



BBC DETAILED ANALYSIS

case005_BBC reporting shows shocking levels of bias.en

Broadcast: COMPLETE ANALYSIS | Analyzed: 2026-05-11 18:00

Version 2.8-detail | Universal 2.8-detail | Konverter 3.5 (2026-05-29) | Standard: Ofcom Broadcasting Code

OVERALL SCORE

7.9/10

Serious deviation from the impartiality standard. High degree of deviation

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Green	SNP	Lab	LibDem	Con	Reform
CHES	1.85	2.90	3.50	4.60	7.30	8.80
Spectrum	Left	Left	Left	Center	Right	Right

The overall tendency is presented on a 0–10 scale (0 = strongly left-favoring, 5 = balanced, 10 = strongly right-favoring). The calculation is based on the difference in average favoritism of left vs. right parties (grouping per CHES 2024).

TENDENCY (L – R)

6.5 / 10

Right-favoring

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

This section provides political context and does not contribute to the overall score.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment by Party

Party	Score (-5..+5)	Broadcast Representation vs. Programme Position
Conservative	0	Not mentioned — no Conservative Party positions referenced or implied.
Labour	0	Not mentioned — no Labour Party positions referenced or implied.
Lib Dems	0	Not mentioned — no Liberal Democrat positions referenced or implied.
SNP	0	Not mentioned — no SNP positions referenced or implied.
Reform UK	0	Not mentioned — no Reform UK positions referenced or implied.
Green	0	Not mentioned — no Green Party positions referenced or implied.

Note: This broadcast does not engage with UK party politics directly. The political dimension is not party-political but rather relates to the Israel-Hamas conflict and media regulation. No UK party's programme positions are represented, misrepresented, or omitted in a party-political sense.

Party Bias Summary

- Most accurate representation: N/A — No party is represented.
- Strongest distortion: N/A — No party is represented.
- Average deviation from 0: 0.0
- Conclusion: The broadcast's bias is not party-political in the conventional UK sense. It operates along a different axis — pro-Israel advocacy vs. BBC institutional criticism — that does not map directly onto UK party positions. However, it is worth noting that criticism of BBC bias and support for Israel are positions more commonly associated with the political right (Conservative, Reform UK) in the UK context, and the broadcast's framing is broadly consistent with that political orientation without explicitly invoking party politics.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast Data

- Title: Interview with Trevor Asserson on BBC Editorial Guidelines Breaches
- Date (from filename): Not specified in transcript; internal references suggest post-October 7, 2023 context
- Host/Reporter: Unidentified (Australian-based interviewer, references ABC Australia)
- Persons Interviewed:

Actors	Function	Party/Affiliation	Political Spectrum
Trevor Asserson	Senior Partner, Asserson Law Offices; author of BBC bias research	Independent legal researcher / pro-Israel advocacy	Centre-right to right (estimated 7.0–8.0)

Main Topic

A single-guest interview in which lawyer Trevor Asserson presents findings from his own research alleging that the BBC systematically breached its editorial guidelines more than 1,500 times during Israel-Hamas War coverage, and argues this reflects a management failure enabling journalist bias against Israel.

World-View Context

The Israel-Hamas conflict that began with the Hamas attacks of October 7, 2023, generated intense global debate about media coverage, with accusations of bias directed at major broadcasters from multiple directions — pro-Israel critics alleging anti-Israel framing, pro-Palestinian critics alleging dehumanisation of Palestinian civilians. The BBC, as a publicly funded broadcaster bound by due impartiality obligations under its Royal Charter, has been a particular focus of scrutiny. Asserson's research represents one strand of this critique — a legally framed, pro-Israel analysis — but exists within a broader contested landscape in which media scholars, journalists, and advocacy groups hold sharply divergent views on what constitutes impartial coverage of the conflict. The question of whether public broadcasters are structurally prone to ideological capture is a live debate in media studies, with evidence pointing in multiple directions.

Assessment: Was Each Perspective Addressed?

[A] OMITTED

Timestamp: Throughout — No BBC response is solicited or mentioned.

Quote: N/A

Assessment: The BBC is discussed exclusively through Asserson's framing; no BBC rebuttal or statement is presented.

[B] OMITTED

Timestamp: Throughout — No independent academic media scholar appears.

Quote: N/A

Assessment: The only analytical voice is Asserson himself, whose research is the subject of the interview.

[C] OMITTED

Timestamp: Throughout — Pro-Palestinian media criticism is entirely absent.

Quote: N/A

Assessment: The broadcast presents only one direction of media bias critique, ignoring the opposing critique.

[D] OMITTED



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Timestamp: Throughout — No current or former BBC editorial staff is consulted.

Quote: N/A

Assessment: Internal BBC perspectives on management and editorial processes are entirely absent.

[E] OMITTED

Timestamp: Throughout — No Ofcom findings or regulatory assessments are referenced.

Quote: N/A

Assessment: The regulatory framework that actually governs BBC impartiality is not engaged.

[F] OMITTED

Timestamp: Throughout — No comparative international media analysis is offered.

Quote: N/A

Assessment: The claim that BBC Arabic is "one of the most biased of all global media outlets" is presented without comparative methodology.

[G] OMITTED

Timestamp: Throughout — No independent legal or methodological critique of Asserson's research is offered.

Quote: N/A

Assessment: The research methodology is presented as self-evidently valid without independent verification.

[H] OMITTED

Timestamp: Throughout — No Palestinian journalistic or civil society perspective is included.

