

## YLE DETAILED ANALYSIS

2025-05-19\_Trumpin ja Putinin puhelu

Broadcast: A-studio | Analysed: 2026-05-13 09:41

Version 2.0-yle | Konverter 3.0 (2026-03-19) | Mittapu: Laki Yleisradio Oy:stä 7 §

### TOTAL SCORE

**5.4/10**

*Significant imbalance*

## POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

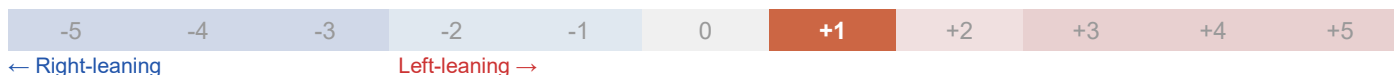
Party	Left Alliance	Greens	SDP	Centre Party	KD	National Coalition	Finns Party
CHES	1.50	2.60	3.50	5.60	6.80	7.20	8.40
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

Each party receives a bias score of  $-5$  (strongly disadvantaged) –  $+5$  (strongly favoured) based on airtime, framing, critical questions and presenter behaviour. The tendency is calculated as:  $\emptyset$  left-wing favourability –  $\emptyset$  right-wing favourability (grouping according to CHES 2024). Example: If the left receives an average of  $+1.0$  and the right  $-0.33$ , the tendency is  $+1.0 - (-0.33) = +1.33$  (left-leaning).

### TENDENCY (L – R)

**+1.2**

*Left-leaning*

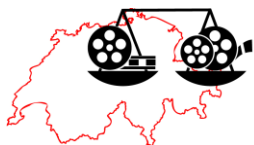


Source: Chapel Hill Expert Survey 2024 — chesdata.eu | Jolly et al., Electoral Studies, 2024 | Threshold values: Pew Research Center, 2025

## PHASE 0 — BROADCAST INFORMATION AND THEMATIC FRAMING

### Broadcast information

- Title: A-studio — Trump and Putin phone call / Gaza operation / EU-UK defence cooperation
- Date (from filename): 19.5.2025
- Duration (estimated from transcript): approx. 45–50 minutes



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- Host/Anchor: Unnamed (presenter's name not mentioned in transcript)
- Guests / Interviewees:

Person	Role	Party/Affiliation	Political spectrum
Olli Ruohomäki	Expert, Middle East researcher (FIIA or equivalent)	Non-partisan	Not directly definable; positions critical of Israel
Antti Kuronen	YLE correspondent, Tel Aviv	YLE (public media)	Neutral role, but framing critical of Israel
Hanna Juusola	Middle East researcher (University of Helsinki)	Academic	Critical Israel line
Kristi Raik	Researcher (ICDS / FIIA)	Non-partisan; pro-Western, pro-Ukraine	Liberal-Atlanticist
Jarmo Lindberg	Member of Parliament, former Commander of the Defence Forces	National Coalition	Right (7.8)
Jani Kokko	Member of Parliament	SDP	Centre-left (3.6)
Ilmari Reunamäki	YLE correspondent, Washington	YLE	Neutral role
Maxim Fedorov	YLE correspondent, Kyiv	YLE	Neutral role; pro-Ukraine framing
Kirsi Crowley	YLE journalist, London	YLE	Neutral role

## Main topic

Trump and Putin's two-hour phone call on ending the war in Ukraine and Israel's expanded military operation in Gaza form the two main topics of the broadcast, framed from the perspective of Western unity and international law.

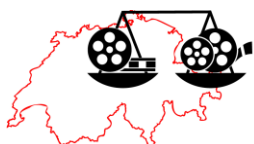
## Context (main topic)

The broadcast takes place at a moment when the Ukrainian peace process has apparently progressed following the Trump-Putin call, but concrete results remain unclear. At the same time, Israel has launched a large-scale operation in Gaza, which has intensified international pressure on Israel. In Finland, the foreign policy leadership — the president, prime minister and foreign minister — has adopted a more critical stance towards Israel than before. The broadcast reflects the broader European debate about how much pressure should be applied to Israel and Russia, and Finland's role in this process.

## Relevant perspectives for balanced reporting (main topic)

UKRAINE/TRUMP-PUTIN SECTION:

- \* Ukraine's perspective on sovereignty and territorial integrity: what Ukraine can accept as peace terms
- \* Russia's official position on negotiations and "root causes" — neutral presentation without prior evaluation
- \* The strategic logic of the Trump administration: why the USA wants to end the war and on what terms
- \* The effectiveness of sanctions in historical perspective — do they work?
- \* Realistic timelines and constraints for European defence autonomy
- \* Finland's role in the negotiation process — a critical assessment, not merely positive



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- \* China, India and the Global South's role as supporters of Russia — why sanctions are not biting
- \* Internal disagreements among NATO members on support for Ukraine

#### GAZA SECTION:

- \* Israel's official justification for the operation (security, hostages, destruction of Hamas)
- \* Hamas's role, the 7.10.2023 attack and its consequences for the negotiating framework
- \* Disagreements over the interpretation of international law: is this warfare or genocide?

#### Check: Was each perspective covered?

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##### [A] COVERED

Timestamp: ~28:00 — Quote: "Ukraine already saw that Russia wants this ceasefire on terms that are in no way acceptable to Ukraine."

