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Measuring Communication Justice: The Visibility Equity Index in BBC Tamil's Digital Journalism

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Abstract

This study examines communication justice and visibility inequality in BBC Tamil's digital journalism by developing and applying the visibility equity index (VEI). Revisiting the principles of the New World Information and Communication Order in the platform era, the study investigates whether a transnational Tamil-language news service produces equitable representational visibility for Tamil-speaking audiences or reproduces broader hierarchies of symbolic power within digital journalism. Drawing on media imperialism, visibility theory, and glocalisation, the study develops the VEI as a measurable framework for assessing proportional visibility across actor categories, sourcing structures, editorial prominence, and thematic prioritisation. Using a mixed-methods design, the research combines quantitative content analysis of 2,500 BBC Tamil news items with audience surveys and semi-structured interviews. The findings reveal that while Tamil-regional actors appear at frequencies close to proportional parity, Western/global actors and institutional sources receive significantly greater editorial prominence, sourcing authority, and thematic priority. In contrast, other Global South actors and grassroots civic voices remain underrepresented in frequency, prominence, and sourcing. Audience findings further indicate that Tamil-speaking users perceive BBC Tamil as professionally credible yet culturally distant, frequently describing it as "global news in Tamil" rather than locally grounded Tamil journalism. The study argues that linguistic localisation alone does not ensure communication justice or equitable representation within multilingual digital news environments. By operationalising symbolic visibility through the VEI, the study offers a new methodological framework for assessing representational inequality and extends debates on the New World Information and Communication Order, digital globalisation, and communication justice in transnational journalism.

Keywords

New World Information and Communication Order, communication justice, visibility equity, BBC Tamil, digital globalisation

Medir a Justiça Comunicacional: O Índice de Equidade de Visibilidade no Jornalismo Digital da BBC Tamil

Resumo

Este estudo analisa a justiça comunicacional e a desigualdade de visibilidade no jornalismo digital da BBC Tamil, através do desenvolvimento e da aplicação do índice de equidade de visibilidade (*visibility equity index* — VEI). Retomando os princípios da Nova Ordem Mundial da Informação e da Comunicação na era das plataformas, o estudo procura determinar se um serviço transnacional de notícias em língua tâmil assegura uma visibilidade equitativa às audiências falantes de tâmil ou se reproduz hierarquias mais abrangentes de poder simbólico no jornalismo digital. Com base nos contributos teóricos do imperialismo mediático, das teorias da visibilidade e da glocalização, o estudo desenvolve o VEI enquanto instrumento de avaliação mensurável da visibilidade proporcional, considerando as categorias de atores, as estruturas de referenciação das fontes, a proeminência editorial e a hierarquização temática. Recorrendo a uma abordagem metodológica mista, o estudo combina a análise quantitativa de conteúdo de 2.500 notícias da BBC Tamil com inquéritos às audiências e entrevistas semiestruturadas. Os resultados revelam que, embora os atores das regiões tâmiles surjam com frequências próximas da paridade proporcional, os atores ocidentais/globais e as fontes institucionais beneficiam de uma proeminência editorial, de uma autoridade enquanto fontes e de uma prioridade temática significativamente superiores. Em contrapartida, outros atores do Sul Global e vozes cívicas das comunidades permanecem sub-representados em termos de frequência, proeminência e referenciação como fontes. Os resultados relativos às audiências indicam ainda que os utilizadores falantes de tâmil consideram a BBC Tamil uma fonte profissionalmente credível, mas culturalmente distante, descrevendo-a frequentemente como "notícias globais em tâmil", em vez de a reconhecerem como jornalismo em língua tâmil enraizado nas realidades locais. O estudo argumenta que a localização linguística, por si só, não garante a justiça comunicacional nem uma representação equitativa em ambientes noticiosos digitais multilingues. Ao operacionalizar a visibilidade simbólica através do VEI, o estudo propõe um novo quadro metodológico para avaliar a desigualdade representacional e alarga o debate em torno da Nova Ordem Mundial da Informação e da Comunicação, da globalização digital e da justiça comunicacional no jornalismo transnacional.

Palavras-chave
Nova Ordem Mundial da Informação e da Comunicação, justiça comunicacional, equidade de visibilidade, BBC Tamil, globalização digital

1. Introduction

Global information flows have long produced inequities that benefit Western institutions while sidelining Global South voices. Foundational scholarship on international communication, particularly within dependency theory and media imperialism traditions, has shown how Western news agencies and media corporations shaped global knowledge production (Boyd-Barrett, 2015; Schiller, 1976). Although digital technologies and participatory platforms were initially seen as tools to democratise information through decentralised content creation (Castells, 2009; Shirky, 2008), recent research indicates that digital systems, algorithmic visibility, and platform governance have instead reshaped and intensified existing hierarchies (Couldry & Mejias, 2019; Jin, 2020; Napoli, 2019). These conditions reflect the early worries raised in the United Nations

Educational, Scientific and Cultural Organization commissioned "MacBride Report", which criticised the "one-way flow of information" (MacBride, 1980, p. 145) dominated by Western news agencies and called for a "New World Information and Communication Order" (NWICO) aimed at fair participation and communication justice. In this study, communication justice refers broadly to fairness in visibility, participation, and symbolic recognition within digital communication systems. Representational justice is treated as one dimension of communication justice, specifically equitable editorial visibility and cultural representation within news discourse.

In today's digital landscape, researchers call these ongoing inequalities "NWICO 2.0" (Joynes et al., 2026; Nordenstreng & Thussu, 2015; Thussu, 2015). They highlight that while content production is now more widespread, dominant geopolitical and platform players still control visibility, set agendas, and dictate global news values (Becker & Mansell, 2023; Herman & McChesney, 1997). Even as digital news spreads across language and geographical borders, its editorial approach often favours Western viewpoints under the pretence of global neutrality (Chakravartty & Zhao, 2008). This raises an important question: does the growth of digital and multilingual news services provide real representational equity, or does it merely turn long-standing information hierarchies into new technological forms?

The BBC World Service is central to this discussion. It has been examined as a vehicle for British soft power (Gillespie & Webb, 2013; Seib, 2012), blending public-service communication with strategic geopolitical messaging (Snow & Cull, 2020). Its language services, including BBC Tamil, extend this influence into culturally and linguistically diverse areas. Tamil-speaking communities in India, Sri Lanka, and the global Tamil diaspora have a strong linguistic identity shaped by histories of colonialism, conflict, caste discrimination, and transnational migration (Aiken & Cheran, 2008; Ramaswamy, 2023). For these communities, representation in the news media goes beyond being informative; it carries significant political and cultural weight (Rao, 2010). However, it remains unclear whether BBC Tamil's local-language service adequately meets the representational needs of Tamil-speaking audiences or whether Western/global actors continue to dominate visibility within those digital news spaces.

