

Peer Review

Review of: "Designing Health Communication Campaigns for the Next Decade"

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Thank you for contributing to the growing body of scholarship on health communication campaigns and for offering recommendations to relevant stakeholders. I am pleased to provide detailed comments below to help further strengthen your argument.

1. The manuscript's attempt to forecast the future of health communication campaigns is noteworthy. However, the argument currently appears fragmented and overly dense, making it difficult to discern the central theme. A more clearly delineated scope, accompanied by deeper analysis within that refined boundary, would enhance the manuscript's coherence. Given the repeated attention to masculinity, you may wish to consider whether a more focused line of inquiry – such as how health communication campaigns directed at male audiences may evolve over the next decade – would provide a clearer conceptual anchor.
2. The discussion of emerging media technologies would benefit from greater attention to more contemporaneous developments. In particular, the manuscript does not address the potential role of artificial intelligence, including conversational agents, chatbots, and avatars. You may wish to consider whether incorporating this dimension would strengthen the review's relevance to current communication environments.
3. The methodological approach is described, but the rationale for selecting this design is not supported by citations. Situating your methodological choice within existing literature would enhance the rigour and credibility of the review.
4. Some specialised terms are used without definition, which may limit accessibility for readers who are less familiar with the field. Even if the manuscript is intended for a particular audience,

providing concise explanations of key concepts – such as high sensation value and the Audience–Channel–Message–Evaluation (ACME) framework – would improve clarity.

5. Some of the cited literature appears outdated, particularly for a study concerned with contemporary and future communication practices. For example, relying on a 2007 source to describe demographic media consumption patterns is problematic given the substantial shifts in behaviour, especially in the post-COVID context. You may need to revisit your search strategy to incorporate more recent scholarship, even if such sources have accrued fewer citations.
6. The density of the manuscript could be mitigated through the use of visual summaries, such as tables or charts. These may assist in synthesising key arguments and improving the overall readability of the review.

Declarations

Potential competing interests: No potential competing interests to declare.