Assessment: Ukraine's perspective is present, but mainly conveyed through the correspondent, not as direct statements from Ukrainian decision-makers.

##### [B] REFERENCED — INSUFFICIENTLY

Timestamp: ~30:00 — Quote: "Putin said a rather dangerous sentence, that we need to return to the root causes."

Assessment: Russia's position is presented, but immediately framed negatively ("dangerous sentence") without neutral presentation.

##### [C] REFERENCED

Timestamp: ~35:00 — Quote: "Trump has a personal motive. He does not want public humiliation."

Assessment: Trump's motives are presented in a psychologising manner, not as strategic analysis.

##### [D] MISSING

Timestamp: — — Quote: —

Assessment: The historical effectiveness of sanctions is not analysed; it is assumed they work.

##### [E] COVERED

Timestamp: ~42:00 — Quote: "It will certainly take years for Europe to strengthen its defence capability to the point where it can manage entirely without the United States."

Assessment: The question of timelines is addressed, albeit in an optimistic tone.

##### [F] REFERENCED — ONE-SIDEDLY

Timestamp: ~32:00 — Quote: "Taking into account our country's international weight, it can be considered significant."

Assessment: Finland's role is praised; no critical assessment is presented.

##### [G] MISSING

Timestamp: — — Quote: —

Assessment: The role of China, India and the Global South as supporters of Russia is omitted entirely.

##### [H] MISSING

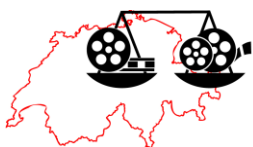
Timestamp: — — Quote: —

Assessment: Internal disagreements among NATO members (e.g. Hungary, Slovakia) are mentioned only in passing in an EU context.

##### [I] MISSING

Timestamp: — — Quote: —

Assessment: Israel's official justification for the operation is presented only briefly through the correspondent; the Israeli government's perspective is not analysed in a balanced manner.





[J] MISSING

Timestamp: — — Quote: —

Assessment: Hamas's 7.10.2023 attack is not mentioned once throughout the entire broadcast.

[K] REFERENCED — ONE-SIDEDLY

Timestamp: ~05:00 — Quote: "According to President Stubb, the forced displacement of the population is a war crime."

Assessment: The interpretation of international law is presented as a single truth, not as a contested issue.

### Coverage score: 3.5/10

Justification: The broadcast covers only those perspectives that support the prevailing Western consensus on Ukraine and the critical line on Israel. Hamas's role, Israel's security justifications, neutral presentation of Russia's position and critical assessment of the effectiveness of sanctions are entirely absent. Coverage is structurally one-sided.

### Missing voices

- A representative of the Israeli government or an Israeli security analyst: Would have brought Israel's official justification for the operation and the significance of the hostage situation.
- A Hamas expert or Palestinian political analyst (not humanitarian): Would have brought Hamas's strategic objectives and negotiating position.
- A Russian or pro-Russian analyst: Would have brought a neutral presentation of Russia's security concerns.
- A defender of the Trump administration's policy (e.g. a conservative think tank): Would have brought the USA's strategic logic without psychologising.
- A critic of the effectiveness of sanctions (economist): Would have brought a historical perspective on the limitations of sanctions.
- A Finnish opposition politician (Finns Party or Centre Party): Would have brought a critical perspective on Finland's foreign policy line.
- An international law expert who questions the "war crime" characterisation: Would have highlighted the legal complexity.
- A Global South representative or analyst: Would have brought the perspective of why a large part of the world does not support the Western line on Ukraine.

## PHASE 1 — DETAILED ANALYSIS OF 15 CRITERIA

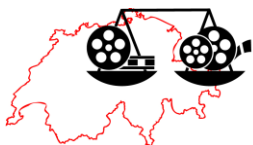
1. Framing										7/10
1	2	3	4	5	6	7	8	9	10	

Total score: 7/10

Definition: How is the topic fundamentally framed?

Observation 1:

Timestamp: ~02:30



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Quote: "Sometimes in history there are situations in which an individual person and an entire nation have to consider where their own moral compass lies on a scale between goodness and evil, justice and injustice."

Technique: Moral framing (good vs. evil dichotomy). The Gaza conflict is placed on a good–evil axis in the very opening sentence, which precludes analytical examination.

Why problematic: The moral frame prevents balanced analysis; the viewer is guided towards an emotional evaluation before the facts are presented.

Observation 2:

Timestamp: ~04:30

Quote: "Behind this lies a Zionist idea that certain factions in Israel's right-wing government are pushing forcefully."

Technique: Ideological labelling. "Zionist idea" is used as an explanatory factor without the term being defined or contextualised.

Why problematic: The term "Zionist" carries strong negative connotations in international discourse; a neutral alternative would be "the Israeli government's goal of expanding settlements" or "the Israeli right's territorial policy objectives".

Observation 3:

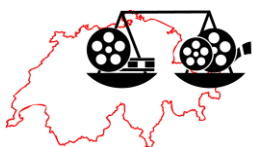
Timestamp: ~25:00

Quote: "Putin succeeded in maintaining, in Trump's eyes, the illusion that Russia wants to negotiate peace."

Technique: Pre-determination of truth. Russia's willingness to negotiate is framed as an "illusion" before the matter has been analysed; this is an expert's interpretation presented as fact.

Why problematic: Excludes the possibility that Russia might have genuine negotiating objectives; steers the viewer towards a particular conclusion.