This study views BBC Tamil as a vital area for examining how the promises of digital globalisation relate to ongoing calls for communication justice in the Global South. It draws on NWICO 2.0, the political economy of transnational media, and glocalisation theories (Robertson, 1994; Thussu, 2019). Positioned at the crossroads of global media studies, international communication policy, and digital journalism in the Global South, this inquiry seeks to fill an important gap: does the localisation of global news systems empower Tamil-speaking audiences through representational justice, or does it primarily serve as a means of maintaining global informational dominance in local languages?

The article proceeds in seven sections. Following the introduction, the literature review discusses global information inequalities, transnational language services, visibility theory, and audience representation. The conceptual model then develops the visibility

equity index (VEI). The methodology section outlines the mixed-methods research design, followed by quantitative and qualitative findings. The discussion interprets the findings through NWICO 2.0 and communication justice perspectives, then concludes with implications and future research directions.

2. Literature Review

2.1. Global Information Inequalities and the Legacy of New World Information and Communication Order

Concerns about the uneven distribution of global information flows became particularly prominent during the 1970s and early 1980s. This culminated in the "MacBride Commission's Report", *Many Voices, One World* (MacBride, 1980). The report claimed that Western news agencies dominated the international communication system, shaping global knowledge through a one-way flow of information. Scholars of media imperialism, such as Schiller (1976), Boyd-Barrett (2015), and Herman and McChesney (1997), developed parallel critiques of international communication inequalities that later informed and strengthened NWICO debates. They demonstrated that communication structures reflect deeper, more complex geopolitical power relations, rendering visibility an unevenly distributed symbolic resource. Though the rise of digital technologies was initially seen as a potential disruptor of these hierarchies, subsequent scholarship suggests otherwise. Mansell (2012) notes that while digital infrastructures decentralise content production, they centralise control over visibility, reinforcing, rather than eliminating, structural inequalities. Thussu (2015) asks whether the digital rise of the BRICS countries could build a NWICO 2.0, showing that the original NWICO concerns have been reconfigured rather than resolved in the digital era. Visibility remains a measurable form of symbolic power, influencing which realities are presented in the global public sphere (Thompson, 2005).

2.2. Transnational Language Services and the Politics of Editorial Power

Transnational broadcasters play a key role in this unequal global communication framework. Organisations like the BBC World Service, Deutsche Welle, Voice of America, and Al Jazeera project informational authority across different languages and cultures while keeping strong editorial consistency with major news practices (Gillespie & Webb, 2013; Seib, 2012). Research shows that language services do not operate independently. Instead, they exist within centralised governance structures that shape interpretive boundaries. Webb (2014) shows that language services historically operated under strategic oversight, whereas Mytton (2011) found that audience research within the BBC was designed to measure the reach and reception of the BBC's broadcasts and was shaped by the political outlook within Bush House. In this context, local language adaptation

does not always lead to local representation. Studies of the BBC Persian Service and of Al Jazeera show that editorial priorities are shaped by the broadcaster's home institutions and political context, even when a channel sets out to amplify voices from the Global South (Figenschou, 2014; Sreberny & Torfeh, 2014). This research sets the stage for examining whether BBC Tamil reflects similar editorial hierarchies in its digital content.

2.3. Glocalisation, Visibility, and Symbolic Power in Digital News

The concept of "glocalisation" offers another way to understand how global broadcasters connect with regional audiences. While glocalisation suggests a mix of global structures and local content (Robertson, 1994), scholars argue that language adaptation rarely alters editorial control or redistributes symbolic power. Thussu (2000) demonstrates that global news values, such as focusing on elites, geopolitical importance, and reliance on institutional sources, continue to shape news hierarchies even when the content appears localised. The studies demonstrate that Western news organisations working in South Asian languages maintain representation inequalities by emphasising Western political actors and institutions (Gillespie, Pinkerton, et al., 2010; Gillespie & Webb, 2013). This is supported by research on visibility as a form of symbolic power, which indicates that prominence, sourcing, and thematic distribution determine whose knowledge is perceived as authoritative (Entman, 2007; Shoemaker & Reese, 2014). Studies of international news flows have consistently documented the ongoing dominance of Western actors in international news (Hannerz, 2022; Paterson, 2011). These insights inform this study's hypotheses regarding actor visibility, editorial prominence, sourcing hierarchies, and thematic distribution.

2.4. Audiences, Cultural Representation, and Gaps in Tamil-Language Research

Audience studies add an important perspective by revealing how global broadcasters are received and interpreted by people in the Global South. While the BBC enjoys strong trust due to its perceived neutrality and professionalism (Geniets, 2013; Thussu, 2000), trust in global media does not automatically mean cultural representation. Scholarship on Indian and South Asian media shows that transnational media are received through national, regional, and diasporic identities, and that audiences look for cultural reference points close to their everyday lives (Mankekar, 2015; Sangeet Kumar, 2024; Shanti Kumar, 2018). Tamil-speaking communities across India, Sri Lanka, and the diaspora have strong linguistic identities shaped by histories of cultural resistance and postcolonial marginalisation (Aiken & Cheran, 2008; Hoole, 2001). Gaps in news visibility affect not only what audiences know but also how they perceive their cultural status within global information systems (Georgiou, 2013).

Although global news flows and related theories, such as NWICO and glocalisation, are well established, empirical work on transnational language services for Tamil

audiences remains limited. Research has not examined how Tamil actors and issues fit within global broadcasters' visibility structures or whether digital representation meets audience expectations. This study fills these gaps by analysing BBC Tamil's digital news through the frameworks of NWICO 2.0, glocalisation, and visibility as symbolic power. These frameworks guide hypotheses on whether linguistic localisation leads to meaningful representational localisation or reinforces centre-periphery hierarchies. Based on these theoretical and empirical gaps, the following hypotheses were developed to evaluate structural visibility inequalities and audience perceptions within BBC Tamil's digital news environment.

2.5. Hypotheses

Research on global news flows and NWICO shows that visibility is a crucial form of symbolic power in digital communication. Studies consistently show that Western actors hold favoured positions in global news hierarchies (Boyd-Barrett, 2015; Paterson, 2011). Evidence from international broadcasters suggests that language services often align with central newsrooms' editorial priorities, limiting local representation (Gillespie & Webb, 2013; Webb, 2014). Scholars argue that changing the language does not significantly affect power relations or the hierarchy of sources (Mansell, 2012; Thussu, 2015). Audience research suggests that while audiences in the Global South may perceive Western broadcasters as credible, they remain concerned about the lack of cultural and local representation (Geniets, 2013). These findings suggest that BBC Tamil may reflect broader global trends rather than focus on Tamil priorities.

