

Peer Review

# Review of: "Colorism in Advertising: A Qualitative Analysis of Fairness Cream TVCs in India, Pakistan, and Bangladesh (2011–2020)"

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Very interesting research and well-written. Exploring theories in research and applying them can yield different results across different cultures, age groups, and even academic statuses.

With the new exposure to the global internet and TV shows being shown all over the world, the research can benefit from setting the TVCs to international standards

Specific demographic factors should be considered, such as age, gender, educational level, cultural background, and geographic location. For example, some citizens who are exposed more to Western culture or have lived for a long period outside the country can have different opinions.

Enhancing the methodology can be done by

- Examining television commercials (TVCs), social media, films, and advertisements promoting beauty standards
- Conducting surveys or focus groups to understand how local audiences interpret and internalize global beauty messages.
- Comparing local beauty standards and colorization with international ones
- Investigating how the cultural background can interact with and change the international standards

## **Declarations**

**Potential competing interests:** No potential competing interests to declare.