*Summary: The broadcast frames both main topics — Gaza and Ukraine — from a Western moral perspective in which the actions of the opposing parties (Israel, Russia) are inherently condemnable or dishonest. This frame is consistent but one-sided.*



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## 2. Word choices

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Total score: 6/10

Definition: What language is used? What connotations are set?

Observation 1:

Timestamp: ~13:30

Quote: "One must condemn Putin's diabolical acts in Ukraine and the equivalent crimes of the Israeli government in Gaza."

Technique: Emotional loading ("diabolical acts"). The expert uses strongly charged language that the presenter does not challenge.

Why problematic: A neutral alternative would be: "Putin's military actions in Ukraine" or "the consequences of Russia's war of aggression". "Diabolical" is a moral judgement, not an analytical description.

Observation 2:

Timestamp: ~04:30

Quote: "Behind this lies a Zionist idea."

Technique: Terminological choice. "Zionist" is a politically charged term used as an explanatory category.

Why problematic: A neutral alternative would be: "the Israeli right's territorial policy objectives" or "the Israeli government's expansionist policy".

Observation 3:

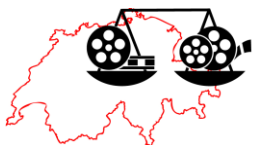
Timestamp: ~35:30

Quote: "Putin is simply toying with Trump."

Technique: Infantilising metaphor. Putin's actions are described as play, which reduces him to a non-serious actor.

Why problematic: A neutral alternative would be: "Putin is seeking to control the negotiating framework". The metaphor guides the viewer to despise Putin rather than analytically assess him.

Summary: Word choices are consistently critical of Israel and Russia; emotionally charged expressions are not challenged by the presenter, which reinforces the one-sided frame.





### 3. Expert selection

7/10

1 2 3 4 5 6 7 8 9 10

Total score: 7/10

Definition: Who speaks as an expert?

Expert/Guest 1: Olli Ruohomäki (Middle East researcher)

Timestamp: ~02:00

Statement: "We have now crossed such boundaries that humanity is revealed in all its brutality."

Classification: Critical Israel line; personal experience in the region (mentions Cambodia, Srebrenica).

Missing countervoice: An Israeli security researcher or analyst of IDF operations.

Source deep analysis:

(a) FUNDING: FIIA (Finnish Institute of International Affairs) — state-funded research institution. Conflict of interest: the institution is dependent on state funding; its analyses often reflect Finland's official foreign policy line.

(b) MANDATE: Area research is compatible, but moral evaluation ("goodness and evil") exceeds the analytical mandate.

(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: 0 — State funding creates institutional pressure, but no direct personal financial interest
- D2 Personal risk: +1 — A critical stance on Israel may attract professional criticism
- D3 Expertise: +2 — Middle East researcher, relevant field
- D4 Consistency of opinion: +1 — Line appears consistent
- D5 Emotionalisation vs. data: -2 — Strongly emotional ("goodness and evil", "diabolical acts"), little data
- D6 Source level: 0 — Secondary analysis
- TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

(d) The assessment is framed as expert analysis, even though it contains strong moral judgements.

Expert/Guest 2: Kristi Raik (ICDS/FIIA, researcher)

Timestamp: ~25:00

Statement: "Putin succeeded in maintaining, in Trump's eyes, the illusion that Russia wants to negotiate peace."

Classification: Strongly pro-Western, pro-Ukraine; ICDS (Tallinn) is known for its Atlanticist line.

Missing countervoice: A pro-Russian or realist international relations researcher (e.g. a John Mearsheimer-type perspective).

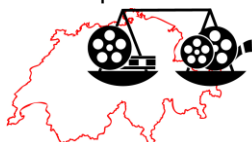
Source deep analysis:

(a) FUNDING: ICDS (International Centre for Defence and Security, Tallinn) — funded partly by the Estonian state and Western defence funds. Conflict of interest: institutional interest in maintaining the narrative of the Russian threat.

(b) MANDATE: Defence and security research — compatible, but structural bias against Russia.

(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: -1 — Institutional funding creates pressure towards a certain analysis
- D2 Personal risk: +1 — A Russia-critical stance is professionally risk-free in a Western context
- D3 Expertise: +2 — Eastern European security policy, relevant



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- D4 Consistency of opinion: +1 — Consistent pro-Western line
- D5 Emotionalisation vs. data: 0 — More balanced than Ruohomäki, but the term "illusion" is interpretive
- D6 Source level: 0 — Secondary analysis
- TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

(d) Raik is presented as a neutral researcher, even though her institution is structurally Russia-critical.

Expert/Guest 3: Hanna Juusola (University of Helsinki)

Timestamp: ~17:00

Statement: "The Israeli ambassador requested." (brief comment on Trump's visit to Israel)

Classification: Academic Middle East researcher; known for a critical Israel line.

Missing countervoice: An Israeli or pro-Israel academic.

Source deep analysis:

(a) FUNDING: University of Helsinki — public funding. Conflict of interest: minimal direct conflict of interest, but the academic environment may create social pressure towards a certain line.

(b) MANDATE: Middle East research — compatible.

