

# Review of: "Measuring the Effectiveness of Internship Programs in Aligning Education with Industry: A Comprehensive Analysis of Internship Outcomes in College of Communication and Media during Covid-19"

Anne Marie Thake<sup>1</sup>

<sup>1</sup> University of Malta

Potential competing interests: No potential competing interests to declare.

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## General comments

Some amendments and improvements have been made to this academic paper. Very good. The title is too long, as already pointed out. Reference to COVID-19 has hardly featured in the paper, although it is mentioned in the abstract. A suggestion for the title could be: "Assessing Internship Program Effectiveness in Education-Industry Alignment: An In-depth Analysis of Communication and Media College Internship Outcomes."

Was online education a factor in this study? If not, it should be mentioned if the period of study was during COVID-19. Key words in the abstract need to be revisited. The article refers to internship programs, industry, learning, communication and media, UAE, or Zayed University. (Refer to your title and research question.)

**Presentation** - The academic paper is now more structured and signposted. Is there a subtitle 'Literature Review' or something similar? I recommend that the section 'Analysis of Data' be changed to 'Analysis and Discussion.' Some words need to be changed, e.g., p.2 "This study aims to determine whether the resources students have acquired ..." Maybe you can change 'acquired' to 'used.' Under the section 'Integrating Learning into Practice,' the paragraph is too long. Please find the sentence: "It is important to note that not every student who participates in an internship *absorbs* all the skills ...?" A person does not *absorb* skills but *acquires* them. Pie charts are clear and understandable. Good.

**References** – Some references do not appear in alphabetical order according to surname. They need to be checked, e.g., Kirkpatrick, D. (1994) ... is incomplete. Lewis, L.H. & Williams ... is also incomplete. Some references are not cited in the text and should be removed from the reference section.

**Introduction** – A definition of an internship was given. The research question appears on p.3. Reference is made to the question two paragraphs before the Conclusion section. The questions are not the same. The word 'consume' is used incorrectly.

The RQ does not really tackle what you are trying to research. There is no mention of 'COVID-19' or 'effectiveness'. For

example, just a suggestion - How does the effectiveness of internship programs in the College of Communication and Media align with industry during the COVID-19 pandemic? OR What are the outcomes of internships within the College of Communication and Media, amidst the challenges presented by COVID-19, in terms of bridging the gap between education and industry requirements?

**Literature Review (LR)** – The paper can give some context (maybe after the LR). Where does the CCMS 'sit' at Zayed University? For example, Zayed University has X faculties, and CCMS forms part of ... Students carry out (compulsory??) internships in their X year of studies. In fact, in your paper, Zayed University is not mentioned in full once (only in the conclusion as ZU). If your paper is read by the international community, there is unclarity as to the context and application of your research. What does "natural professional environment" mean - written in this section?

**Methodology** – It is still unclear how the sample size of 20 students was selected. There is good use of content analysis. In terms of data, was approval obtained from the Ethics Board? If so, it should be mentioned. The only limitation that was mentioned appears as a sentence in the conclusion. Is 'size of the sample' the only limitation? What about the length of the internship? Should limitations appear in the conclusion?

**Analysis and Discussion** – Some discussion was included in the paper. Good. Hence the suggestion to change the subtitle "Analysis of Data" to "Analysis and Discussion" would incorporate the discussion part. In this section, there were no citations from the literature review to affirm your findings, i.e., no cross-referencing with the literature.

**Conclusion** - The conclusion paragraph states, "It prepares them to integrate into the professional world without challenges." Are you sure about this? This sentence needs to be revisited. Suggestions for further research can appear in a separate paragraph.