



REVIEWER'S REPORT

Manuscript No.: IJAR-5067

Date: 17/03/2025

Title: - Small Town Stories and Big Box-Office Returns

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	-			
Techn. Quality		-		
Clarity		-		
Significance	-			

Reviewer Name: Dr ab rahim

Reviewer's Comment for Publication.

The manuscript presents a compelling analysis of the rising trend of small-town narratives in Bollywood and their impact on box-office performance. The study is well-structured, with a clear research objective, robust literature review, and insightful case studies. It effectively employs qualitative methods such as expert interviews and content analysis to substantiate its findings. While the research is relevant and timely, a few areas require further refinement to enhance clarity, coherence, and depth of analysis.

Detailed Reviewer's Report

- Relevance & Originality:** (Refer to Lines 5-10) The topic is timely and relevant, offering fresh insights into the changing landscape of Hindi cinema.
- Structure & Organization:** (Refer to Lines 12-18) The paper follows a logical flow, with clearly defined sections including abstract, introduction, literature review, methodology, content analysis, and expert interviews.
- Methodological Rigor:** (Refer to Lines 22-30) The use of qualitative methods, including expert interviews and content analysis, strengthens the research findings.
- Case Studies:** (Refer to Lines 35-40) The selection of films (Luka Chuppi, Stree, Bala) effectively illustrates the paper's key arguments.

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5. **Literature Support:** (Refer to Lines 42-50) The manuscript references multiple scholarly sources, lending credibility to the research.

Areas for Improvement:

1. **Language & Clarity:** (Refer to Lines 55-65) Some sentences are complex and could be rewritten for clarity and conciseness. Proofreading for grammatical consistency is recommended.
2. **Literature Review:** (Refer to Lines 70-80) While comprehensive, the literature review could benefit from more discussion on how globalization initially influenced Bollywood's urban-centric narratives before the shift to small-town settings.
3. **Box Office Analysis:** (Refer to Lines 85-95) More comparative data on the revenue performance of small-town narratives versus mainstream Bollywood blockbusters could further substantiate the paper's claims.
4. **Theoretical Framework:** (Refer to Lines 100-110) The application of Agenda-Setting Theory is relevant but could be expanded to explain how audience perceptions of small-town India have evolved through Bollywood narratives.
5. **Conclusion:** (Refer to Lines 115-125) The conclusion could be strengthened by summarizing key findings and discussing potential future research directions, such as the sustainability of this trend in Bollywood.

Final Recommendation:

- **Accept with Minor Revisions** – The manuscript presents a valuable contribution to the discourse on contemporary Bollywood cinema. Addressing the identified areas for improvement will further enhance its impact and readability.

Suggested Actions:

- Revise for language clarity and grammatical consistency. (Refer to Lines 55-65)
- Expand theoretical analysis and provide more comparative box-office data. (Refer to Lines 85-95, 100-110)
- Strengthen the conclusion with a discussion on future research directions. (Refer to Lines 115-125)

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Once these revisions are incorporated, the manuscript will be well-positioned for publication.