(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: +1 — Minimal direct conflict of interest
- D2 Personal risk: 0 — A critical stance on Israel is academically neutral
- D3 Expertise: +2 — Relevant field
- D4 Consistency of opinion: +1 — Consistent
- D5 Emotionalisation vs. data: +1 — Relatively matter-of-fact
- D6 Source level: 0 — Secondary
- TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN

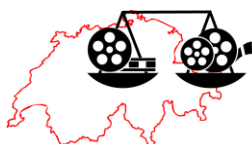
(d) Juusola's role in this broadcast is marginal; her comment is brief.

*Missing expert groups:*

1. An Israeli security analyst or expert on IDF operations
2. A Russian or pro-Russian international relations researcher (realist school)
3. An economic critic of the effectiveness of sanctions

*Summary (matrix result):*

- Ruohomäki: YELLOW (+2) — emotional, state-funded
- Raik: YELLOW (+3) — institutional bias, Russia-critical
- Juusola: GREEN (+5) — marginal role, academic



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#### 4. Omission

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Total score: 8/10

Definition: What is not shown even though it is relevant?

##### Omission 1:

Context: Hamas's 7.10.2023 attack is not mentioned once throughout the entire broadcast.

Relevant at: ~02:00–15:00 (entire Gaza section)

Effect: A viewer without prior knowledge does not receive context for why Israel launched the operation; the conflict appears as one-sided Israeli aggression.

##### Omission 2:

Context: Israel's official justification for the operation — the release of hostages and the destruction of Hamas's military capacity — is mentioned only in passing by the correspondent and is not analysed.

Relevant at: ~06:00

Effect: The rationale for Israel's actions remains unclear to the viewer; the operation appears solely as violence directed at civilians.

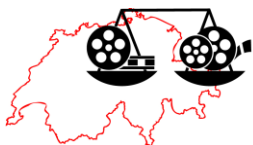
##### Omission 3:

Context: The content of Russia's negotiating proposals and Ukraine's corresponding demands are left unspecified.

Relevant at: ~28:00–32:00

Effect: The viewer does not receive information about what is actually on the table in the negotiations; "root causes" are framed solely as Russian propaganda without substantive analysis.

*Summary: The omissions are structurally consistent: they remove context that could explain or partially justify the actions of Israel or Russia, thereby reinforcing the broadcast's one-sided frame.*





## 5. Presenter behaviour

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Total score: 5/10

Definition: Asymmetries in follow-up questions, interruptions, sympathy signals.

Methodological principle (v2.0): Before each assessment, the triggering event must be documented.

Observation 1:

Timestamp: ~13:30

Triggering event: Ruohomäki says "One must condemn Putin's diabolical acts in Ukraine and the equivalent crimes of the Israeli government in Gaza."

Quote (presenter): [Not challenged; presenter moves on to the next question]

Comparison: Equivalent situation — if a guest had defended the actions of Israel or Russia with equivalent force, a follow-up question or challenge would be expected. No comparable situation occurs in the broadcast.

Asymmetry: Not directly demonstrable with a comparison case, as the opposing view is not presented. However, a structural asymmetry is observable: emotionally charged statements are not challenged.

Observation 2:

Timestamp: ~04:00

Triggering event: Ruohomäki uses the term "Zionist idea" as an explanatory category.

Quote (presenter): [Not challenged; presenter asks a follow-up question: "What is different this time?"]

Comparison: Equivalent situation — if a guest had used a comparable ideological label for a left-wing party or an Islamic movement, a clarifying question would be expected.

Asymmetry: Not demonstrable with a direct comparison case in this broadcast; however, a structural asymmetry is observable.

Observation 3:

Timestamp: ~25:30

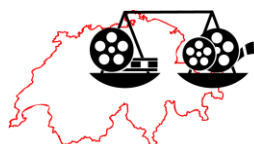
Triggering event: Raik presents the interpretation "Putin succeeded in maintaining the illusion" — this is a strong interpretive claim.

Quote (presenter): "Exactly so." — the presenter confirms the interpretation.

Comparison: Equivalent situation — if a guest had presented an equally strong interpretation of Ukraine's or the West's actions, a more neutral reaction would be expected.

Asymmetry: The presenter's "Exactly so." is a clear sympathy signal that confirms the guest's interpretation as fact.

Summary: The presenter does not challenge emotionally charged or interpretive statements when they are directed at Israel or Russia; sympathy signals are observable in connection with pro-Ukraine and Israel-critical positions.



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## 6. Time allocation

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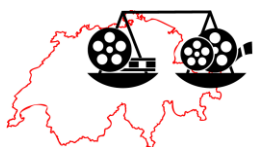
Total score: 4/10

Definition: Distribution of airtime between different positions.

Estimated broadcast time (approx. 45–50 min):

- Gaza section (Israel-critical perspective): approx. 18–20 min. (~40%)
- Ruohomäki: ~10 min.
- Kuronen (correspondent): ~5 min.
- Juusola: ~2 min.
- Ukraine section (Russia-critical, pro-Ukraine): approx. 20–22 min. (~45%)
- Raik: ~8 min.
- Lindberg (National Coalition): ~5 min.
- Kokko (SDP): ~4 min.
- Reunamäki + Fedorov (correspondents): ~5 min.
- EU-UK section: approx. 5–7 min. (~13%)
- Crowley (correspondent): ~3 min.
- Lindberg + Raik: ~3 min.
- Presenter: approx. 5 min. (~10%)
- Israel's perspective: 0 min. (0%)
- Russia's perspective: 0 min. (0%)

Summary: The time allocation is structurally one-sided: all airtime has been given to Israel-critical and Russia-critical voices; opposing perspectives are not represented at all.



