

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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Dear Author,

Your article is comprehensive and well-structured, addressing an important cultural and media issue in South Asia with academic rigor. Below are some observations and suggestions for improvement:

The research questions and objectives are well-defined, aligning with the central theme of colorism and its reinforcement through fairness cream TVCs.

The article cites diverse sources, contextualizing the obsession with fair skin culturally, historically, and economically.

The use of content analysis and a clear sampling strategy strengthens the methodological rigor.

Some sentences, especially in the introduction, are informal or conversational. For instance: *"Being born and grown up in a South Asian country named Bangladesh, it never stopped amazing me..."* This can be rephrased to maintain an academic tone: *"Growing up in Bangladesh, a South Asian country, I have consistently observed..."*

Avoid phrases like *"Baby steps are still much better than nothing."* Instead, opt for a formal equivalent, such as *"Incremental progress, although slow, signifies a positive trajectory."*

Ensure all references follow the same style (e.g., APA, MLA, Chicago).

Some in-text citations (e.g., [1][7]) are not seamlessly integrated into the text. Consider rephrasing sentences to naturally incorporate these references.

Clearly define key terms like *colorism*, *cultural capital*, and *visual aesthetics* in the introduction or a glossary section.

The discussion could delve deeper into **intersectionality**, exploring how class, gender, and caste interact with colorism in South Asia.

Justify the sample size (21 TVCs) in relation to the population of TVCs available. Address why this is sufficient to ensure validity.

Include a section on intercoder reliability to strengthen the credibility of content analysis findings.

While the conclusion discusses future research areas, it can explicitly recommend actionable steps for media policymakers and advertising agencies.

Best regards and congratulations.

## **Declarations**

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