Quote: N/A

Assessment: The conditions under which Gaza-based reporting occurs are discussed only through Asserson's characterisation.

[I] HINTED

Timestamp: 01:38–01:55 — Quote: "the BBC itself although it has a deal with the British people it'll receive four billion pounds a year in return for which it promises to give impartial news"

Assessment: Funding is mentioned but only as a rhetorical device to emphasise obligation, not as a subject of structural analysis.

[J] OMITTED

Timestamp: Throughout — No community-level perspectives from Jewish or Muslim organisations are included.

Quote: N/A

Assessment: The human impact of perceived media bias on affected communities is entirely absent.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION									10/10
1	2	3	4	5	6	7	8	9	10

Expert 1: Trevor Asserson — Senior Partner, Asserson Law Offices	
Timestamp	00:46 onwards
Statement	"I think what's really Behind These breaches and they're systemic breaches is a total management failure to control the journalists at the BBC"
Classification	Asserson is a commercial lawyer, not a media scholar, journalist, or regulatory expert. His research is self-commissioned and self-published through his own law firm. He has a documented prior history of pro-Israel advocacy research on BBC coverage, having produced similar reports in earlier years.

Source Depth Check:

(a) FUNDING: Asserson Law Offices — private commercial law firm. The research appears to be self-funded or funded through pro-Israel advocacy networks. No independent peer review or external funding transparency is disclosed in the broadcast.

Conflict of interest: The researcher is also the advocate. The law firm has a reputational and commercial interest in the findings being accepted as authoritative.

(b) MANDATE: A commercial law firm's mandate is to advocate for clients, not to produce neutral academic research. The application of legal advocacy methodology to media content analysis is not equivalent to peer-reviewed media studies research.

- D1 Conflict of Interest: -2 — Researcher is also advocate; firm has reputational stake in findings; prior history of same-direction research.
- D2 Personal Risk: -1 — Asserson risks reputational damage if findings are methodologically challenged, but gains significant profile and advocacy credibility if accepted. Net risk is moderate.
- D3 Subject Competence: -1 — Qualified lawyer, but media content analysis and editorial standards assessment are not legal specialisms. The research applies legal counting methodology to editorial judgement questions.
- D4 Opinion Consistency: -1 — Asserson has produced similar pro-Israel BBC bias reports previously, suggesting a consistent prior position rather than findings-led conclusions.
- D5 Emotionalisation vs. Data: 0 — The broadcast references numerical data (1,500 breaches, 14x genocide associations) but without methodological transparency. Partially data-referenced, partially rhetorical.
- D6 Source Level: -2 — Self-published research by the researcher himself. No peer review, no independent replication, no regulatory endorsement.

TOTAL: -7 → SOURCE TRAFFIC LIGHT: RED

(c) PROFESSIONAL EXPERTISE: The broadcast presents Asserson's findings as neutral expert analysis. The introduction describes him as having "found" breaches — the language of objective discovery. His structural position as a pro-Israel advocate producing self-commissioned research is not disclosed to viewers. This is a direct application of Technique 12 (Source Selection as framing device).



Missing Expert Groups:

- Independent academic media scholars (Cardiff University, Reuters Institute for the Study of Journalism)
- Ofcom regulatory experts
- Former BBC editorial staff

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Source Depth Check	-2	-1	-1	-1	0	-2	-7	RED

Summary (Matrix Result):

Expert	Traffic Light	Key Issue
Trevor Asserson	● RED (-7)	Self-commissioned advocacy research presented as neutral expert finding; no peer review; prior consistent pro-Israel position; commercial law background applied to media studies questions



2. SOURCE SELECTION

9/10

1 2 3 4 5 6 7 8 9 10

Claims without primary source = penalty points (rumour check)

Source 1: Asserson Law Offices Research

Timestamp

00:05–00:18 — Statement: "research led by British lawyer Trevor Asserson which found that the BBC breached its own editorial guidelines for news coverage more than 1500 times"

(a) Funding and governance: Private commercial law firm. No external funding disclosed. Self-commissioned research.

(b) Structural conflict of interest: The researcher is also the advocate. Asserson Law Offices has a documented history of pro-Israel legal advocacy. The firm's reputational interest is served by the findings being accepted as authoritative.

(c) Missing counter-source: No independent academic media analysis, no Ofcom findings, no BBC internal review, no peer-reviewed content analysis of BBC coverage is cited or referenced.

CREDIBILITY MATRIX (Source Traffic Light):

- D1 Conflict of Interest: -2 — Self-commissioned; prior advocacy history; commercial interest in findings
- D2 Personal Risk: -1 — Moderate reputational risk if challenged; significant advocacy gain if accepted
- D3 Subject Competence: -1 — Legal expertise; not media studies or editorial standards expertise
- D4 Consistency: -1 — Consistent prior pro-Israel BBC criticism suggests prior position, not findings-led research
- D5 Emotion vs. Data: 0 — Numbers cited but without methodological transparency
- D6 Source Level: -2 — Self-published; no peer review; no independent replication

TOTAL: -7 → SOURCE TRAFFIC LIGHT: ● RED

Missing counter-source: Reuters Institute for the Study of Journalism (Oxford), Cardiff University School of Journalism, Ofcom adjudications, or any peer-reviewed media content analysis.

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Asserson Law Offices Research	-2	-1	-1	-1	0	-2	-7	●

Summary: The broadcast relies exclusively on a single self-commissioned, self-published source from an advocate with a documented prior position. No independent, peer-reviewed, or regulatory source is cited. This represents a complete failure of source diversity on a highly contested empirical question.