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## 7. Question asymmetry

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Total score: 5/10

Definition: Differently hard/soft questions for different guests.

### Asymmetry 1:

To Ruohomäki, ~02:00: "What kind of phase have we now entered in the war?" — open, soft question

To [Israeli representative]: Not invited at all

Comparison: Israel's perspective is not challenged with questions because no Israeli representative has been invited; open questions are put to Ruohomäki that give space for critical analysis.

### Asymmetry 2:

To Raik, ~25:00: "What came out of this phone call?" — open, soft

To [Russian representative]: Not invited at all

Comparison: Russia's position is not challenged with direct questions; Raik is given freedom to interpret Russia's actions without counterarguments.

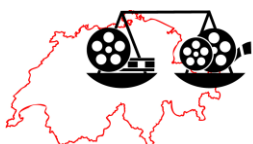
### Asymmetry 3:

To Lindberg (National Coalition), ~30:00: "Do you share the same view?" — closed, confirmatory question

To Kokko (SDP), ~33:00: "What is your own assessment of the significance of the Trump-Putin call?" — open question

Comparison: Lindberg is asked a confirmatory question (assuming he agrees), Kokko a more open one. The difference is small but observable.

*Summary: The most significant asymmetry is structural: parties representing opposing perspectives (Israel, Russia) are not present, so their positions are not challenged at all; the guests who are present are asked mainly soft or confirmatory questions.*



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## 8. Guilt by association

6/10

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Total score: 6/10

Definition: Discrediting by associating with negative groups/ideas.

Association 1:

Timestamp: ~04:30

Quote: "Behind this lies a Zionist idea that certain factions in Israel's right-wing government are pushing forcefully. They also want to take control of the West Bank."

Technique: Ideological association. "Zionist idea" is linked to territorial expansion and occupation, creating a negative chain of association.

Effect: The viewer automatically associates "Zionism" with illegal occupation and aggression.

Association 2:

Timestamp: ~13:30

Quote: "One must condemn Putin's diabolical acts in Ukraine and the equivalent crimes of the Israeli government in Gaza."

Technique: Juxtaposition association. Putin and the Israeli government are placed in the same moral category ("crimes"), creating an association between a dictator and a democratic government.

Effect: The Israeli government is associated with Putin, which is a strongly discrediting juxtaposition.

Association 3:

Timestamp: ~35:30

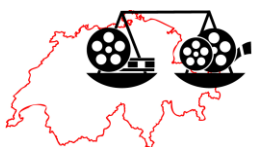
Quote: "Putin is simply toying with Trump."

Technique: Infantilising association. Putin is depicted as a manipulative player, Trump as the one being manipulated.

Effect: Both leaders are discredited — Putin as treacherous, Trump as naive — without analytical justification.

Summary (category classification):

- Ruohomäki: Category B — partially documented (refers to real events), but the moral frame is speculative and emotional
- Raik: Category A — system-critical researcher with methodology, even though institutional bias is observable
- Kokko: Category A — political analyst, consistent



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## 9. Manipulation of figures

3/10

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10

Total score: 3/10

Definition: Selective or misleading use of statistics.

Observation 1:

Timestamp: ~09:00

Figure: "According to some opinion polls, even more than half of Israelis would want a ceasefire."

Missing context: Which opinion poll? When was it conducted? What was the question wording? "Some" is a vague reference.

Effect: The figure is presented to support the narrative that Israelis themselves oppose the war; the source is vague.

Observation 2:

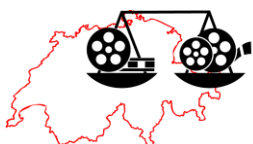
Timestamp: ~38:00

Figure: "273 drones across Ukraine and then another 112 on Sunday night."

Missing context: Comparative figures for previous strikes are absent; the claim of "the largest drone strike of the entire war" is not verified in the broadcast.

Effect: The figures reinforce the narrative of Russian aggressiveness during negotiations, but contextualisation is absent.

Summary: No significant systematic numerical manipulation was detected; individual figures are presented without adequate source references or contextualisation.





## 10. Timing

5/10

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Total score: 5/10

Definition: Strategic placement of information.

Observation 1:

Position: ~02:00 (Opening)

Content: "Sometimes in history there are situations in which an individual person and an entire nation have to consider where their own moral compass lies on a scale between goodness and evil."

Timing effect: The moral frame is set at the very beginning of the broadcast, before the facts are presented; this guides the viewer into an emotional reception mode for the entire broadcast.

Observation 2:

Position: ~13:30 (End of Gaza section)

Content: "One must condemn Putin's diabolical acts in Ukraine and the equivalent crimes of the Israeli government in Gaza."

Timing effect: The Gaza section ends with a powerful moral condemnation that stays with the viewer as the transition is made to the Ukraine section; creates an emotional continuum.

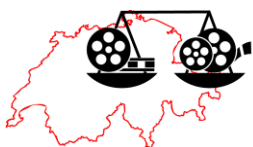
Observation 3:

Position: ~38:00 (Middle-to-late stage of Ukraine section)

Content: "On Saturday night the largest drone strike of the entire war was carried out: 273 drones across Ukraine."

Timing effect: Information about Russia's massive strike is placed in the context of the negotiation discussion, reinforcing the narrative of Russia's duplicity.

