

# PRAGYAAN: JOURNAL OF MASS COMMUNICATION

## *Peer Review Policy for Journal*

Peer review is an integral part of our research journal. All the research papers will be sent to Reviewer after concealing the name of the author and any other identification mark in this regard. We ensure that Peer review will be fair, honest and maintain confidentiality.

The practice of peer review is to ensure that only good research papers are published. It is an objective process at the heart of good scholarly publishing and is carried out by all reputable scientific journals. Our referees play a vital role in maintaining the high standards and all manuscripts are peer reviewed following the procedure outlined below.

**Initial manuscript evaluation** The Editor first evaluates all manuscripts. It is rare, but it is possible for an exceptional manuscript to be accepted at this stage. Manuscripts rejected at this stage are insufficiently original, have serious scientific flaws, have poor grammar or English language, or are outside the aims and scope of the journal. Those that meet the minimum criteria are normally passed on to at least 2 experts for review.

**Type of Peer Review:** Our Policy employs blind reviewing, where both the referee and author remain anonymous throughout the process.

**How the referee is selected** Whenever possible, referees are matched to the paper according to their expertise and our database is constantly being updated.

**Referee reports:** Referees are asked to evaluate whether the manuscript. Follows appropriate ethical guidelines - Has results which are clearly presented and support the conclusions - Correctly references previous relevant work.

Language correction is not part of the peer review process, but referees may, if so wish, suggest corrections to the manuscript.

**How long does the review process take?** The time required for the review process is dependent on the response of the referees. In rare cases for which it is extremely difficult to find a second referee to review the manuscript, or when the one referee's report has thoroughly convinced the Editor. Decisions at this stage to accept, reject or ask the author for a revision are made on the basis of only one referee's report. The Editor's decision will be sent to the author with recommendations made by the referees, which usually includes

verbatim comments by the referees. This process takes one month. Revised manuscripts may be returned to the initial referees who may then request another revision of a manuscript or in case second referee the entire process takes 2-3 months.

**Final report:** A final decision to accept or reject the manuscript will be sent to the author along with any recommendations made by the referees and may include verbatim comments by the referees.

**Editor's Decision will be final.** Referees are to advise the editor, who is responsible for the final decision to accept or reject the research paper for publication.

## ***Guidelines for Reviewers***

The peer reviewers are responsible for critically reading and evaluating a manuscript in their specialty field, and then providing respectful, constructive, and honest feedback to authors about their submission. It is appropriate for the Peer Reviewers to discuss the strengths and weaknesses of the article, ways to improve the strength and quality of the work and evaluate the relevance and originality of the manuscript.

All submitted papers are subject to strict blind peer-review process by at least two reviewers that are experts in the area of the particular paper.

**When reviewing the article, reviewer/s must keep the following points in mind:**

- **Relevance:** Is this paper relevant as per objective of the journal?
- **Standards:** Does the article adhere to the journal's standards?
- **Soundness:** Is this paper technically sound and complete?
- **Support:** Are the claims supported by experimental/theoretical results?
- **Originality:** Is the article original and interesting to warrant publication? Are the ideas/results novel and previously unknown?
- **Organization and Clarity:** Is the paper well-written, well-structured & organized, well-illustrated and easy to understand?
- **Language:** Is the paper written in correct English and style?

Of these, the main factors taken into account are significance and originality.

Therefore, Peer review assists Editor-in-Chief/Editor and the Editorial Board in making editorial decisions and through the editorial communications with the author may also assist the author in improving the paper.