

Review Form 3

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_124052
Title of the Manuscript:	The Evolution of Human Communication During the COVID-19 Pandemic: Challenges, Adaptations, and Future Directions
Type of the Article	Research Paper

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>This manuscript is important for the scientific community as it contributes to the body of knowledge within the field of communication studies, presenting new insights or findings that can inform future research and practice. It examines how communication practices have evolved in response to the COVID-19 pandemic, revealing the shift from the traditional to digital platforms, challenges faced, adaptations made, and future directions. This connects with health communication due to its exploration of healthcare communication via mHealth apps and telehealth during the pandemic.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes, the title "The Evolution of Human Communication During the COVID-19 Pandemic: Challenges, Adaptations, and Future Directions" is suitable. It effectively captures the central themes of the manuscript.</p>	
<p>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.</p>	<p>The abstract is comprehensive and covers the key elements of the study, including its aims, methodology, results, and conclusion. However, a few suggestions could enhance its clarity and impact:</p> <ol style="list-style-type: none"> 1. Place and Duration of Study: The phrase "Place and Duration of Study" is more common in clinical research. Since this is a remote, qualitative study, this section could be rephrased to better reflect the context, such as: "Study Context and Timeline: The interviews were conducted remotely from February 2024 to April 2024." 2. Methodology: The methodology section could briefly mention the number of participants or the sectors they represent to give readers a clearer sense of the study's sample size and diversity. 3. Results: The results section is strong, but adding specific examples of adaptive strategies would make it even more compelling. For example, were there specific digital tools or new communication norms that participants found particularly effective? 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The structure is well-organized and follows a logical progression that facilitates understanding of the research topic and its findings.</p>	
<p>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.</p>	<p>The manuscript demonstrates scientific robustness and technical soundness through its exploration of communication evolution during the COVID-19 pandemic. It systematically reviews relevant literature, identifying significant challenges and adaptations related to digital communication, and integrates these findings with empirical data from in-depth interviews. The methodology employed, including purposive sampling and thematic analysis, is well-suited to the research objectives, providing a detailed understanding of participants' experiences. Additionally, the manuscript acknowledges potential limitations and ethical considerations, which enhances its credibility and adherence to scholarly standards.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :</p>	<p>The references in this manuscript are generally sufficient and recent, with a substantial focus on recent studies from the past few years. Out of the 12 references listed, 10 are from 2021 or later, reflecting a recency rate of approximately 83%. This ensures that the manuscript incorporates up-to-date research and findings relevant to the ongoing impacts of the COVID-19 pandemic on communication practices. Including such recent references strengthens the manuscript's relevance and credibility in addressing current issues in the field.</p>	

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language quality of the article is generally suitable for scholarly communications. The manuscript employs a formal and academic tone appropriate for scholarly work, with clear and precise language. It effectively conveys research findings in a structured manner, adhering to standard academic conventions. Additionally, the use of technical terms is consistent with scholarly standards, and the text is well-organized with logical flow between sections. However, continuous attention to clarity and conciseness is essential. Overall, the language quality supports the manuscript's objectives and enhances its scholarly value.</p>	
<p>Optional/General comments</p>	<p>Expand on the discussion of key studies to provide a deeper context. For example, provide more detail on how Ferdous (2024) and others contribute to understanding the evolution of communication.</p> <p>Conduct thorough proofreading to remove grammatical, spelling / typographical errors. For example:</p> <p>INTRODUCTION</p> <ol style="list-style-type: none"> Grammatical Consistency: <ul style="list-style-type: none"> “The COVID-19 pandemic has been a pivotal event in recent history” might be better phrased as “The COVID-19 pandemic was a pivotal event in recent history” for tense consistency. “The onset of the COVID-19 pandemic led to a sudden and widespread shift” could be rephrased for clarity: “The onset of the COVID-19 pandemic caused a sudden and widespread shift.” Punctuation: <ul style="list-style-type: none"> Ensure consistent use of commas, particularly in complex sentences. For example, “These apps exemplify the broader trend of increased reliance on digital tools during the pandemic [3].” might be clearer with a comma before “and” if additional information is included. <p>LITERATURE REVIEW</p> <ol style="list-style-type: none"> Grammar and Flow: <ul style="list-style-type: none"> “Studies indicate an increase in social media use for staying informed and connected [10].” could be clearer as “Studies have indicated an increase in social media use for staying informed and connected [10].” Consistency: <ul style="list-style-type: none"> Ensure consistency in the use of “COVID-19” throughout the paper (e.g., whether to include the hyphen). <p>METHODOLOGY</p> <ol style="list-style-type: none"> Clarity: <ul style="list-style-type: none"> “Participants for the study were selected through purposive sampling to ensure that a diverse range of perspectives is represented.” could be more precise as: “Participants for the study were selected through purposive sampling to ensure a diverse range of perspectives was represented.” <p>RESULTS AND DISCUSSION</p> <ol style="list-style-type: none"> Tables and Figures: <ul style="list-style-type: none"> Ensure that tables are referred to correctly in the text. For instance, “Table 1: Technological Barriers in Communication During the Pandemic” should be consistent with the format used in other tables. Grammar and Syntax: <ul style="list-style-type: none"> “Participants expressed frustration with internet connectivity issues, which led to interruptions during virtual meetings and hindered effective communication.” can be more concise: “Participants expressed frustration with internet connectivity issues, leading to interruptions during virtual meetings and hindering effective communication.” <p>CONCLUSION</p> <ol style="list-style-type: none"> Consistency: <ul style="list-style-type: none"> Ensure the past tense is used consistently when referring to the pandemic's effects and changes. <p>General Recommendations</p> <ul style="list-style-type: none"> Proofreading: Perform a final proofread to catch any overlooked errors. Read Aloud: Reading the text aloud can help identify awkward phrasing or grammatical inconsistencies. Consistency Check: Verify consistency in terminology, citation style, and formatting throughout the paper. <p>These minor corrections will help to improve the clarity and professionalism of the document.</p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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