Summary: Timing is strategically consistent: emotionally charged elements are placed at the beginning and end of sections, reinforcing the frame.



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## 11. Image selection

2/10

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Total score: 2/10

Definition: Visual frames (insofar as discernible from the transcript).

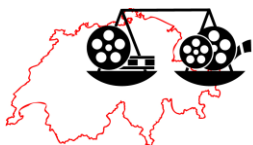
Observation 1:

Timestamp: ~06:00

Description: Correspondent Kuronen describes columns of smoke and explosions on the outskirts of Gaza; the movement of battle tanks.

Effect: The visual material reinforces the narrative of the brutality of war; the situation of Israeli civilians or hostages is not depicted in a comparable manner.

Summary: No systematic visual manipulation is discernible from the transcript; a single observation suggests that the visual material supports the critical Israel frame.





## 12. Source selection

6/10

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Total score: 6/10

Definition: What sources are cited?

Source 1: Breaking the Silence organisation

Timestamp: ~14:30 — Statement: "There is the Breaking the Silence organisation of former soldiers. They have served in both Gaza and the West Bank. I know them personally."

(a) Funding and governance: Breaking the Silence receives funding from European governments (including the EU, the Netherlands, Germany) and international foundations. In Israel it is a controversial organisation that has been accused of having a political agenda.

(b) Structural conflict of interest: The organisation's mandate is to criticise IDF operations; it is not a neutral observer.

(c) Missing counter-source: An Israeli veterans' organisation that supports the operations, or an official IDF comment.

Missing counter-source: The IDF's official position or an Israeli defence analyst.

Source 2: Ukrainian sources cited by the Financial Times

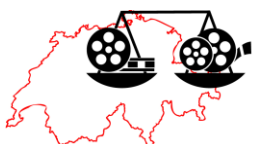
Timestamp: ~37:00 — Statement: "Ukrainian sources who spoke to the Financial Times said that Russia appears to be preparing for a larger offensive."

(a) Funding: The FT is a private media outlet (Nikkei ownership); the Ukrainian sources are anonymous.

(b) Structural conflict of interest: Ukrainian sources are interested parties; presenting their assessments as fact is problematic.

(c) Missing counter-source: A Russian or neutral military analyst.

*Summary: Sources are structurally one-sided: Israel-critical organisations and pro-Ukraine sources dominate; opposing sources are not cited.*





### 13. Selective outrage

6/10

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Total score: 6/10

Methodological principle (v2.0): Document the triggering event.

Observation 1:

Timestamp: ~13:30

Triggering event: Israel's blocking of humanitarian aid and operations targeting civilians.

Reaction: "One must condemn Putin's diabolical acts in Ukraine and the equivalent crimes of the Israeli government in Gaza."

Comparison: Hamas's 7.10.2023 attack (1,200 Israelis killed, 250 hostages taken) — reaction: not mentioned once throughout the broadcast.

Asymmetry: Demonstrable. Israel's actions provoke a strong moral reaction; Hamas's comparable actions receive no mention whatsoever. The triggering event (Israel's operation) produces a reaction; the comparable triggering event (Hamas's attack) does not produce an equivalent reaction.

Observation 2:

Timestamp: ~38:00

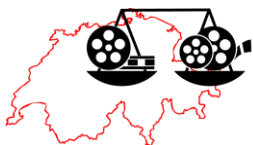
Triggering event: Russia's drone strikes during negotiations.

Reaction: "One gets the feeling that President Putin is deliberately playing for time and seeking to obtain better negotiating positions."

Comparison: Ukraine's comparable actions (e.g. strikes on Russian territory) — not mentioned in the broadcast.

Asymmetry: Partially demonstrable. Russia's strikes provoke a moral reaction; Ukraine's comparable actions do not receive equivalent treatment.

Summary: Selective outrage is particularly observable in the Gaza section, where Hamas's actions are entirely overlooked while Israel's actions provoke a strong moral condemnation.





14. False balance

2/10

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Total score: 2/10

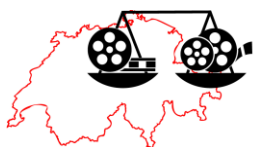
Definition: Artificial balance despite actual evidence/consensus imbalance.

Observation 1:

Timestamp: ~09:00 — Construction: "It is said that there are two camps here. Many say that people are very divided."

Analysis: The correspondent presents Israeli society as divided, which is in itself true; however, this is not false balance but an appropriate observation.

Summary: No significant false balance was detected; the broadcast does not attempt to create artificial balance, but rather the opposite — it is openly one-sided without any attempt at balance.





## 15. Agenda-Setting

7/10

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Total score: 7/10

Definition: What is taken as normal/given?

Observation 1:

Agenda-set element: Israel's actions are a war crime — this is presented as self-evident.

Timestamp: ~02:00 — Evidence: "We have now crossed such boundaries that humanity is revealed in all its brutality."

Alternative agenda: Disagreements over the interpretation of international law; Israel's right to self-defence; prioritisation of the hostage issue.

Observation 2:

Agenda-set element: Russia does not want genuine peace — this is presented as self-evident.

Timestamp: ~33:00 — Evidence: "It has been seen on numerous occasions, when attempts have been made to resolve the situation, that Russia does not want peace."

Alternative agenda: Analytical examination of Russia's security concerns; substantive analysis of negotiating terms.

