

Review of: "Methodological principles of research of social communication processes"

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Potential competing interests: No potential competing interests to declare.

Reviewer: Dr. ISMAIL Fatai Olawale

This is a good attempt by the author to establish the function of method and approaches to the study of social communication especially in determining the appropriate methods by researchers. The study (a position paper) equally contribute to extant literature on mixed method for social science research and the ability of combined methods to produce in-depth perspectives of issues surrounding social communication taking into consideration the different contexts of application. However, the article is written in a style that is slightly below international standard. Observed errors are:

1. Too many long sentences - Not good for a descriptive research report. Often lead to too many important information squeezed into one idea.
2. Citation/referencing in the body texts not in standard form; inconsistent and led to avoidable repetition of cited materials. Thus, making the article clumsy to read.
3. The review, that is more than 50% of the article not in the reported speech format which is the standard for empirical research report.
4. Lack of linkers to create good flow of thoughts and text coherence.
5. The use of 'We' first person plural showed that the author is not detaching him/her self from the study in other to be considerably objectives. Thus, most valid arguments could quickly be seen from the author's' raw beliefs and not really from the data reviewed.
6. Use of APA format for listing the referenced materials at the end of the report but the in-text citation was not APA style.
7. Therefore, parts of the original text has been edited by me, as example, putting into consideration the errors identified. Attached as supplementary data.
8. Author should subject the entire report to good editing using the APA style of text (body of report) citation.
9. Author should use the reported speech format by putting the review in the past tense form. The simple present tense reporting is recommended for report in humanities, especially in writing or reviewing drama or literary works.
10. I wish the author and Qeios great time. I hope my little perspective helps in improving this paper and making it publishable as a world class work.