Accordingly, the study suggests that BBC Tamil's digital news ecosystem may reproduce centre-periphery structures. The study developed six hypotheses to evaluate these trends. The first four examine the structural representation, specifically whether Western and global actors receive more visibility, editorial importance, sourcing authority, and thematic space than Tamil regional actors and issues. The final two assess audience views on these imbalances.

- Hypothesis 1: Western and global actors appear more frequently than Tamil-regional actors in BBC Tamil's news coverage.
- Hypothesis 2: Western and global actors are more likely to receive lead-story placement and other forms of editorial prominence.
- Hypothesis 3: Western and global institutional sources are cited more often than Tamil-regional sources.
- Hypothesis 4: international issues receive greater thematic priority than Tamil-regional social and political concerns.
- Hypothesis 5: Tamil-speaking audiences perceive BBC Tamil as prioritising Western and global developments over Tamil-regional issues.
- Hypothesis 6: Tamil-speaking audiences believe BBC Tamil does not adequately represent their everyday experiences and cultural realities.

Together, these hypotheses enable a systematic assessment of whether BBC Tamil promotes communication justice for Tamil audiences or perpetuates patterns typical of global news inequalities.

3. Conceptual Model

The study examines whether BBC Tamil promotes communication justice for Tamil-speaking audiences through four connected ideas: NWICO 2.0, media imperialism, visibility as symbolic power, and glocalisation. Rather than presenting these frameworks as historical summaries, the study analyses them to clarify the structural and symbolic dimensions of representational inequality. Together, they form the basis for the VEI, which translates the communication justice principles into a measurable framework.

To operationalise communication justice, this study introduces the VEI, an analytical framework adapted from established proportional-representation measures and applied to transnational digital news systems. The VEI was designed to assess proportional visibility across actor categories within transnational digital news systems. Drawing conceptually from visibility theory, symbolic power, and NWICO principles, the index compares expected representational visibility with observed editorial visibility. Unlike traditional frequency analysis alone, the VEI evaluates whether visibility distribution aligns with a stated standard of proportional parity. The index therefore serves as the study's primary methodological contribution and provides a measurable framework for assessing communication justice in transnational Tamil-language digital journalism.

The conceptual model combines four core concepts: (a) NWICO 2.0 (Joynes et al., 2026; Nordenstreng & Thussu, 2015; Thussu, 2015) provides the normative framework for communication justice and equitable visibility; (b) media imperialism theory (Boyd-Barrett, 2015; Schiller, 1976) explains the persistence of Western informational dominance; (c) visibility theory (Couldry & Hepp, 2018; Thompson, 2005) conceptualises "visibility" as symbolic power within digital public spaces; and (d) glocalisation theory (Robertson, 1994; Thussu, 2019) explains how linguistic localisation may coexist with editorial centralisation.

NWICO 2.0 serves as the study's standard. It builds on the original "MacBride Report" (MacBride, 1980) by focusing on fair visibility and active representation as signs of communication justice (Thussu, 2022). Digital tools enable wider participation, but researchers note that visibility and agenda-setting remain heavily concentrated within global media and platform systems (Couldry & Mejias, 2019; Napoli, 2019). In this context, a Tamil-language public service like BBC Tamil should not only provide access in Tamil but also ensure appropriate editorial visibility for Tamil regional figures and issues. Therefore, NWICO 2.0 outlines what "fair representation" should look like in today's globalised news environment and sets the evaluative standard that the VEI uses. Media imperialism theory shows why visibility inequalities continue despite advances in technology and language diversity. As Boyd-Barrett (2015) and Herman and McChesney (1997)

illustrate, transnational media often maintain Western-centric hierarchies by favouring elite voices and agenda-setting methods. In these systems, the power to define credible knowledge is unevenly distributed (Webb, 2014).

Media imperialism is used to explain the possible imbalances in BBC Tamil's reporting. If Western or global players regularly dominate news coverage, sourcing, and editorial priorities, this trend reflects systemic dependencies in international broadcasting, not just individual editorial decisions. The VEI quantifies these structural imbalances.

Visibility theory links structure and measurement. Visibility is seen as a type of symbolic power that determines whose realities are publicly acknowledged (Couldry & Hepp, 2018; Thompson, 2005). The uneven distribution of visibility reflects unequal legitimacy in public discussion (Couldry & Mejias, 2019). In this research, visibility is measured through three dimensions: actor presence, editorial importance, and sourcing authority. Together, these dimensions show how symbolic power operates in digital news. The VEI is based on this theory: it tracks the difference between actual and expected visibility relative to a stated proportionality standard, turning a normative concern of communication justice into a measurable indicator. A VEI value of 0 represents proportional representation relative to that standard. Negative values indicate under-representation (visibility deficit), while positive values suggest over-representation (visibility surplus). This way of translating symbolic power into a measurable form is a key contribution of this study.

Glocalisation theory helps explain why translating content into different languages alone doesn't ensure fair representation. Global media may adapt content for local languages and platforms, but often retain centralised editorial control (Robertson, 1994; Thussu, 2019). This can create what may be termed "representation without redistribution", in which local voices appear linguistically included but remain structurally sidelined. In this context, BBC Tamil's adaptation into Tamil may improve accessibility, but it does not necessarily ensure fair editorial treatment. Glocalisation builds on earlier theories by highlighting localisation's cultural dilemma: it can reproduce hierarchical visibility instead of challenging it. Figure 1 illustrates the conceptual logic underpinning the VEI.