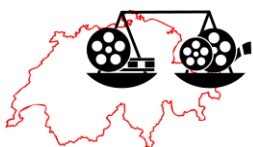
Observation 3:

Agenda-set element: European defence autonomy is necessary and desirable.

Timestamp: ~42:00 — Evidence: "It is essential that Europe takes responsibility."

Alternative agenda: The costs of European defence autonomy, realistic constraints, the benefits of NATO dependence.

*Summary: Agenda-setting is consistent: the broadcast presents Western consensus positions on Israel, Russia and European defence as self-evident without questioning them.*



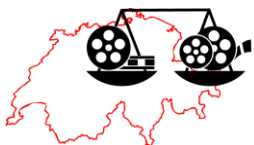
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## PHASE 2 — OVERALL ASSESSMENT

### Summary of individual scores

No.	Criterion	Score	Key finding (1 sentence)
1	Framing	7	Gaza and Ukraine are framed with a good–evil dichotomy that precludes analytical examination
2	Word choices	6	"Diabolical acts", "Zionist idea" and "toying" are emotionally charged terms that are not challenged
3	Expert selection	7	All experts represent an Israel-critical and Russia-critical line; no countervoices are present
4	Omission	8	Hamas's 7.10.2023 attack is not mentioned once; the content of Russia's negotiating proposals is left unspecified
5	Presenter behaviour	5	The presenter confirms the Russia-critical interpretation by saying "Exactly so."; emotional statements are not challenged
6	Time allocation	4	All airtime has been given to Israel-critical and Russia-critical voices
7	Question asymmetry	5	Parties representing opposing perspectives are entirely absent; those present are asked soft questions
8	Guilt by association	6	Israel is equated with Putin in a moral condemnation; "Zionist idea" creates a negative chain of association
9	Numerical manipulation	3	Individual figures are presented without source





			references; no systematic manipulation
10	Timing	5	The moral frame is set at the beginning of the broadcast; emotional climaxes are placed at the end of sections
11	Visual language	2	No systematic visual manipulation discernible from the transcript
12	Source selection	6	Breaking the Silence and anonymous Ukrainian sources are presented as neutral; counter-sources are not cited
13	Selective outrage	6	Hamas's attack provokes no reaction; Israel's operation provokes a strong moral condemnation
14	False balance	2	The broadcast does not attempt to create artificial balance; it is openly one-sided
15	Agenda-setting	7	Western consensus is presented as self-evident; alternative agendas are excluded

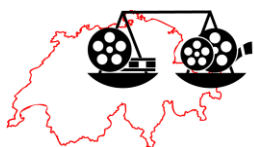
## Results

- TOTAL SCORE (average of 15 criteria): 5.4 / 10
- COVERAGE SCORE: 3.5 / 10
- COMBINED SCORE: 4.8 / 10 ( $70\% \times 5.4 + 30\% \times 3.5 = 3.78 + 1.05 = 4.83 \approx 4.8$ )

## Dominant techniques

1. Selective omission (Score 8): The complete omission of Hamas's 7.10.2023 attack is the single most significant source of imbalance in the broadcast. Without this context, Israel's operation appears as one-sided aggression, which is a misleading picture of the conflict's dynamics. The omission is structural, not incidental.
2. Framing (Score 7): Both main topics are framed with a good–evil dichotomy at the very beginning of the broadcast, guiding the viewer into an emotional reception mode before the facts are presented. This frame is consistent throughout the broadcast and precludes analytical examination.
3. Expert selection (Score 7): All experts in the studio represent an Israel-critical and Russia-critical line; not a single countervoice has been invited. This structural choice reinforces the frame regardless of the quality of individual experts.

## The broadcast's core messages



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MESSAGE 1 (CONTENT): "Israel has crossed a moral line and its actions are war crimes that the international community must condemn."

Technique: Moral framing + selective omission (Hamas's role) — Evidence: ~02:00, ~13:30

MESSAGE 2 (PERSON): "Putin is a duplicitous negotiator who manipulates Trump and is only seeking to gain time."

Technique: Pre-determination of truth + association ("illusion", "toying") — Evidence: ~25:00, ~35:30

MESSAGE 3 (SOCIETY): "Europe must take responsibility for its own defence and act in unity against Russia and Israel."

Technique: Agenda-setting + expert selection — Evidence: ~42:00, ~44:00

### Bias level classification

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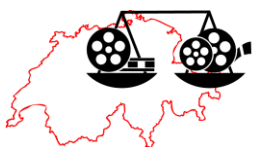
- Balanced journalism (0–2)
- Mild tendency (3–4)
- Clear one-sidedness (5–6)
- Systematic imbalance (7–8)
- Extreme imbalance (9–10)

Justification: The broadcast meets the criteria for clear one-sidedness on several levels. Section 7(2)(1) of the Act on Yleisradio Oy requires "diverse information, opinions and debate"; in this broadcast all experts represent the same political line and no opposing perspectives are presented. The complete omission of Hamas's 7.10.2023 attack is a particularly significant omission that distorts the context of the conflict. Russia's negotiating positions are not presented neutrally but are framed as an "illusion" and "toying". The combined score of 4.8/10 places the broadcast in the zone of clear one-sidedness.