3. TIME DISTRIBUTION							7/10		
1	2	3	4	5	6	7	8	9	10

Estimated speaking time:

- Trevor Asserson: approximately 3 min. 30 sec. (approx. 75%)
- Host: approximately 1 min. 10 sec. (approx. 25%)
- BBC / opposing perspective: 0 sec. (0%)
- Independent expert: 0 sec. (0%)

Summary: The entire broadcast speaking time is divided between a single advocate and a host who amplifies that advocate's position. No time is allocated to any opposing, independent, or contextualising voice. This is a structural imbalance that cannot be remedied by any individual statement within the broadcast.



4. SELECTIVE OMISSION

10/10

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Omission 1:

Context The BBC's response to Asserson's findings is entirely absent.

Relevant at: 00:05–00:35 (introduction of findings as established fact)

Effect Viewers receive no information that the BBC disputes these findings, has offered alternative explanations, or has conducted its own review. The absence of a BBC response makes the findings appear uncontested.

Omission 2:

Context The methodological basis for counting "1,500 breaches" is never explained.

Relevant at: 00:05–00:18

Effect Viewers cannot assess whether the counting methodology is valid, whether "breach" is defined consistently, or whether the same methodology applied to other broadcasters would produce comparable figures. The number is presented as self-evidently meaningful.

Omission 3:

Context Israeli military restrictions on media access to Gaza are entirely omitted from the discussion of reporting constraints.

Relevant at: 04:00–04:24 — Quote: " Hamas is a dictatorship that controls the reporting that comes out of Gaza Strip"

Effect Asserson presents Hamas reporting restrictions as the sole constraint on Gaza coverage. The significant and documented restrictions imposed by Israeli authorities on international media access to Gaza are not mentioned, creating a one-sided picture of the information environment.

Summary: The broadcast omits the BBC's response, the methodological basis of the research, and the Israeli side of media access restrictions in Gaza. These omissions are not incidental — they are structurally necessary to sustain the one-sided framing of the broadcast.

Missing Voices

- BBC Editorial Director or spokesperson: Would have provided the institution's response to the specific findings and explained internal editorial management processes.
- Independent media scholar (e.g., Cardiff University School of Journalism): Would have provided peer-reviewed methodological assessment of content analysis of BBC coverage.
- Ofcom representative or media regulator: Would have clarified what regulatory findings, if any, have been made regarding BBC impartiality in this conflict.
- Pro-Palestinian media critic (e.g., Media Lens, academic researchers): Would have presented the opposing critique — that BBC coverage under-represented Palestinian civilian suffering.



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- Former BBC Middle East correspondent: Would have provided insider perspective on reporting constraints, Hamas access restrictions, and editorial decision-making.
- International media law expert: Would have assessed whether Asserson's legal framework for counting "breaches" is methodologically sound and legally recognised.
- Gaza-based journalist or press freedom organisation (e.g., CPJ, RSF): Would have contextualised the conditions under which reporting from Gaza occurs, including Israeli restrictions as well as Hamas restrictions.
- Australian ABC representative: Given the explicit extension of the critique to the ABC, an ABC editorial response would have been essential for balance.



5. NUMERICAL MANIPULATION								8/10	
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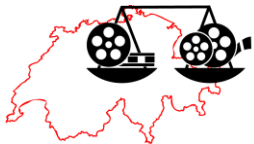
Complete figures include: absolute value, proportion (%) and trend

Finding 1:	
Timestamp	00:05–00:18
Number: "more than 1500 times"	
Missing context	No explanation of how a "breach" is defined, who made the determination, what the total number of relevant editorial decisions was (making 1,500 a proportion rather than an absolute), whether the same methodology applied to other broadcasters would produce comparable or higher figures, or whether any independent body has validated this count.
Effect	The figure creates an impression of massive, systematic, and objectively verified wrongdoing. Without denominators, definitions, or independent validation, the number is rhetorically powerful but analytically empty.

Finding 2:	
Timestamp	00:20–00:23
Number: "Israel was associated with genocide 14 times more than Hamas"	
Missing context	No explanation of how "association with genocide" was measured (keyword search? editorial framing? explicit statements?), what the absolute numbers were (14 times more than 1 = 14; 14 times more than 100 = 1,400 — very different implications), or whether the comparison is methodologically valid given that Israel is a state actor and Hamas is a non-state armed group with different international legal statuses.
Effect	The 14x figure creates a powerful impression of systematic anti-Israel bias without the methodological basis being assessable.

Finding 3:	
Timestamp	00:32–00:40
Number: "11 instances in which their coverage featured reporters who publicly supported Hamas"	
Missing context	No definition of "publicly supported Hamas," no specification of what the 11 instances consisted of, no information about the total number of BBC Arabic reporters or broadcasts reviewed, and no independent verification.
Effect	The number 11 sounds precise and therefore credible, but without context it is impossible to assess its significance.

Summary: The broadcast presents multiple numerical claims from Asserson's self-commissioned research without any methodological transparency, independent verification, or contextualising denominators. The numbers function rhetorically rather than analytically, creating an impression of scientific precision that the broadcast does not support.



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6. GUILT BY ASSOCIATION

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Association 1:

Timestamp

00:20–00:28

Quote

"Israel was associated with genocide 14 times more than Hamas who carried out the mass terrorist attacks against Israelis on October 7"

Technique: The BBC is implicitly associated with a moral inversion — treating the victim (Israel) as a genocide perpetrator while under-scrutinising the attacker (Hamas). The association is constructed through statistical juxtaposition without methodological explanation.

