



SDI Review Form 1.6

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_48327
Title of the Manuscript:	Breaking Communication Stereotypes: The Discourse of Armenian Velvet Revolution
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	<ul style="list-style-type: none"> Although the author has rich information which needs to be repacked, the entire manuscript isn't flowing and doesn't seem to address the topic. I get lost in the middle as I read the manuscript. I would want to see: <ul style="list-style-type: none"> Brief overview of communication What amounts to stereotype Protests and whether there is some linkages between stereotype and protest Are there people who were offended by these stereotyping? The author needs to contextualize the study in order to bring clearly issues of interest and this allows readers to understand it. For example, the concept of breaking communication is not coming in the background. The author needs to segment provide direction and analytical paper. The author to show how he or she collected the data e.g. literature review and also provide observation The study is scattered as it talks of chanting during demonstrations and wearing of clothes which again doesn't inform the study. What does these help the study? Remove bullets in most of the paragraphs. What does this sentence mean? "A coffin was carried through the streets with Cheburashka's portrait inside" The conclusion, does not address the topic. This might be that the author didn't state the study's objective or research question to guide the study. Does the author wants to look at the words used during or before or after protest and highlight those which stereotype other people? 	<p>Thanks for revising my paper.</p> <ul style="list-style-type: none"> - If by "flowing" you mean coherence, I would clarify that (1) the paper starts with the general definition of communication and its modern perception as an all-pervading powerful source in society and social multidimensional semiotic system realized through multimodal tools. (2) Multimodality is expressed through words which and (3) symbolic images (4) which are being recontextualized. (5) Both aim at enhancing rhetorical opportunities to secure the reception of the message of Revolution by the public. This is a simple presentation of how the paper goes. - the overview of communication, a little more than brief are presented in Part 1 and 2 (traditional and non-traditional approaches). - Application of modern multimodal tools (verbal and visual) is a breach of traditional communication stereotyping (from a linguistic viewpoint). - The result of the breach of communication stereotypes led to the development of a new culture of non-violent Revolution. - Some new modes could of course insult some people – the representatives of the regime (the target of the protestors). - In the background is communication in the traditional sense, in the foreground is multimodal communication with its modern tools and modes. - Literature review is presented in Part 2. - Not only chanting but also numerous other media or modes – live-streaming and online text messaging as well as pictures, graphic designs, cartoons, colors, music, clothing, theatre-like scenes/actions back the concept of modern multimodal communication and are somehow different from the traditional model of communication. - The bullets mark not the paragraphs but each symbolic image. - Some theatre-like scenes (one mode of the discourse of the Revolution) applied satire and black humour. As mentioned in the paper "Satire and black humour usually referred to the former President and Prime Minister Serzh Sargsian or his party. Popular memes linked Sargsyan with the famous Soviet cartoon character Cheburashka [...] A coffin was carried through the streets with Cheburashka's portrait inside" to symbolize the "funeral" of the old regime. "Cheburashka made many other semiotic appearances on social media feeds and cartoons." - This is a part from the conclusion "The vivid examples of multimodal semiotics provided by Armenian Velvet Revolution show that the way the revolutionary audience perceives information has changed – today the comprehension of revolutionary discourse will come via interaction and combination of semiotic resources through information technologies, design and arts, through specially contrived semiotic signs (words and semiotic images) which are perceived by the public as revolutionary messages in acts of nationwide civil disobedience."
Minor REVISION comments		
Optional/General comments	The topic could be reframed in order to provide clear information	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	