

Instructions for Completing a Review

The Art, Film and Culture Journal (AFCJ) encourages reviewers to evaluate submissions in a manner they find most effective and academically rigorous. Reviewers may frame their feedback in any appropriate style, but the following guiding questions may help structure your report:

1. Purpose

What is the author's central aim?

Does the manuscript successfully achieve its stated goals within the fields of art, film, and culture?

What additional steps or clarifications could strengthen the author's overall contribution?

2. Originality and Scholarly Value

How does the submission contribute to current debates in art, film, or cultural studies?

What is its conceptual, theoretical, historiographical, or critical significance?

Which audiences—research scholars, interdisciplinary readers, students, or practitioners—will benefit most from the work?

Does it offer fresh perspectives, new data, or innovative interpretations?

3. Quality of Scholarship

Is the argument coherent, well-structured, and convincingly supported by evidence or analysis?

Is the methodology appropriate, clear, and rigorously applied?

What revisions could improve the manuscript's academic depth or analytical clarity?

4. Audience and Contribution

Who appears to be the primary target audience for this manuscript?

Does the article speak effectively to interdisciplinary readers across art, film, and cultural studies?

Which subfields, regional contexts, or thematic areas does it contribute to?

Are there ways the author might broaden the manuscript's impact or relevance?

5. Style, Structure, and Presentation

Is the manuscript clearly written, well-organized, and free of unnecessary jargon?

Are the length and structure appropriate for clear communication of the argument?

Would certain sections benefit from expansion, clarification, or greater concision?

Research Articles: **4500 -6500** Words, including citations and notes

Review Articles: **3,000-4500** Words, including citations and notes

Book Reviews : **2,500-4,000** words, including citations and notes

Final Recommendation

At the end of your review, please conclude with one of the following statements:

Reject

I do not recommend this manuscript for publication.

Revise and Resubmit

I recommend publication only if the author successfully completes the revisions outlined in my report. I am provisionally willing to review the revised manuscript unless otherwise stated.

Accept

I recommend publication. I offer optional suggestions for improvement, but these are left to the author's discretion. I do not need to review the revised version.