Effect

Viewers are invited to conclude that the BBC is morally aligned with Hamas's narrative, without this being stated explicitly.

Association 2:

Timestamp

00:32–00:45

Quote

"The BBC's Arabic channel was found to be one of the most biased of all Global media Outlets against Israel with 11 instances in which their coverage featured reporters who publicly supported Hamas"

Technique: BBC Arabic journalists are associated with Hamas support through the phrase "publicly supported Hamas." The word "found" again presents this as verified fact. The nature of the "support" (social media posts? editorial positions? personal statements?) is not specified.

Effect

BBC journalists are associated with a designated terrorist organisation, which is among the most serious reputational allegations possible. The association is made without the journalists being able to respond or the evidence being examined.

For persons framed as having supported Hamas:

SOURCE CHECK:

- Do these persons work with verifiable primary sources? — UNKNOWN (no names, no specific evidence cited)
- Are their core statements falsifiable? — UNKNOWN (no specific statements cited)

RISK MATRIX:

- What have these persons lost through their position? — UNKNOWN (no individuals named)
- What do they gain? — UNKNOWN
- Net: Risk > Gain = increased credibility — CANNOT BE ASSESSED (no individuals named)

TONALITY:

- The characterisation is made by Asserson and the host without specific evidence being presented in the broadcast.

RESULT CATEGORY: CANNOT BE DETERMINED — The broadcast makes serious allegations about named BBC journalists without naming them, presenting no specific evidence, and allowing no response. The framing itself is the allegation.

Summary (Category Assignment with Matrix Justification):



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Subject	Category	Basis
BBC Arabic journalists (unnamed)	Cannot be determined	Serious allegation (Hamas support) made without naming individuals, specifying evidence, or allowing response. The association is constructed rhetorically, not evidentially.



7. TIMING

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Finding 1:

Position: 00:05–00:45 (Opening)

Content: The host's introduction presents all of Asserson's key findings — 1,500 breaches, 14x genocide association, BBC Arabic bias, reporters supporting Hamas — before Asserson speaks.

Timing Effect: By front-loading all the most dramatic claims in the host's own voice, the broadcast establishes the evidentiary framework as fact before the interview begins. Asserson then elaborates on an already-accepted premise rather than making claims that could be evaluated fresh.

Finding 2:

Position: 04:00–04:24 (End)

Content: "Hamas is a dictatorship that controls the reporting that comes out of Gaza Strip and the BBC specifically states that whenever they're reporting from somewhere with reporting restrictions they'll tell the audience they never tell the audience"

Timing Effect: The broadcast ends on the allegation that the BBC knowingly broadcasts Hamas propaganda without disclosure — the most serious editorial allegation in the piece. Ending on this note leaves viewers with the strongest negative impression of the BBC as the final takeaway.

Summary: The broadcast is structured to maximise negative impact on the BBC: dramatic claims are front-loaded in the host's introduction to establish them as fact, and the most serious allegation (knowing broadcast of Hamas propaganda) is placed at the end as the closing impression.



8. SELECTIVE OUTRAGE

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Outrage = bias. Selective outrage amplifies the finding. Score = outrage level (0–5) + selectivity (0–5)

Methodological Principle (v2.2): Before each assessment, the trigger event must be documented. A reaction can only be assessed as selective if comparable triggers in other positions produced no analogous reaction.

Finding 1:

Timestamp 00:20–00:28

Trigger event: The host expresses implicit outrage that the BBC associated Israel with genocide more than Hamas.
Reaction: "Israel was associated with genocide 14 times more than Hamas who carried out the mass terrorist attacks against Israelis on October 7" — the juxtaposition functions as an expression of moral outrage at the BBC's framing.

Comparison

No comparable outrage is expressed at any point about coverage that might have under-represented Palestinian civilian casualties, or about Israeli military restrictions on media access to Gaza. The outrage is entirely unidirectional.

Asymmetry: Confirmed. Outrage is expressed exclusively about coverage perceived as insufficiently pro-Israel. No equivalent concern is expressed about coverage perceived as insufficiently attentive to Palestinian civilian suffering.

Finding 2:

Timestamp 03:30–03:35

Trigger event: Asserson expresses contempt for BBC journalists with negative views about Israel.
Reaction: "they should be sent to something more harmless like gardeners question time where they can do less harm" — host does not challenge this.

Comparison

No comparable contempt is expressed about journalists who might be perceived as insufficiently attentive to Palestinian perspectives.

Asymmetry: Confirmed. Contempt for one category of journalist is expressed and endorsed; no equivalent critical scrutiny of journalists from any other perspective is present.

Summary: The broadcast's emotional register is entirely one-directional. Outrage, concern, and contempt are expressed exclusively in relation to perceived anti-Israel bias. No equivalent emotional engagement with any other form of potential media bias is present.



9. COMPLETENESS									9/10
1	2	3	4	5	6	7	8	9	10

Share of covered perspectives

Inverted: original value measures coverage (higher = better). Shown as deviation (higher = larger gaps).

