

Peer Review

Review of: "Colorism in Advertising: A Qualitative Analysis of Fairness Cream TVCs in India, Pakistan, and Bangladesh (2011–2020)"

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The research title and focus are clear and form an interesting, albeit much-written theme. While skin color has defined perceptions of attractiveness in many societies worldwide, its connotations in South Asian societies like India, Pakistan, and Bangladesh are more pronounced. The author has well explained the reasons for this from a historical perspective and linked it with the fact that these were all colonial societies. While this is partly true, there are greater dimensions of race, tribe, caste, social and economic strata, as well as geographical biases involved, which can be added (e.g., in India, North Indians are lauded as fair while South Indians are categorized as dark).

This paper needs a literature review section that can explain the existing academic literature and point out where and how this paper adds value. I would suggest that first-person references in the article be avoided completely, as it reads more like a blog than an academic article. Further, the findings should be analysed as responses to the research questions for greater focus and clarity. While the author has explained the limitation of the TVC, there is little attempt to provide clear justification for the specific years chosen. What was different before and after these years? Were there laws restricting the use of the word "fair"? Was there social criticism and debate against the streaming of such ads?

Instead of merely analysing these ads, an audience survey of the implications of such ads could also be added. This would add value to the use of reinforcement theory. If this cannot be done at this stage, please mention this as a suggestion for future research.

I would suggest that the above changes could be made/added so as to provide more academic credibility and add value to the research.

Comment: Minor revisions.

Declarations

Potential competing interests: No potential competing interests to declare.