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: 20 February 2011

Reviewer: Ana Luísa Pereira

Reviewer's report:

Reviewer Comments
1. Is the question posed by the authors well defined?
The question is well defined. The reader understands which is the problem developed and the goals of the authors.

2. Are the methods appropriate and well described?
The methods used allow the authors to gather a very good sample and relevant data.

3. Are the data sound?
The data is very interesting and well described.

4. Does the manuscript adhere to the relevant standards for reporting and data deposition?
The paper corresponds to the standards of publication in what concerns its reporting and deposition.

5. Are the discussion and conclusions well balanced and adequately supported by the data?
The authors had made great efforts to respond the comments of the previous revision and the discussion and conclusions had gained with this work. Thus, the paper is enhanced in its quality.

6. Are limitations of the work clearly stated?
The authors provide the information of the limitations, which is something that can be useful for other researchers.

7. Do the authors clearly acknowledge any work upon which they are building, both published and unpublished?
The authors do not provide that information in a clearly form, but this does not have repercussions upon the paper under evaluation.

8. Do the title and abstract accurately convey what has been found?
The title and abstract are objective in their information.

9. Is the writing acceptable?
The reviewer has the opinion that the writing is acceptable.
In reviewing the revised manuscript, please consider whether the authors have answered your points sufficiently well to allow their manuscript to be published.

• Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

The references should be corrected regarding its format.

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

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**

'I declare that I have no competing interests' below