Reviewer's report

Title: Impact of today's media on university student's body image in Pakistan; a conservative, developing country's perspective.

Version: 1 Date: 27 October 2010

Reviewer: Maria Inês Varela-Silva

Reviewer's report:

Major compulsory revisions

1. References are not very new. Only one from 2009 and none from 2010. Most are 5 or more years old. I suggested references should be updated and 2010 papers should be included.
2. Paper written in non-scientific language (example, "copious literature", "slippery slope"). I would suggest a native-English speaker to go through the test with the authors.
3. The authors do not mention what kind of Ethics Advisory Committee Approved the Study.
4. Did the participants give written informed consent?
5. Why is the questionnaire written in English?
6. Formula for sample size calculation does not need to be in the paper.
7. Was the scoring system piloted and validated before used in this research?
8. Did the authors do a systematic review of the literature to find out if there are other studies conducted in the country?
9. The authors should provide a summary of cultural and religious background of the country and the participants and discuss the results based on that information.
10. The discussion of the results does not put the results in context with other relevant literature

Minor Essential revisions

1. References are not uniformly formatted
2. Figures do not have legends and numbers

Level of interest: An article of limited interest

Quality of written English: Not suitable for publication unless extensively edited

Statistical review: Yes, and I have assessed the statistics in my report.
Declaration of competing interests:

'I declare that I have no competing interests'