

To Our Reader

Cinema Journal/JCMS editors rely on the comments made by expert reviewers in deciding for or against publication. In many cases, readers are also able to provide suggestions that significantly improve a work's quality or usefulness.

For this reason, we regard peer review as a collaborative process, regardless of the outcome. We ask readers to think of themselves as friendly advisors helping the authors to advance their argument even when they do not recommend publication. We encourage you to respond to the manuscript in whatever way you find most appropriate but you may find the following questions helpful to consider:

- *Purpose*: What are the author's goals? What else do they need to do to achieve them?
- *Originality and Value*: How does the article fit into contemporary debates in the field? What is the historiographic, critical, or theoretical significance of the article? Which readers—specialists, cinema and media scholars in general, students—will find this work most useful or rewarding?
- *Scholarship*: Is the article well argued? Are claims well supported by evidence? Is the author's methodology sound? What steps might the author take to improve their argumentation?
- *Audience*: Who do you see as the primary audience for this article? How does the article address itself to interdisciplinary audiences? What fields does it contribute to? How might the author expand its impact?
- *Style and Organization*: Is the presentation effective in terms of length, organization, and style? Is the writing clear and free of jargon? Would this article be improved by greater concision or expansion at certain points? (*Cinema Journal/JCMS* aims to publish articles between 8,000-12,000 words, including notes.)

Please summarize your overall recommendation by including an appropriate statement at the end of your report along the following lines:

___ **Reject**: I do not recommend publication.

___ **Revise and Resubmit**: I recommend publication only if the revisions suggested in my report are satisfactorily made. I am willing provisionally to review the revised manuscript, unless I note otherwise.

___ **Accept**: I recommend publication. I offer some suggestions for revision, but adoption of these should be left to the discretion of the author. I do not need to review the revised manuscript.

We will share the contents of readers' reports with the author. Your name will be held in confidence, unless you invite us to reveal it to the author.

If you wish to make comments directly on the manuscript, you may return it to *Cinema Journal/JCMS* and we will pass it along to the author. Otherwise, please delete the manuscript when you are finished reviewing it. We ask that you keep both your review and the author's work confidential.