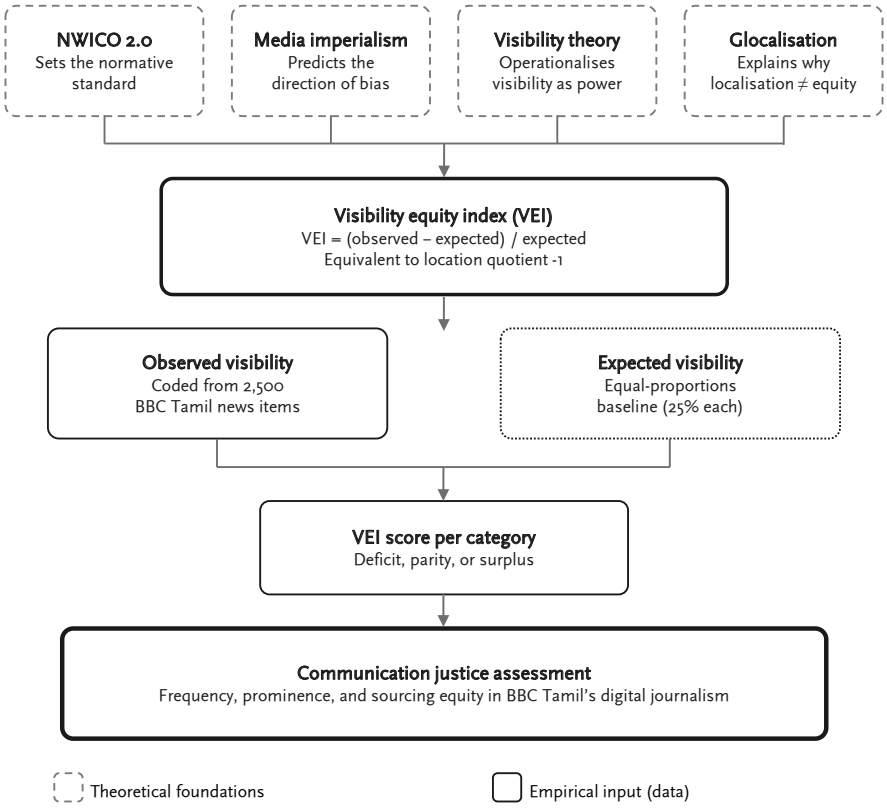


Figure 1. *Conceptual model of the visibility equity index*

The VEI combines these ideas by measuring the connection or gap between actual visibility and a stated proportionality standard. It allows for a thorough evaluation of whether BBC Tamil's linguistic localisation reflects communication justice or merely reproduces established centre-periphery hierarchies in digital news systems.

4. Methodology

4.1. Research Design

The mixed-methods design integrated quantitative and qualitative approaches to examine communication justice in BBC Tamil. Quantitative content analysis identified structural patterns of visibility across actor categories, editorial prominence, and sourcing hierarchies. Qualitative audience research explored how Tamil-speaking audiences interpreted these visibility patterns in relation to cultural representation and everyday experience. Combining both approaches allowed the study to compare measurable editorial inequalities with audience perceptions of fairness and representation.

4.2. Quantitative Content Analysis

A total of 2,500 news items published over six months were selected from the BBC Tamil website and its major social media platforms (Facebook, X, Instagram, and

WhatsApp). News items were manually collected from BBC Tamil's official website and social media platforms between August 2024 and January 2025. The dataset included text reports, videos, image-based posts, and feature content published during the sampling period. Duplicate reposts and purely promotional content were excluded from analysis. Each collected item was archived and assigned a coding identification number before analysis. A constructed-week sampling strategy was employed to minimise event-specific distortions and improve temporal representativeness. Following Riffe et al. (2023), randomly selected weekdays from different weeks across the six months were combined to create representative constructed weeks. This method ensured that routine and cyclical variations in digital news production were adequately captured. Each item was coded on four variables derived from visibility theory: (a) actor visibility — the main actor category in the item (Western/global, Indian national, Tamil-regional, or other Global South); (b) editorial prominence — placement within the web layout or platform feed (high, medium, or low prominence), together with lead-story placement and visual priority; (c) sourcing hierarchy — the primary source in the item (government and political institutions, elite experts and analysts, international organisations, civic and grassroots voices, Tamil local community sources, or independent citizens and witnesses); and (d) thematic category — the dominant news theme of the item.

These indicators reflect how symbolic power is distributed in digital news. Two trained coders independently analysed a 10% subsample to verify reliability, in addition to the primary coding team responsible for the full dataset. They achieved an intercoder reliability above 0.80 (Cohen's κ), meeting Krippendorff's (2019) standards.

4.2.1. The Visibility Equity Index

To systematically evaluate communication justice in transnational Tamil-language digital journalism, this study develops the VEI as a quantitative, normalised measure of representational proportionality. The VEI operationalises symbolic visibility by calculating the proportional deviation between empirically observed editorial visibility and a stated expected-visibility benchmark across actor categories. In doing so, the index turns visibility from a descriptive media variable into a measurable indicator of communicative equity, representational imbalance, and the distribution of symbolic power within transnational digital journalism.

The VEI draws on scholarship on communication justice, media imperialism, symbolic power, and visibility theory (Couldry & Hepp, 2018; Couldry & Mejias, 2019; Fraser, 1990). Existing studies on representation frequently rely on descriptive frequency counts, agenda-setting indicators, or qualitative interpretations of visibility. However, these approaches often lack a proportional evaluative framework to determine whether representational allocation aligns with a stated standard of proportionality. The VEI addresses this methodological limitation by introducing a standardised proportional index through which editorial visibility can be comparatively assessed across local, national, and global actor categories.

Mathematically, the VEI expresses the relative proportional deviation between observed visibility and expected visibility. A VEI value of 0 indicates proportional equilibrium, meaning that editorial visibility corresponds precisely with the benchmark established for a given actor category. Negative values indicate representational deficit or under-visibility, whereas positive values indicate representational surplus or over-visibility. Because the index is normalised by expected visibility, VEI scores remain directly comparable across categories with differing baseline expectations. The framework therefore allows proportional interpretation of communication inequality rather than relying on raw numerical frequency alone.

The VEI is derived from the location quotient, an established index used in segregation and representation research to assess the relative concentration of a characteristic in a sub-unit compared with a reference distribution, where values above 1 indicate over-representation and values below 1 indicate under-representation (Benassi et al., 2022). Expressed as VEI = (observed - expected) / expected, the VEI is algebraically equivalent to location quotient -1, retaining the same proportional logic while rescaling the index so that 0 denotes proportional equilibrium rather than 1. This reformulation improves interpretability for a communication-justice audience without altering the index's underlying statistical properties. The VEI's contribution therefore does not lie in the arithmetic structure of proportional deviation itself, which is well established in segregation and representation research, but in its application to transnational language-service journalism and its use as a comparative tool for assessing the proportional visibility of actor categories, interpreted alongside the editorial prominence, sourcing, and thematic analyses. This situates the VEI within a broader tradition of representation indices designed to evaluate institutional accountability. One example is the World Economic Forum's (2022) audience representation index, which benchmarks how well audiences across media sectors see themselves represented in the content they consume.

