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**Next, evaluate the manuscript using the criteria** in the table provided on the following pages. **Provide specific positive comments and constructive criticism, and refer to page and line numbers, when appropriate.** When constructing comments, consider the following points adapted from Jones[[1]](#footnote-1):

* Use your comments to the author as an opportunity to seek explanation on any unclear points and for further elaboration.
* Please make suggestions as to how the author can improve clarity, succinctness, and the overall quality of presentation of the manuscript.
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| How well does the manuscript fit the scope of the journal? In what ways would it interest academics and/or communication practitioners with interest in agricultural communication? |  |
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1. Jones, L. (2017, June 22). Reviewer guidelines and best practice. Retrieved from: http://editorresources.taylorandfrancisgroup.com/reviewers-guidelines-and-best-practice/ [↑](#footnote-ref-1)