

REVIEWER'S REPORT

Manuscript No.: IJAR-53217

Date: 11-08-2025

Title: L ELLIPSE VISUELLE OU QUAND LE NON-MONTRE PRIME SUR LE VISIBLE

Recommendation:

Accept as it isYES.....

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 Abdul Hameed Shah

Reviewer's Comment for Publication.

Abstract and Keywords:

The abstract effectively presents the research objective, scope, and theoretical foundation. It clearly defines the focus on visual ellipsis in Moroccan automobile advertising posters, while drawing parallels between visual and verbal ellipsis. The discussion of the potential persuasive power of visual ellipsis is coherent and well-aligned with the research aim. The keywords are relevant and accurately reflect the thematic scope of the study.

Résumé et Mots-clés :

The French résumé is a faithful counterpart to the abstract, maintaining consistency in content and thematic emphasis. The keywords in French correspond appropriately to the core concepts of the study and ensure terminological alignment across both languages.

Introduction:

The introduction situates the research within the broader field of rhetorical figures in advertising, emphasizing their role in shaping and transmitting persuasive messages. It clearly identifies the object of study—the manifestation of visual ellipsis in Moroccan automobile brand advertising—and outlines the research purpose. The link between stylistic analysis and understanding advertising communication strategies is well-established. The rationale for focusing on ellipsis as a rhetorical tool is articulated in a manner that underscores its relevance to audience engagement and message centrality.

Overall Assessment:

The text demonstrates a well-defined research focus grounded in both linguistic theory and visual semiotics. It balances theoretical framing with a practical application to advertising discourse. The bilingual presentation is consistent in meaning and terminology, ensuring accessibility to both French- and English-speaking academic audiences. The structure adheres to academic conventions, with clear

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segmentation of abstract, keywords, résumé, mots-clés, and introduction. The conceptual link between verbal and visual rhetoric is a notable strength, providing a robust framework for subsequent analysis.