

Reviewer-1

The manuscript is timely and relevant, addressing the enduring issue of vaccine hesitancy and the evolving nature of public health communication. By grounding the analysis in established communication theories and supplementing with recent survey data and case studies, it makes a useful contribution—especially for interdisciplinary scholars working at the intersection of health communication, behavioral science, and public policy.

The abstract identifies the major themes (e.g., vaccine hesitancy, communication theories, regional disparities), but lacks clarity in structure and methodological framing. It reads more like an executive summary than an academic abstract.

The writing is fluent, but the tone fluctuates between journalistic summary and academic analysis.

Public Opinion Trends: Rich in data, but somewhat repetitive. Could be streamlined and better integrated with the theoretical discussion.

Vaccine Effectiveness and Safety: This section feels like a factual addendum and is not well integrated into the communication theory framework. Consider either linking it to message framing or reducing its length.

The references include recent peer-reviewed sources from 2021–2025, covering health communication, behavioral psychology, and public opinion.

Specific Comments:

This manuscript makes a timely and relevant contribution by examining U.S. public opinion on COVID-19 vaccination through established communication theories. The topic is important, and the integration of theory with recent data and case studies is commendable. The abstract provides a useful summary but could more clearly articulate the research objective and key findings. The writing is fluent and generally suitable for scholarly communication, though some sections—particularly the discussion of public opinion trends—are repetitive and could be streamlined. The theoretical sections are well-structured but remain largely descriptive; stronger linkage between theory and empirical patterns would enhance analytical depth. The case studies are a highlight and could be foregrounded earlier in the paper. The references are current and appropriate, though adding a few foundational sources in communication theory would deepen the conceptual grounding. Overall, this is an interesting manuscript with clear relevance to both scholars and practitioners, and it would benefit from some revisions to tighten structure and strengthen theoretical engagement.