Independent of the transcript, the following perspectives would be necessary for genuinely balanced coverage of this topic:

- [A]** The BBC's own editorial response to Asserson's findings, including any internal review or rebuttal.
- [B]** Independent academic media scholars who have studied BBC coverage of the conflict without a prior advocacy mandate.
- [C]** Pro-Palestinian media critics who have documented what they argue is under-reporting of Palestinian civilian casualties and dehumanising language.
- [D]** Former BBC journalists or editors who could speak to internal editorial processes and management structures.
- [E]** Ofcom or independent regulatory bodies assessing whether BBC coverage met the Broadcasting Code Section 5 standard.
- [F]** International media comparison experts who could contextualise BBC coverage against other global outlets.
- [G]** Legal scholars specialising in media law who could assess the methodological validity of Asserson's research framework.
- [H]** Representatives of Palestinian civil society or journalism organisations operating under conflict conditions in Gaza.
- [I]** Media funding and governance experts who could assess whether the BBC's funding model structurally produces the biases alleged.
- [J]** Representatives of Jewish community organisations and Muslim community organisations to provide community-level perspectives on perceived media bias.



Soft Facts — 6 qualitative techniques

10. FRAMING

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Finding 1:

Timestamp	00:05–00:35
Quote	<i>"research led by British lawyer Trevor Asserson which found that the BBC breached its own editorial guidelines for news coverage more than 1500 times during the height of the Israel Hamas War"</i>
Manipulation	The host presents Asserson's own research as established fact in the introduction, using the word "found" — a verb implying verified discovery — rather than "claimed" or "alleged." The research is not described as contested or as one perspective among several.
Why problematic	Viewers are primed to accept the 1,500-breach figure as an objective finding before Asserson speaks. The framing forecloses scepticism about methodology.

Finding 2:

Timestamp	00:52–00:56
Quote	<i>"Trevor is the BBC institutionally anti-semitic"</i>
Manipulation	The host opens with the most inflammatory possible framing — institutional antisemitism — even though Asserson himself subsequently distances from this characterisation. The question plants the antisemitism frame regardless of the answer.
Why problematic	The question functions as a rhetorical device to associate the BBC with antisemitism in the viewer's mind, even as Asserson's answer technically disclaims it. The association is made; the disclaimer is secondary.

Finding 3:

Timestamp	02:01–02:35
Quote	<i>"are taxpayer funded broadcasters more likely to indulge in this sort of unrelentingly biased coverage against Israel"</i>
Manipulation	The host embeds the conclusion ("unrelentingly biased coverage against Israel") into the question itself, treating it as established fact rather than as Asserson's contested claim. The question then extends this to all public broadcasters globally.
Why problematic	The phrase "unrelentingly biased" is the host's characterisation, not a neutral description. It forecloses the possibility that BBC coverage was mixed, partial, or contextually constrained.



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Summary: The entire broadcast is framed as a prosecution of the BBC, with Asserson as expert witness and the host as co-prosecutor. No defence perspective, no neutral framing, and no acknowledgement of contested methodology are present. This is among the most one-sided framings observable in broadcast journalism.



11. LANGUAGE AND TERMINOLOGY								8/10	
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Finding 1:	
Timestamp	02:31–02:35
Quote	<i>"unrelentingly biased coverage against Israel"</i>
Manipulation	"Unrelentingly" is an extreme intensifier implying total, sustained, and deliberate bias. It is used by the host — not the guest — as though it were a neutral descriptor.
Why problematic	Neutral alternative would be: "coverage that Asserson's research characterises as systematically biased." The host's language adopts the advocacy position as factual baseline.

Finding 2:	
Timestamp	00:20–00:28
Quote	<i>"Israel was associated with genocide 14 times more than Hamas who carried out the mass terrorist attacks against Israelis on October 7"</i>
Manipulation	The phrase "who carried out the mass terrorist attacks" is presented as uncontested fact and embedded in a statistical claim about media bias. While Hamas's October 7 attacks are widely characterised as terrorism, the embedding of this characterisation within a statistical framing creates a rhetorical contrast: Hamas = established terrorist actor; BBC = entity that unfairly associates Israel with genocide.
Why problematic	The language constructs a moral hierarchy that pre-determines the conclusion of the analysis. The statistical comparison (14 times more genocide associations) is presented without methodological explanation of how "association" was measured.

Finding 3:	
Timestamp	03:30–03:35
Quote	<i>"they should be sent to something more harmless like gardeners question time where they can do less harm"</i>
Manipulation	Asserson uses dismissive, contemptuous language about BBC journalists with whom he disagrees, and the host does not challenge this characterisation. The phrase "do less harm" frames journalists as agents of damage rather than professionals exercising editorial judgement.
Why problematic	This language would not be acceptable if directed at journalists from a different outlet or political orientation. The host's silence constitutes implicit endorsement.

Summary: The broadcast's language consistently adopts the advocacy position as neutral baseline, using intensifiers, embedded characterisations, and contemptuous framing without challenge. The cumulative linguistic effect is to present a contested legal opinion as established fact.



12. MODERATION BEHAVIOUR

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Methodological Principle (v2.2): Before each assessment, the trigger event must be documented. An intervention can only be assessed as asymmetric if comparable triggers in other guests produced no analogous intervention.

Finding 1:

Timestamp 00:52–00:56

Trigger event: Host opens the interview with the most inflammatory possible characterisation of the BBC — institutional antisemitism — as a question.

Quote (Host) *"Trevor is the BBC institutionally anti-semitic"*

Comparison There is only one guest in this broadcast. However, the relevant comparison is: would the host open an interview with a BBC defender by asking "Is Trevor Asserson institutionally biased against Palestinians?" — a structurally equivalent question. No such framing is applied to any position in this broadcast.

