

Peer Review

# Review of: "Fair or Foul? A Qualitative Study of Fairness Cream TVCs in the Indo-Pak-Bangladesh Region Between 2011 and 2020"

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Here is a peer review of your document, focusing on strengths, areas for improvement, and specific feedback:

## ***Strengths:***

1. **Clear Research Purpose:** The study effectively highlights the pervasive issue of colorism in South Asia and presents a well-defined research scope.
2. **Strong Theoretical Framework:** The application of Cultivation Theory and Reinforcement Theory is well-explained and aligns with the study's objectives.
3. **Comprehensive Methodology:** The purposive sampling strategy and qualitative content analysis approach are clearly articulated.
4. **Rich Contextual Background:** The historical, cultural, and societal influences behind the obsession with fairness are thoroughly discussed.
5. **Detailed Findings:** The discussion of TVC themes, gender representation, and aesthetic elements is insightful.
6. **Ethical Considerations:** The study carefully outlines ethical concerns and researcher reflexivity.

## ***Areas for Improvement:***

1. **Expand on Statistical Data:** The study cites market statistics, but more recent figures could strengthen the argument. However, the author identifies this as a limitation herself, so it is taken

care of and does not need any edits.

2. **More Balanced Discussion on Male Representation:** The study primarily focuses on female models, and while this is understandable, a more detailed discussion on men's fairness cream advertising would add depth. Alternatively, in one sentence, the author could simply mention why the men have been left out or why focusing on women is more important.

**All in all, the paper is ready for publication and is recommended for it without any reservations. The areas of improvement are mere suggestions, and the paper is a very good read without addressing these.**

## **Declarations**

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