Because no published audience-composition data exists that would allow expected-visibility benchmarks to be derived empirically for BBC Tamil's actor categories, this study adopts an equal-proportions baseline: 25% for each of the four actor categories (Western/global, Tamil-regional, Indian national, and other Global South), as the expected-visibility reference distribution. This baseline corresponds to the standard null hypothesis of equal proportions used in chi-square goodness-of-fit testing when no external reference population is specified, and represents the most conservative, assumption-minimal benchmark available: it assumes no *a priori* weighting favours any actor category over another. Departures from this baseline are therefore interpreted as departures from the simplest possible standard of proportional parity, rather than as departures from a contested normative judgement about how visibility "ought" to be distributed across categories. This approach is more conservative than alternative benchmarks that might be derived from demographic or audience-reach data, and its implications are discussed as a limitation in Section 7. For instance, under the equal-proportions baseline, if an actor category were expected to constitute 25% of editorial visibility but accounted for only 12.5% of observed coverage, the resulting VEI score of -0.50 would indicate a 50%

proportional visibility deficit. Conversely, if a category occupied 33% of editorial visibility against the 25% baseline, the resulting VEI score of +0.32 would indicate a 32% representational surplus. The index therefore directly quantifies symbolic imbalance within editorial structures (Table 1).

Visibility equity index score	Statistical interpretation	Representational meaning
0	Proportional equilibrium	Equitable representation
Negative value	Visibility deficit	Under-representation
Positive value	Visibility surplus	Over-representation
-0.50	50% proportional deficit	Severe marginalisation
+0.32	32% proportional surplus	Moderate representational dominance

Table 1. *Interpretation framework for visibility equity index scores*

The statistical analysis combined descriptive frequency distributions, chi-square goodness-of-fit tests against the equal-proportions baseline, and VEI calculations for the four actor categories, interpreted alongside the analyses of editorial prominence, sourcing hierarchy, and thematic prioritisation. Chi-square analysis assessed whether visibility distributions differed significantly from the equal-proportions baseline, with effect sizes reported as Cohen's w for goodness-of-fit tests and Cramér's V for the association between actor category and editorial prominence (Field, 2018). Through this multi-layered analytical framework, the study integrates a stated proportionality standard with empirical measurement, enabling communication justice to be evaluated as both a conceptual and statistical phenomenon.

Methodologically, the VEI offers a replicable, scalable framework for analysing representational inequality within transnational Tamil-language digital journalism. The index adapts an established proportional-deviation measure to a new domain, making proportionality a measurable dimension of communication justice within transnational digital news. Rather than asking only who becomes visible in digital journalism, the VEI evaluates whether the visibility allocated to different communities corresponds to a stated standard of proportional parity. In this respect, the framework moves beyond descriptive representation toward the quantitative evaluation of symbolic equity within contemporary digital communication systems.

4.3. Qualitative Audience Study

To understand how audiences view visibility patterns, a two-stage audience inquiry was conducted. The first stage involved a survey ($n = 100$) to gather general views on representational balance, trust, and cultural relevance. The second stage included in-depth, semi-structured interviews ($n = 20$) to gain deeper insights. Participants were recruited through BBC Tamil's comment sections, public social media groups, and Tamil-diaspora

WhatsApp networks. Because this recruitment strategy relies on self-selected, digitally engaged participants, the resulting sample may over-represent users with stronger or more critical views of BBC Tamil's editorial priorities than the broader Tamil-speaking audience; this is addressed further as a limitation in Section 7.

4.3.1. Analytical Procedure

Interview transcripts were analysed using thematic analysis (Braun & Clarke, 2006). The focus was on perceptions of global *versus* Tamil regional coverage, the representation of everyday life, and trust in BBC Tamil's editorial choices. Themes were refined iteratively to identify patterns of agreement or conflict with the quantitative results.

4.4. Integration and Analytical Logic

The mixed-methods integration used a sequential explanatory design. Quantitative results revealed the extent and nature of structural imbalances, while qualitative insights contextualised these imbalances within audience experiences. The two strands were combined to test the main idea that linguistic localisation without structural redistribution leads to visibility inequity.

The VEI links theory and data. It quantifies representational proportionality (visibility as a form of symbolic power) while remaining grounded in audience narratives of fairness and recognition. This integration strengthens both the construct's validity and the credibility of the interpretations, aligning empirical measurements with NWICO 2.0's expected standards.

4.5. Ethical Considerations

All procedures followed ethical guidelines. Participants provided informed digital consent. No personal information was stored, and content-analysis data were managed under fair-use provisions. The research design prioritised transparency, voluntary participation, and separation of the audience and content-analysis teams to avoid bias.

4.6. Summary of Methodological Coherence

This coherent design enables a comprehensive examination of whether BBC Tamil's Tamil-language output redistributes symbolic visibility or merely reproduces global information hierarchies in digital form (Table 2).

Theoretical basis	Operational indicator	Data source	Analytical purpose
NWICO 2.0	Equity benchmark for representation	Expected visibility proportions	Normative evaluation of fairness
Media Imperialism	Actor and source hierarchy	Coded news items	Identification of structural dominance
Visibility theory	Actor visibility + prominence + sourcing - visibility equity index	Quantitative *corpus*	Measurement of symbolic power
Glocalisation	Audience perceptions of localisation	Interviews and surveys	Interpretation of cultural relevance

Table 2. *Summary of methodological coherence*

5. Findings

5.1. Structural Visibility Findings

This section presents the quantitative findings derived from the content analysis of 2,500 BBC Tamil news items collected through constructed-week sampling. The analysis evaluates patterns of visibility distribution across actor categories, editorial prominence, sourcing structures, and thematic prioritisation to assess whether BBC Tamil's digital journalism reflects equitable representational visibility within a multilingual public-service news environment. Rather than examining visibility solely in terms of frequency, the findings examine how symbolic prominence, source authority, and editorial prioritisation collectively shape communication justice within platform-based journalism.

5.1.1. Actor Visibility Distribution

The first stage of analysis examined how visibility was distributed across major actor categories in BBC Tamil's digital news output. Table 3 demonstrates differences in the visibility accorded to Tamil regional actors, Indian national actors, Western/global actors, and other Global South actors.

Actor category	Frequency	Percentage (%)	Expected benchmark (%)	Visibility difference	Visibility rank	Visibility equity index direction
Western/global actors	825	33.0	25	+8.0	1	Over-represented
Tamil-regional actors	725	29.0	25	+4.0	2	Slightly over-represented
Indian national actors	650	26.0	25	+1.0	3	Near-proportionate
Other Global South actors	300	12.0	25	-13.0	4	Under-represented
Total	2,500	100	100	—	—	—

Table 3. *Distribution of actor visibility across BBC Tamil News Content* (N = 2,500)

The findings reveal an asymmetric distribution in actor visibility within BBC Tamil's digital journalism relative to the equal-proportions baseline. Western/global actors accounted for the largest share of editorial visibility despite the platform functioning as a Tamil-language public-service news environment. Other Global South actors fell substantially below the baseline, indicating a pronounced representational deficit relative to proportional parity.