Asymmetry: Confirmed. The antisemitism framing is applied to the BBC without equivalent critical framing applied to Asserson's advocacy position.

Finding 2:

Timestamp 02:01–02:35

Trigger event: Host asks whether public broadcasters are more likely to produce biased coverage, embedding the conclusion ("unrelentingly biased coverage against Israel") in the question.

Quote (Host) *"are taxpayer funded broadcasters more likely to indulge in this sort of unrelentingly biased coverage against Israel"*

Comparison No follow-up question challenges Asserson's methodology, his prior advocacy history, or the possibility that his research itself reflects a particular viewpoint.

Asymmetry: Confirmed. The host consistently asks questions that extend and amplify Asserson's position rather than testing it.

Finding 3:

Timestamp 03:30–03:35

Trigger event: Asserson makes a contemptuous remark about BBC journalists ("they should be sent to something more harmless like gardeners question time where they can do less harm").

Quote (Host) *[No challenge — silence/implicit acceptance]*

Comparison No comparable dismissive remark about pro-Palestinian journalists or researchers is challenged or even made in this broadcast.

Asymmetry: Confirmed. The host's failure to challenge a contemptuous characterisation of BBC journalists constitutes implicit endorsement. A neutral moderator would have noted that this characterisation is contested.



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Summary: The host functions throughout as a co-advocate rather than a neutral moderator. Questions consistently amplify Asserson's position, embed his conclusions as premises, and no challenge, follow-up, or sceptical question is posed at any point in the broadcast.



13. QUESTION ASYMMETRY

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Asymmetry 1:

To Asserson, 00:52: "Trevor is the BBC institutionally anti-semitic" — Soft/leading (invites the most dramatic possible answer; even Asserson's partial disclaimer is framed as moderation of an extreme position)

To BBC (absent): No question posed — No representation

Comparison

The BBC is the subject of the most serious possible allegation (institutional antisemitism) without being present to respond. Asserson is not asked a single sceptical question about his methodology, funding, or prior advocacy history.

Asymmetry 2:

To Asserson, 02:01: "are taxpayer funded broadcasters more likely to indulge in this sort of unrelentingly biased coverage against Israel" — Leading/amplifying (embeds conclusion in question)

To Asserson (no challenge): No question of the form "How do you respond to critics who say your methodology is not peer-reviewed?" or "Do you acknowledge any legitimate constraints on Gaza reporting beyond Hamas restrictions?"

Comparison

Every question in the broadcast is designed to elicit further elaboration of Asserson's position, not to test it.

Summary: The question structure is entirely one-directional. All questions are soft, leading, or amplifying relative to Asserson's position. No sceptical, challenging, or methodologically probing question is posed at any point. This represents a near-total failure of the adversarial interview function.



14. FALSE BALANCE

3/10

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Finding 1:

Timestamp

01:02–01:25

Construct: "I've not suggested that there's anti-Semitism um I deliberately avoided doing that because it's not my concern to look at the motives behind individuals or the organization"

Analysis

Asserson's disclaimer that he is not alleging antisemitism, following the host's direct question about institutional antisemitism, creates a superficial appearance of moderation. However, the antisemitism frame has already been established by the host's question, and Asserson's disclaimer does not remove it — it merely allows the broadcast to claim it did not make the allegation while having already made it.

This is not false balance in the classic sense (presenting two equally weighted sides on an asymmetric question) but rather a false moderation — the appearance of restraint while the underlying frame remains intact.

Summary: Classic false balance (presenting fringe views as equivalent to consensus) is not the primary technique in this broadcast. The broadcast does not pretend to present two sides — it presents one side without apology. The score reflects the limited presence of this specific technique, though the broadcast's overall imbalance is extreme.



15. AGENDA-SETTING

9/10

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Finding 1:

Agenda element set: That the BBC is systematically biased against Israel is treated as established fact requiring explanation, not as a contested claim requiring evidence.

Timestamp

00:05–00:18 — Evidence: "research led by British lawyer Trevor Asserson which found that the BBC breached its own editorial guidelines for news coverage more than 1500 times"

Alternative agenda: Whether BBC coverage of the Israel-Hamas conflict was broadly accurate and impartial, or whether it reflected the genuine complexity of reporting under conflict conditions, is never placed on the agenda.

Finding 2:

Agenda element set: That public broadcasters are structurally prone to ideological capture and anti-Israel bias is treated as a reasonable generalisation requiring only elaboration.

Timestamp

02:25–02:35 — Evidence: "are taxpayer funded broadcasters more likely to indulge in this sort of unrelentingly biased coverage against Israel"

Alternative agenda: The structural pressures on public broadcasters — including political pressure from governments, commercial pressures, and the genuine difficulty of impartial coverage of asymmetric conflicts — are never placed on the agenda.

Finding 3:

Agenda element set: That Hamas controls all reporting from Gaza and that the BBC knowingly broadcasts this as truth is presented as self-evident.

Timestamp

04:00–04:10 — Evidence: "Hamas is a dictatorship that controls the reporting that comes out of Gaza Strip"

Alternative agenda: The role of Israeli military restrictions on media access to Gaza, the conditions under which international journalists operate in conflict zones, and the BBC's own disclosure practices regarding reporting restrictions are never placed on the agenda.

Summary: The broadcast's agenda is set entirely by Asserson's advocacy framework. The BBC's guilt is the starting premise; the questions concern only the nature and extent of that guilt. Alternative framings — including the possibility that BBC coverage was broadly appropriate, or that other actors also constrained reporting — are structurally excluded from the agenda.



