Reviewer's report

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

Version: 2 Date: 19 December 2010

Reviewer: Margarida Matos

Reviewer's report:

I congratulate the authors for the effort and the improvements.

However a few more details must be addressed:

1) a rather vague style must be clear up (ex I would cut the first paragraph...too vague too non scientific and useless for the rest of the argument)
2) qui-squares must be avaliable, not the "p values", I mean the value for the qui-square itself
3) in the discussion, authors have to limit the results to significant effects in a statistic sense
4) authors have to discuss results that go against the regular literature, e.g. by means of addressing cultural differences. Those have to be addressed in a scientific maner, preferably throught the use and contrast with previous published papers.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

'I declare that I have no competing interests'