a slight modification could enhance clarity and academic tone.  **Suggested Alternative Title:**  *The Impact of Digital Technologies on Journalistic Integrity: An Analysis of Clickbait, Algorithmic Influence, and Societal Consequences* |  |
| **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.** | The abstract is well-written and summarizes the key components of the paper. However, the following improvements are suggested:  Clarify what “digital journalism” entails beyond just technology.  Specify the methodology used in the literature review and qualitative analysis.  Mention the scope and limitations of the study. Highlight the key findings more explicitly. |  |
| **Is the manuscript scientifically, correct? Please write here.** | Yes, the manuscript is scientifically sound and methodologically coherent. It presents a thorough qualitative analysis supported by relevant literature and examples. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Most of the cited sources are relevant and recent. However, the following contemporary works should be considered for inclusion:  Tufekci, Z. (2015). *Algorithmic harms: Facebook’s emotional manipulation experiment and institutional review boards* .  Diakopoulos, N. (2019). *Automating the News: How Algorithms Are Rewriting the Media* . Bradshaw, S., & Howard, P. N. (2021). *The Global Disinformation Order 2021 Report* . |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | Overall, the English quality is acceptable for scholarly communication. However, several sections require minor grammatical corrections and stylistic improvements for clarity and consistency. For instance:  "Binding demands an immodest shift in focus if journalism is to rediscover itself..." → Consider rephrasing for clarity.  "Journalists are working in an environment where speed trumps accuracy..." → Ensure consistent verb tenses. |  |
| **Optional/General** comments | The manuscript is well-structured and tackles a critical topic in the current media landscape. The framework of “Click, Code, and Consequences” is effective in dissecting the issues. Some sections, particularly in the historical background and figures, can benefit from tighter editing for flow and coherence. Also, ensure all citations correspond correctly to the reference list and vice versa.  This is a strong submission that addresses a pressing issue in modern journalism.  It will be suitable for publication with minor editorial adjustments, especially in grammar, structure, and citation formatting. Authors are encouraged to respond to specific feedback and make targeted revisions. |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s Feedback** (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:**

**Mamunor Rashid, Khulna University, Bangladesh**