Tamil-regional and Indian national actors were both close to or modestly above the equal-proportions baseline, indicating that, in terms of raw frequency of appearance, these categories were not substantially disadvantaged. However, as the subsequent sections show, frequency of appearance is only one dimension of visibility, and the editorial prominence and sourcing findings reveal a markedly different pattern. A chi-square goodness-of-fit test against the equal-proportions baseline confirmed a statistically significant departure from proportional parity, $\chi^2(3) = 250.0$, $p < 0.001$, $w = 0.32$.

5.1.2. Editorial Prominence and Visibility Hierarchies

The second stage of analysis examined whether certain actor categories received greater editorial prominence through headline placement, lead-story prioritisation, and visual emphasis.

The prominence analysis demonstrates that editorial visibility within BBC Tamil is strongly hierarchical rather than proportionate (Table 4), and that this hierarchy diverges sharply from the actor-frequency patterns reported in Table 3. Western/global actors consistently occupied the highest symbolic positions across headline visibility, lead-story placement, and visual prioritisation. More than half of Western/global actors appeared in highly prominent editorial positions, far exceeding the prominence levels of Tamil-regional and other Global South actors.

Actor category	High prominence (%)	Medium prominence (%)	Low prominence (%)	Lead story presence (%)	Visual priority (%)
Western/global actors	52.8	31.4	15.8	47.2	58.1
Indian national actors	35.6	40.8	23.6	32.4	38.6
Tamil-regional actors	22.4	41.2	36.4	19.8	24.1
Other Global South actors	19.7	38.3	42.0	16.3	18.5

Table 4. *Editorial prominence across actor categories (*N = *2,500)*

Although Tamil-regional actors appeared at a frequency close to the equal-proportions baseline (Table 3), they appeared substantially less often within high-prominence, lead-story, and visually prioritised positions than Western/global actors, and more frequently within medium- and low-prominence categories. This divergence between frequency and prominence indicates that representational imbalance operates principally

through the differential symbolic importance assigned to actor categories rather than through frequency of appearance alone. The relationship between actor category and editorial prominence was statistically significant, $\chi^2(6) = 229.7$, $p < 0.001$, $V = 0.21$.

5.1.3. Sourcing Structures and Institutional Authority

The third stage of analysis examined sourcing structures to identify which actors and institutions were granted authoritative voice in BBC Tamil's news production process (Table 5).

Source category	Frequency	Percentage (%)	Institutional level	Editorial dependence
Government and political institutions	910	36.4	High	Strong
Elite experts and analysts	410	16.4	High	Strong
International organisations	365	14.6	High	Moderate
Civic and grassroots voices	315	12.6	Low	Limited
Tamil local community sources	285	11.4	Low	Limited
Independent citizens and witnesses	215	8.6	Low	Minimal
Total	2,500	100	—	—

Table 5. *Sourcing structures and institutional authority in BBC Tamil news content* (N = *2,500)*

The sourcing analysis demonstrates a strong dependence on institutional and elite actors within BBC Tamil's digital journalism. Government representatives, political institutions, elite experts, and international organisations collectively accounted for most primary news sources across the dataset. In contrast, local Tamil communities, grassroots organisations, and independent citizens occupied comparatively marginal positions within the sourcing hierarchy.

The findings suggest that symbolic authority within BBC Tamil remains concentrated among institutionally powerful actors. Editorial legitimacy and narrative authority continue to privilege elite informational sources, while ordinary citizens and local communities remain comparatively less visible within processes of news construction. A chi-square analysis confirmed significant differences in source distribution patterns, $\chi^2(5) = 754.6$, $p < 0.001$, $w = 0.55$.

5.1.4. Thematic Prioritisation and News Orientation

The final stage of quantitative analysis examined thematic prioritisation to identify which forms of news content received the greatest editorial emphasis (Table 6).

News Theme	Frequency	Percentage (%)	Editorial priority level	Visibility orientation
International politics and conflict	780	31.2	Very high	Global
Indian national politics	515	20.6	High	National
Tamil Nadu regional issues	395	15.8	Moderate	Regional
Economy and business	260	10.4	Moderate	Global/national
Social justice and civic issues	210	8.4	Limited	Civic
Science, technology, and health	180	7.2	Limited	Global
Culture and human interest	160	6.4	Low	Local/human-interest
Total	2,500	100	—	—

Table 6. *Thematic prioritisation in BBC Tamil digital news coverage (*N = *2,500)*

The thematic analysis indicates that BBC Tamil's digital agenda was strongly oriented toward international political affairs, geopolitical conflict, and elite institutional developments. International politics and conflict alone accounted for nearly 1/3 of all news coverage, far outweighing the visibility given to Tamil Nadu regional issues, civic concerns, and local human-interest reporting. Although the platform operates within a Tamil-language environment, local social realities and grassroots concerns occupied comparatively limited editorial space. The findings therefore suggest that thematic visibility within BBC Tamil continues to reflect globally dominant news values associated with geopolitical significance, institutional authority, and transnational political relevance.

The distribution of themes departed significantly from equal proportions, $\chi^2(6) = 858.2$, $p < 0.001$, $w = 0.59$.

5.1.5. Visibility Equity Index Assessment

The final stage of structural analysis applied the VEI to evaluate proportional visibility across actor categories (Table 7 and Table 8). The index provides a comparative measure of representational equity in transnational Tamil-language digital journalism relative to the equal-proportions baseline.

Actor category	Observed visibility (%)	Expected visibility (%)	Visibility equity index score	Interpretation
Western/global actors	33.0	25	+0.32	Moderate over-representation
Tamil-regional actors	29.0	25	+0.16	Slight over-representation
Indian national actors	26.0	25	+0.04	Near-proportionate representation
Other Global South actors	12.0	25	-0.52	Severe under-representation

Table 7. *Visibility equity index scores across actor categories (equal-proportions baseline)*

Statistical Interpretation	Meaning
Visibility equity index (VEI) = 0	Proportionate representation
Negative VEI	Visibility deficit/under-representation
Positive VEI	Visibility surplus/over-representation
Largest deficit	Other Global South actors
Largest surplus	Western/global actors

Table 8. *Summary of visibility equity index results across actor categories*

The VEI analysis, calculated against an equal-proportions baseline, indicates that Western/global actors received the largest representational surplus among the four categories, while other Global South actors experienced the most severe representational deficit. Tamil-regional and Indian-national actors were both close to or modestly above proportional parity in raw frequency terms.

