

**ABSTRACT/PAPER REVIEW FORM
2018 DCA CONFERENCE**

Abstract Number: 130

Abstract/Paper Title: Design, Advertising and Social Responsibility: Moving beyond commercial impact to evolving an authentic identity in a globalised media reality.

Please mark the appropriate column and add mandatory written feedback below. The right hand column is for ranking by numeric number (1 being lowest and 10 being highest) for each row. Please add total.

	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes			✓	2
2. The content contains some original ideas and contributes to research, or teaching, or practice.			✓	2
3. The purpose of the paper is stated clearly.		✓		6
4. The paper is well organized and contains all the relevant sections.			✓	2
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.			✓	3
6. The research study methods are sound and appropriate.			✓	3
7. The writing is clear, concise and interesting.		✓		6
8. The references and quotations are clear. The bibliography is updated and relevant.			✓	2
9. The conclusions or summary are accurate and supported by the content.			✓	2
10. Proposed paper will likely be of interest to conference participants and attendees			✓	2
Please Add Total Points from All Rows:				30

Reviewer General Comments and Suggestions (mandatory written feedback):

This abstract appears to have more to do with commercial advertising and media, although what would actually be presented is a mystery. Some examples and some indication that this is a topic that the author has thoroughly researched would have helped.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

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	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes				0
2. The content contains some original ideas and contributes to research, or teaching, or practice.				2
3. The purpose of the paper is stated clearly.				8
4. The paper is well organized and contains all the relevant sections.				8
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.				0
6. The research study methods are sound and appropriate.				0
7. The writing is clear, concise and interesting.				5
8. The references and quotations are clear. The bibliography is updated and relevant.				0
9. The conclusions or summary are accurate and supported by the content.				2
10. Proposed paper will likely be of interest to conference participants and attendees				0
Please Add Total Points from All Rows: 25				

Reviewer General Comments and Suggestions (mandatory written feedback):

Address the conf. theme.

There is nothing polemic about this, it's just a report

I would like to suggest that you attend the conference to learn how to develop an abstract and a paper.

Reviewer Recommendation:

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2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

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	YES	Needs Work	NO	Please rank by a numeric number below for each row,
1. Proposed abstract/pap	x			10
2. The content contains some original ideas and contributes to research, or teaching, or practice.	x			8
3. The purpose of the paper is stated clearly.	x			10
4. The paper is well organized and contains all the relevant sections.	x			10
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.	x			8
6. The research study methods are sound and appropriate.	x			8
7. The writing is clear, concise and interesting.	x			10
8. The references and quotations are clear. The bibliography is updated and relevant.	x			8
9. The conclusions or summary are accurate and supported by the content.	x			10
10. Proposed paper will likely be of interest to conference participants and attendees	x			10
Please Add Total Points from All Rows: 92				

Reviewer General Comments and Suggestions (mandatory written feedback)

Very interesting topic—would be applicable to many places around the globe. What really resonated to me was the introduction of authentic in the realm of communication. Exploring what authentic is, how do we discover that, how do we communicate it, when and why do we use it—all of these would be interesting issues to explore. Showing how all of this is directly related to the unique culture of Pakistan would help us to understand how this knowledge might be utilized to discover what is authentic in other parts of the world. Overall, a strong and appropriate topic.

Reviewer Recommendation:

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(x) 1. Recommended (no significant changes suggested)

() 2. Recommended with Reservation (suggest changes to the manuscript as specified in this review)

() 3. Not Recommended

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