

A review

of the article: A multimodal analysis of memetic representation of individuals and institutions in Nigeria's President Muhammadu Buhari administration

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Assessment of selected essential parameters of the article:

1.	Does the title of the article correspond to its content?	corresponds / does not correspond
2.	Compliance of article format with formal requirements (abstract, keywords, length, references).	complies / does not comply
3.	Keyword selection	corresponds / does not correspond
4.	Does the abstract correspond to the article content?	corresponds / does not correspond
5.	Relevance	high / sufficient / insufficient
6.	Originality	high / sufficient / insufficient
7.	Logic and correlation of sections	high / sufficient / insufficient
8.	Findings and conclusions	sufficient / insufficient
9.	Quality of expression (language, style)	high / sufficient / insufficient
10.	Quantity of language examples or evidentiary support	high / sufficient / insufficient
11.	Theoretical relevance (if applicable)	high / sufficient / insufficient
12.	Correspondence of the References to the content	corresponds / does not correspond

Comments and recommendations of the reviewer:

The article is written at a quite high level with sufficient amount of initial empirical material. The quality of the sample analysis would be higher if the textual analysis of the memetic verbal components were strengthened. In general, sociocultural analysis prevails over linguistic analysis.

Literature selection could be improved through contemporary publications on memes (Buchel 2012, Davison 2012, Bauckhage 2014, Huntington 2017, McClure 2016, Kostadinovska-Stojchevska and Shalevska 2018, etc.).

Recommendation:

for unconditional publication / **for publication with discussion notes** /
for publication after revision / for unconditional refusal of publication.

Signature of the reviewer



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