This finding requires careful interpretation alongside the editorial prominence and sourcing results presented in Sections 5.1.2 and 5.1.3. Although Tamil-regional actors appeared at a frequency close to proportional parity, they were substantially under-represented in high-prominence positions, lead-story placement, and visual priority (Table 4), and Tamil local community sources occupied a minor position within the sourcing hierarchy (Table 5). This pattern indicates that visibility, as a form of symbolic power, cannot be reduced to frequency of appearance alone. A category may be present at proportional or near-proportional rates while remaining structurally marginal in the qualitative dimensions, prominence, sourcing authority, and thematic framing that determine whose perspectives are treated as authoritative (Entman, 2007; Shoemaker & Reese, 2014). The findings therefore suggest that BBC Tamil's visibility structure operates through a two-tier mechanism: relatively proportionate frequency of appearance for Tamil-regional actors, combined with disproportionate concentration of editorial prominence and sourcing authority among Western/global and institutional actors. By contrast, other Global South actors face deficits in frequency and prominence.

These findings indicate that linguistic localisation alone does not ensure communication justice through frequency-based representation; when structural imbalances favouring globally dominant actors and institutions persist, representational equity must also be assessed through the qualitative architecture of visibility, prominence, sourcing, and thematic framing even where raw frequency approaches proportionality.

5.2. Audience Perception Findings

The second stage examined how Tamil-speaking audiences interpret BBC Tamil's editorial priorities, representational balance, and cultural relevance in transnational Tamil-language digital journalism. The study gathered audience perspectives using a mixed qualitative-quantitative approach: a survey ($n = 100$) and semi-structured interviews with regular BBC Tamil users ($n = 20$). While the survey provided broader patterns of audience perception, the interviews offered deeper insights into how users understood visibility, credibility, and symbolic representation within BBC Tamil's news environment (Table 9).

	Dominant Audience Response	Interpretive Meaning
Global news priority	International stories receive greater attention	Perceived editorial imbalance
Local representation	Tamil everyday realities underrepresented	Weak cultural proximity
Credibility	BBC Tamil is viewed as trustworthy and professional	Strong institutional legitimacy
Cultural connection	Limited emotional and social identification	Symbolic distance from audiences
Representation of civic issues	Grassroots and ordinary voices receive insufficient attention	Perceived communication inequality

Table 9. *Summary of audience perceptions regarding BBC Tamil*

5.2.1. Perceptions of Global Priority and Editorial Imbalance

The audience findings revealed a widespread perception that BBC Tamil prioritises international and global affairs over Tamil regional concerns. Survey responses indicated that 77% of participants believed international news received greater editorial attention than Tamil regional issues, while only 9% felt Tamil-related concerns received greater visibility. A further 14% believed both forms of coverage received relatively balanced attention.

Interview participants repeatedly described differences in the speed, prominence, and depth of reporting between global and regional news stories. Respondents frequently noted that events in Western countries or in internationally significant political contexts received more immediate and sustained coverage than issues emerging from Tamil Nadu or local Tamil communities.

Participant 4 (personal communication, May 4, 2025) explained: "if something happens in the United Kingdom or United States, BBC Tamil reports it immediately. But issues within Tamil Nadu are delayed or covered very briefly". Participant 11 (personal communication, May 6, 2025) stated: "Tamil stories appear mainly when they become sensational or politically important. Otherwise, global news occupies most of the space".

Participants generally valued BBC Tamil's international reach and global perspective, especially compared with regional Tamil news outlets. However, many respondents believed the platform's emphasis on global political developments often overshadowed its responsibility to represent Tamil-speaking audiences. This perceived imbalance reinforced the sense that the platform's editorial orientation structurally prioritised international visibility.

The audience findings, therefore, reinforce the quantitative analysis, which identified the concentration of editorial prominence, lead-story placement, and visual priority among Western/global actors within BBC Tamil's digital news environment (Table 4). Audience perceptions closely mirrored the structural prominence hierarchies identified through the content analysis, particularly regarding the dominance of global institutional narratives in the platform's most visible editorial positions.

5.2.2. Perceptions of Cultural Distance and Everyday Representation

Although participants widely regarded BBC Tamil as credible, professional, and internationally reliable, many respondents simultaneously expressed a sense of cultural and social distance from the platform's editorial priorities. Survey findings indicated that 71% of participants believed BBC Tamil only "rarely" or "insufficiently" reflected their everyday experiences and social realities. Only 10% felt the platform adequately represented Tamil daily life, while 19% selected "sometimes".

Interview participants frequently distinguished between Tamil-language news and news that meaningfully represented Tamil social life. Respondents described BBC Tamil as informative and globally connected but comparatively detached from ordinary Tamil experiences, regional social concerns, and local cultural realities.

Participant 7 (personal communication, April 29, 2025) observed: "BBC Tamil tells us what is happening in the world, but not what we are experiencing". Participant 16 (personal communication, April 21, 2025) commented: "it feels like global news in Tamil, not Tamil news for Tamil people".

Several interviewees argued that Tamil-focused coverage often emerged primarily during elections, crises, disasters, or politically contentious moments. In contrast, ongoing social concerns such as employment, agriculture, caste discrimination, women's rights, public health, urban governance, and cultural heritage received comparatively inconsistent visibility. Participants believed this episodic attention weakened BBC Tamil's ability to function as a sustained communicative space for Tamil social realities.

Despite these criticisms, respondents consistently described BBC Tamil as institutionally trustworthy and editorially professional. This dual perception of credibility, combined with cultural distance, emerged as one of the study's most significant audience findings. Participants respected the BBC's journalistic standards while simultaneously perceiving limitations in representational depth and symbolic inclusion.

5.2.3. Synthesis of Audience Insights

The audience findings reveal a complex relationship between institutional credibility and representational belonging within transnational Tamil-language digital journalism. Participants recognised BBC Tamil as a reliable global information source with strong professional legitimacy, yet many simultaneously perceived the platform as insufficiently connected to Tamil everyday life and regional social realities.

This tension between global credibility and local representational distance strongly aligns with the structural patterns identified in the quantitative findings. The concentration of editorial prominence and institutional sourcing among Western/global actors, combined with the comparatively limited prominence and sourcing authority of Tamil-regional and grassroots voices despite their near-proportionate frequency of appearance, directly corresponds to audience perceptions of "global news in Tamil" rather than locally grounded Tamil journalism.

The audience analysis therefore reinforces the study's broader argument: communication justice within transnational Tamil-language digital journalism cannot be achieved solely through linguistic accessibility or proportionate frequency of representation. Symbolic recognition, editorial inclusion, and equitable visibility remain equally important dimensions of representational fairness. Tamil-speaking audiences were not simply requesting more coverage but deeper recognition of their lived experiences, communities, and cultural realities within transnational digital news environments.