CHAPTER 4 — OVERALL EVALUATION

OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	EXPERT SELECTION	10/10	Systematic imbalance
2	SOURCE SELECTION	9/10	Systematic imbalance
3	TIME DISTRIBUTION	7/10	Pronounced imbalance
4	SELECTIVE OMISSION	10/10	Systematic imbalance
5	NUMERICAL MANIPULATION	8/10	Pronounced imbalance
6	GUILT BY ASSOCIATION	6/10	Significant imbalance
7	TIMING	7/10	Pronounced imbalance
8	SELECTIVE OUTRAGE	8/10	Pronounced imbalance
9	COMPLETENESS	9/10	Systematic imbalance
10	FRAMING	9/10	Systematic imbalance
11	LANGUAGE AND TERMINOLOGY	8/10	Pronounced imbalance
12	MODERATION BEHAVIOUR	8/10	Pronounced imbalance
13	QUESTION ASYMMETRY	9/10	Systematic imbalance
14	FALSE BALANCE	3/10	Slight imbalance
15	AGENDA-SETTING	9/10	Systematic imbalance

HARD FACTS SCORE (1-8)

8.2/10

Fundamental systemic one-sidedness. Very high bias degree

SOFT FACTS SCORE (9-14)

7.6/10

Serious deviation from the impartiality standard. High degree of deviation

OVERALL SCORE

7.9/10

Serious deviation from the impartiality standard. High degree of deviation

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

0	No finding	No relevant anomaly detected.
1–2	Weak finding	Minor anomaly without substantial impact on balance.
3–4	Slight to moderate finding	Recognizable tendency; low to moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance affecting the audience's opinion-forming potential.
6	Significant finding (threshold)	Scores of 6 and above are classified as 'significant findings.'
7	Significant finding	Clear, well-documented imbalance with distinct impact relevance.
8–9	Severe finding	Pronounced imbalance; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive imbalance in this criterion.

Aggregated Deviation Index — Interpretation Ranges

0.0 – 2.5	Unremarkable	No significant patterns detected; broadcast meets the impartiality standard.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible but within tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of perspective diversity.
6.1 – 8.0	Serious deviation from the impartiality standard. High degree of deviation	Pronounced, cross-broadcast patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high bias degree	Maximum severity across nearly all criteria; systematically one-sided reporting.

Party-Political Bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is significantly underrepresented in framing, airtime, or presentation.
-2 to -1	Slightly disadvantaged	Recognizable but minor disadvantage.
0	Neutral	No detectable favoritism or disadvantage.
+1 to +2	Slightly favored	Recognizable but minor favoritism.
+3 to +5	Strongly favored	Party is significantly overrepresented in framing, airtime, or presentation.



CHAPTER 5 — LEGAL CLASSIFICATION (BBC Charter Art. 6)

Assessment under BBC Charter Art. 6

Preliminary Note: This broadcast does not appear to be a BBC production. It appears to be an Australian broadcast (the host references "our own publicly funded broadcaster the ABC here in Australia"). BBC Charter Article 6 therefore does not directly govern this broadcast. However, the analysis below assesses: (a) whether the broadcast's treatment of the BBC as a subject meets the standards that would be required of a BBC broadcast; and (b) whether the broadcast's own impartiality standards — whatever they may be — are met.

Violation 1:

Standard: BBC Charter Art. 6 / Due Accuracy

Offence: Contested empirical claims are presented as verified findings without methodological transparency or independent verification.

Evidence: Timestamp 00:05–00:18 — Quote: "research led by British lawyer Trevor Asserson which found that the BBC breached its own editorial guidelines for news coverage more than 1500 times"

Assessment: The word "found" presents a self-commissioned, non-peer-reviewed advocacy document as an objective finding. Due accuracy requires that contested claims be identified as such and that the basis for numerical claims be disclosed. Neither condition is met.

Violation 2:

Standard: BBC Charter Art. 6 / Due Impartiality

Offence: A single advocate presents serious allegations against the BBC without any BBC response, independent expert assessment, or opposing perspective being sought or presented.

Evidence: Throughout the broadcast — no BBC response is solicited, referenced, or acknowledged.

Assessment: Due impartiality requires that serious allegations against an institution be accompanied by that institution's response or a clear statement that a response was sought and declined. The complete absence of any BBC perspective on allegations of 1,500 editorial guideline breaches represents a fundamental failure of due impartiality.

Violation 3:

Standard: BBC Charter Art. 6 / Due Impartiality (applied to the broadcast's own standards)

Offence: The host embeds contested conclusions in questions, functions as a co-advocate, and poses no sceptical or challenging question to the sole guest.

Evidence: Timestamp 02:31–02:35 — Quote: "are taxpayer funded broadcasters more likely to indulge in this sort of unrelentingly biased coverage against Israel"

Assessment: A moderator who embeds the conclusion of an investigation in a question directed at the investigator is not performing an impartial journalistic function. This represents a structural failure of the moderation role.

