

Review of: "Animation and YouTube as Alternative and Counterhegemonic Digital Public Sphere in Zimbabwe"

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The paper is relevant and compelling from different perspectives. First, it shows a topic, the hegemony that many anti-democratic governments want to exercise over the population, which is present in many countries of the world. Although the phenomenon is vast, it shows different characteristics according to the peculiarity of the contexts in which it takes place, with different histories, cultures, and traditions. What is relevant, in this case, is that the issue is contextualized in a country in which the academy needs additional information. Secondly, the research is theoretically well-founded, although it could be extended from some recent work or other perspectives; two references are included at the end of the comments. In any case, the author consists of different perspectives and approaches related to cultural theory or studies on the media. Third is the issue associated with the power of social media in political life, especially the fact of establishing relationships between different means of expression, in this case, comics and YouTube. I provide some suggestions to implement the work. Take care of some expressions that include acronyms. The text could be more explicit at times and could be read better. Synthesize the fundamental ideas. Add and integrate some recent references.

Baym, N. K., Craig, D. R., & Cunningham, S. (2021). *Creator culture: an introduction to global social media entertainment* New York University Press,. <https://doi.org/10.18574/9781479890118>

Fiske, J. (2010). *Understanding popular culture* (2nd ed.). Routledge.