6. Discussion

The findings demonstrate that BBC Tamil's digital journalism operates in a structurally uneven visibility environment in which Western/global actors receive significantly greater editorial prominence than Tamil-regional actors, and institutional sources dominate sourcing, despite the platform's Tamil-language orientation and despite Tamil-regional actors appearing at a frequency close to proportional parity. Hypothesis 1 received partial support: Western/global actors appeared more frequently than the equal-proportions baseline would predict, and more frequently than other Global South actors. However, Tamil-regional actors appeared at a frequency close to proportional parity rather than substantially below it. Hypothesis 2 was strongly supported: Western/global actors dominated headlines, lead stories, and visually prioritised content, while Tamil-regional actors remained substantially less prominent than Western/global actors across all editorial prominence indicators (Table 4), despite appearing with comparable frequency. This distinction between Hypothesis 1 (frequency) and Hypothesis 2 (prominence) is itself a substantive finding: it indicates that representational inequality in BBC Tamil's digital journalism operates principally through the qualitative architecture of visibility rather than through frequency of appearance alone.

Similarly, Hypothesis 3 and Hypothesis 4 were supported through the dominance of institutional sourcing and globally oriented thematic priorities, although sources were coded by institutional type rather than geographic origin, so Hypothesis 3 is supported in terms of institutional rather than specifically Western dominance. Government representatives, international organisations, and elite experts held central positions in editorial sourcing, while grassroots Tamil voices and civic actors remained comparatively marginal. International politics and geopolitical conflict also received significantly greater attention than Tamil regional social concerns. These findings reinforce arguments about media

imperialism, showing that informational inequalities persist in multilingual digital environments (Boyd-Barrett, 2015; Herman & McChesney, 1997; Schiller, 1976; Thussu, 2015).

Collectively, these findings contribute to debates about NWICO 2.0 and communication justice by showing that digital media environments often reproduce historical asymmetries of symbolic and informational power despite technological expansion (Couldry & Mejias, 2019; Napoli, 2019). BBC Tamil illustrates this contradiction clearly: although the platform expands linguistic accessibility for Tamil-speaking audiences, editorial prominence and sourcing authority remain strongly aligned with global institutional priorities and internationally dominant news values, even where frequency of appearance approaches proportionality. This is consistent with Thussu's (2015) argument that earlier communication inequalities continue within digital platform systems. The VEI extends this discussion methodologically by operationalising symbolic visibility as a measurable framework for assessing communication justice. Rather than treating representation abstractly, the index indicates that, within this sample, the under-representation of other Global South actors and the marginalisation of Tamil-regional actors in prominence and sourcing are systematic rather than isolated. Visibility, therefore, becomes both a symbolic and measurable form of communicative power within transnational Tamil-language digital journalism (Couldry & Hepp, 2018).

The audience findings further reinforce this interpretation. Hypothesis 5 and Hypothesis 6 were supported by both survey and interview data, which revealed that Tamil-speaking audiences perceive BBC Tamil as internationally credible but culturally distant. Participants consistently described the platform as "global news in Tamil" rather than locally grounded Tamil journalism. Although respondents respected the BBC's professionalism and reliability, they felt that everyday Tamil experiences, grassroots concerns, and regional realities remained insufficiently represented. This distinction between linguistic accessibility and meaningful representation is theoretically significant because it suggests that communication justice depends not only on language inclusion but also on participatory parity in the public sphere (Fraser, 1990). Audience perceptions therefore align closely with the quantitative findings, particularly the concentration of editorial prominence among global institutional actors and the comparatively limited prominence and sourcing authority of Tamil-regional voices.

From a glocalisation perspective, BBC Tamil reflects the unresolved tension between global institutional standardisation and local cultural relevance. Although the language changes, the hierarchy of prominence and sourcing authority remains largely unchanged, with Tamil-speaking audiences gaining access to global information flows without proportionately shaping the editorial priorities that govern them. The findings therefore support Thussu's (2019) argument that linguistic localisation often coexists with persistent inequalities in symbolic power and representational authority. Overall, the study suggests that digital globalisation has transformed but not eliminated media imperialism. Informational

flows now circulate through multilingual, platform-based systems, yet symbolic hierarchies of prominence and sourcing remain uneven, even where frequency-based representation approaches proportionality. Communication justice in the platform era therefore requires more than technological accessibility, language adaptation, or proportionate frequency of appearance; it requires structural redistribution of editorial prominence, sourcing authority, and representational power.

7. Conclusion and Limitations

This study examined whether BBC Tamil fulfils the communication justice principles associated with NWICO 2.0 in transnational Tamil-language digital journalism. Using a mixed-methods design combining content analysis, audience research, and the VEI, the study found that linguistic localisation does not necessarily produce equitable representation. While Tamil-regional actors appeared at frequencies close to proportional parity, Western/global actors, institutional sources, and internationally oriented political narratives consistently received greater editorial prominence and sourcing authority than Tamil-regional voices and grassroots concerns, and other Global South actors experienced deficits across frequency and prominence alike. The findings therefore show that digital journalism may expand linguistic accessibility while also reproducing broader hierarchies of symbolic visibility and communicative power. By integrating NWICO 2.0, media imperialism, visibility theory, and glocalisation, the study contributes both theoretically and methodologically to contemporary debates on communication justice in the digital era.

The study also introduces the VEI as a measurable framework for assessing representational inequality within transnational Tamil-language digital journalism. Rather than treating "visibility" as an abstract concept, the VEI operationalises symbolic representation as an empirical indicator of communication fairness and editorial accountability. Several limitations remain, including the study's reliance on a time-specific dataset, interpretive visibility coding, self-selected audience sampling, and rapidly evolving platform algorithms that may shape visibility dynamics. The audience sample was recruited through BBC Tamil's comment sections, public social media groups, and Tamil-diaspora WhatsApp networks; because participants were self-selected and digitally engaged, the reported audience percentages may not generalise to the broader Tamil-speaking audience and should be interpreted as indicative of engaged-user perceptions rather than population-level attitudes. Another limitation concerns the use of an equal-proportions baseline for the VEI, given the absence of published audience-composition data for BBC Tamil. While this baseline offers a transparent and conservative reference point grounded in standard chi-square goodness-of-fit conventions, future research employing publisher-level audience analytics could refine expected-visibility benchmarks to reflect the actual demographic and geographic composition of BBC Tamil's audience, potentially yielding a more precise assessment of representational equity for specific actor categories.

Despite these limitations, the findings carry important implications for transnational Tamil-language digital journalism and transnational public-service media by suggesting that equitable representation, across frequency, prominence, and sourcing alike, should become a measurable editorial objective rather than a purely normative aspiration. Future research may extend this framework through comparative studies of other language services, the use of empirically derived expected-visibility benchmarks where audience data permits, and analyses of how platform infrastructures shape multilingual visibility across digital news environments.

Statement on the Use of Artificial Intelligence

The authors used Claude (Anthropic), a generative artificial intelligence tool, to format the manuscript according to the journal's guidelines, including APA 7 reference style and layout.

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