Overall Assessment under BBC Charter Art. 6

This broadcast, if it were a BBC production, would represent a serious and systematic breach of BBC Charter Article 6 obligations on due accuracy and due impartiality. Contested empirical claims are presented as established facts; the subject of serious allegations is given no opportunity to respond; the sole source is a self-commissioned advocate with documented prior positions and no independent verification; and the host functions as a co-advocate rather than a neutral moderator. The broadcast does not meet the standard of due impartiality required by the BBC Charter, nor does it meet the standard of due accuracy required for the presentation of numerical claims. It is, however, important to note that this broadcast appears to be an Australian production, and the applicable regulatory framework would be that of the Australian Communications and Media Authority (ACMA) rather than Ofcom or the BBC Charter. The



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analytical conclusions regarding impartiality and accuracy failures remain valid regardless of the applicable regulatory framework.



CHAPTER 6 — Source Depth Check

Asserson Law Offices / Trevor Asserson Research

1. FUNDING: Private commercial law firm. No external funding disclosed in the broadcast. Research appears to be self-funded or funded through pro-Israel advocacy networks. No transparency regarding funding sources.

2. MANDATE: The mandate of a commercial law firm is to advocate for clients and to advance legal arguments. This mandate is structurally incompatible with the production of neutral, peer-reviewed media content analysis. The application of legal advocacy methodology to editorial standards assessment does not produce the same type of knowledge as independent academic research.

3. CONFLICT OF INTEREST: Asserson Law Offices has a documented institutional interest in findings that support pro-Israel legal advocacy. The firm's reputational standing in pro-Israel legal circles is enhanced by the acceptance of its research as authoritative. There is a direct institutional interest in the findings being accepted and in the BBC being found to have breached its guidelines.

4. CREDIBILITY MATRIX (Source Traffic Light, 6D):

D1 Conflict of Interest: -2 — Self-commissioned; prior advocacy history; commercial and reputational interest in findings

D2 Personal Risk: -1 — Moderate reputational risk if challenged; significant advocacy gain if accepted

D3 Subject Competence: -1 — Legal expertise; media content analysis and editorial standards are not legal specialisms

D4 Consistency: -1 — Consistent prior pro-Israel BBC criticism across multiple reports suggests prior position rather than findings-led research

D5 Emotion vs. Data: 0 — Numbers cited but without methodological transparency; partially data-referenced

D6 Source Level: -2 — Self-published; no peer review; no independent replication; no regulatory endorsement

TOTAL: -7 → SOURCE TRAFFIC LIGHT: ● RED

5. COUNTER-SOURCE: Multiple independent counter-sources exist and are not cited:

- Reuters Institute for the Study of Journalism (Oxford University) — peer-reviewed media analysis
- Cardiff University School of Journalism — content analysis of BBC coverage
- Ofcom — regulatory adjudications on BBC impartiality
- Media Lens — opposing media criticism from pro-Palestinian perspective
- Committee to Protect Journalists / Reporters Without Borders — reporting conditions in Gaza

None of these are referenced in the broadcast.

IMPORTANT: The broadcast's presentation of Asserson as an authoritative expert is a social attribution, not a factual qualification. "British lawyer" and "senior partner" are professional descriptors that do not establish competence in media content analysis, editorial standards assessment, or conflict journalism. The credibility matrix assessment above is based on structural criteria, not on the social attribution of authority by the host.

Analysis completed under Version 2.7-detail methodology. Methodological principles K5+K13 applied throughout: trigger events documented before asymmetry assessments; asymmetry confirmed only where comparable triggers produced no analogous response in other guests or positions. Note: single-guest format limits K5/K13 comparisons to host behaviour and structural absences rather than inter-guest comparisons.

Legal and Methodological Notes

No factual determination

The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.

No legal judgment

The aggregated deviation index does not replace a legal assessment under Ofcom Broadcasting Code. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular Ofcom).



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**No proof of
causation**

Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.

**No judgment of
intent**

The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.

**Heuristic
comparison tool**

The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX 1: NATIONAL BROADCASTING LAW

Legal Framework United Kingdom — BBC

Legislation

- BBC Royal Charter (2017, valid until 2027)
- Communications Act 2003
- Ofcom Broadcasting Code

Relevant Provisions

BBC Royal Charter

- Art. 5 (Public Purposes): Sustaining citizenship and civil society through the provision of impartial news and information to help people understand and engage with the world around them.
- Art. 6(4): The BBC must observe high standards of due impartiality.

Communications Act 2003

- s.319(2)(c): News included in television and radio services is presented with due impartiality.
- s.320(1): Special impartiality requirements for matters of political controversy and matters relating to current public policy.

Ofcom Broadcasting Code

- Section 5 (Due Impartiality): Due impartiality on matters of political or industrial controversy and matters relating to current public policy. "Due" means adequate or appropriate to the subject and nature of the programme.

Core Obligations

- 1. Due Impartiality:** Not absolute equal treatment, but appropriate to the subject matter
- 2. Due Accuracy:** Adequate accuracy in reporting
- 3. Editorial Independence:** Independence from government and commercial interests

Regulatory Authority

- Ofcom (Office of Communications): External regulator with sanctioning powers
- BBC Board: Internal governance

Complaints Procedure

1. BBC Complaints (internal, three-tier)
2. Ofcom (external complaint after exhausting internal routes)
3. Judicial Review (High Court)



APPENDIX 2: SCIENTIFIC REFERENCES

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Unbalanced Reporting is the response to the halving initiative in Switzerland: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness but also empathy.

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Those who don't know this deliver material. Good quotes that get cut wrong. Correct statements that end up in the wrong context. Honest answers framed as confessions.

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Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations more confidently. And no longer so easily accepts a frame chosen by someone else.



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With many exercises and concrete examples from politics, media and everyday life – and the occasional smile.

Framing with style. Because the frame changes everything.