

## Manuscript Review Form

<b>Article Title:</b>	<b>Date:</b>
-----------------------	--------------

### Evaluation of style and content

Choose an option (with X).

Criteria	Does not apply	Poor	Fair	Good	Excellent
Score	0	1	2	3	4
<b>Title and summary.</b> It is relevant and is fits the content. The summary conveniently enunciates the objectives and the results.					
<b>Article structure.</b> Clarity in the text structure and organization.					
<b>State of the art.</b> An adequate analysis of the existing scientific production is carried out.					
<b>Research Methodology.</b> The methodological approach is consistent with the objectives and/or the formulated hypothesis and guarantees transparency.					
<b>Results.</b> They are significant; results are analyzed appropriately and are related to the objectives.					
<b>Discussion and conclusion.</b> The conclusions are relevant and match the objectives.					
<b>Tables and graphics.</b> They are significant and necessary and synthesize the results of the research.					
<b>Bibliography.</b> The sources are appropriate, representative, sufficient and updated.					
<b>Writing Style.</b> Appropriate language and scientific nature.					
<b>Originality.</b> The research is novel, consistent and contributes to the area of research.					
<b>Relevance.</b> It is a socially relevant problem and it is clearly defined.					

### Recommendation

Choose only one option.

Opinion	Recommendation
Accepted	
Accepted with minor changes	
Major changes; it requires a 2nd evaluation	
Rejected	

## Reviewer Guidelines

We would appreciate that your evaluation specifies the importance of the research, the major or minor issues identified, and the suggestions for improvement that you consider relevant, or that may justify the non-publication of the manuscript. Constructive criticism constitutes a valuable contribution to the authors.

Reviews must be completed within the established timelines so that authors can incorporate the evaluators' suggestions and improve their work. It is also essential to justify the evaluation provided, as incomplete assessments cannot be validated.

In line with the policies of the *Revista de Comunicación*, the manuscript must be treated as a confidential document throughout the entire review process, both during and after the evaluation. In this regard, it must not be shared or uploaded to external tools, including **generative artificial intelligence platforms**, in order to safeguard the confidentiality and originality of the work.

## Suggestions to the author / authors

## Additional comments to editor (Optional)