### CONCLUSION

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A-studio 19.5.2025 is a journalistically professional broadcast that nevertheless violates the pluralism obligation of Section 7 of the Act on Yleisradio Oy in a structural manner. The single most significant violation is the complete omission of Hamas's 7.10.2023 attack in the Gaza section: a viewer without prior knowledge does not receive context for why Israel launched the operation, which is contrary to YLE's principle of truthfulness. The expert selection is structurally one-sided: all experts in the studio represent an Israel-critical and Russia-critical line, and not a single countervoice has been invited, which violates YLE's principle of impartiality. The presenter's sympathy signals ("Exactly so.") and the failure to challenge emotionally charged statements ("diabolical acts", "Zionist idea") reinforce the one-sided frame in a manner that is incompatible with YLE's principle of independence. The broadcast does not meet the requirement for high-quality journalism under Section 7(4) of the Act on Yleisradio Oy insofar as it concerns diverse dissemination of information on international conflicts.



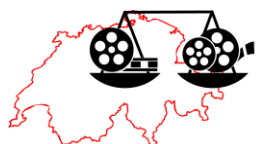
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## PHASE 3 — PARTY-POLITICAL BIAS

Assess for each party whether its official programme positions were correctly represented in the broadcast.

Party	Score (-5..+5)	Broadcast representation vs. programme positions
National Coalition	+1	~30:00 Lindberg (National Coalition) presents a consistent pro-Ukraine position — Programme position: Pro-NATO, support for Ukraine — accurate representation; however, Lindberg's role is confirmatory, not critical
Finns Party	0	The party does not appear in the broadcast at all — Programme position: EU-sceptic, critical of YLE, national sovereignty — entirely absent
SDP	+1	~33:00 Kokko (SDP) presents a pro-Ukraine position — Programme position: Pro-EU, pro-NATO, support for Ukraine — accurate representation; role is confirmatory
Centre Party	0	The party does not appear in the broadcast — Programme position: EU-pragmatic, pro-NATO — absent
Greens	0	The party does not appear in the broadcast — Programme position: Pro-EU, liberal asylum policy — absent
Left Alliance	0	The party does not appear in the broadcast — Programme position: EU-critical, historically NATO-sceptic — absent; it is noteworthy that the Left Alliance's historical NATO-scepticism would have brought a different perspective to the Ukraine discussion
SFP/RKP	0	The party does not appear in the broadcast — Programme position: Pro-EU, pro-NATO — absent





KD (Christian Democrats)	0	The party does not appear in the broadcast — Programme position: Pro-NATO, EU-pragmatic — absent
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### Party bias summary

- Most accurate representation: National Coalition (Score +1) — The pro-Ukraine position presented through Lindberg corresponds to the party programme
- Strongest distortion: Finns Party (Score 0) — The Finns Party, which is critical of YLE and EU-sceptic, is entirely absent from the broadcast; their perspective on the costs of Ukraine support or the EU's role would have been relevant
- Average deviation from zero: 0.25 (almost all parties are absent)
- Conclusion: The broadcast does not directly distort party positions, but it overlooks almost all parties entirely. The most significant deficiency is the absence of the Finns Party and the Left Alliance: the Finns Party's EU-sceptic and cost-critical perspective and the Left Alliance's historical NATO-scepticism would have brought balancing voices to the Ukraine discussion. The presence of two Members of Parliament (Lindberg/National Coalition and Kokko/SDP) creates an apparent political balance, but both represent the same pro-Ukraine consensus.

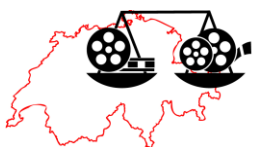
### Left-right overall tendency

TENDENCY SCORE: +1.2

(Positive = left-leaning)

CLASSIFICATION: Left-leaning

Justification: The broadcast's Gaza section clearly reflects a left-liberal frame: criticism of Israel, humanitarian emphasis, "Zionist idea" terminology and the omission of Hamas's role are in line with the programme positions of left-wing parties (Left Alliance, Greens, SDP). In the Ukraine section the broadcast is closer to consensus, but the expert selection (Raik/ICDS, Atlanticist line) and the emphasis on European defence autonomy are in line with the positions of SDP and the Greens. The perspectives of the Finns Party and the Centre Party — cost-criticism, national sovereignty, EU-scepticism — are entirely absent, which reinforces the left-liberal tendency.



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## PHASE 4 — LEGAL CLASSIFICATION

### Assessment based on the Act on Yleisradio Oy (1380/1993) and YLE's ethical guidelines

#### Violation 1:

Norm: Act on Yleisradio Oy, Section 7(2)(1) — diverse information, opinions and debate

Conduct: Complete omission of Hamas's 7.10.2023 attack in the Gaza section

Evidence: Timestamp ~02:00–15:00 — Quote: "We have now crossed such boundaries that humanity is revealed in all its brutality." — The entire Gaza section addresses Israel's actions without any mention of the event that triggered the conflict.

Assessment: The viewer does not receive diverse information about the background to the conflict; the omission is structural and consistent, which points to an editorial choice rather than an incidental gap. This violates the pluralism obligation of Section 7.

#### Violation 2:

Norm: YLE guidelines — impartiality and independence

Conduct: The presenter's sympathy signal "Exactly so." to confirm Raik's Russia-critical interpretation

Evidence: Timestamp ~25:30 — Quote: "Exactly so."

Assessment: The presenter's role is to ask questions and challenge claims, not to confirm them; this violates YLE's principle of independence.

#### Violation 3:

Norm: YLE guidelines — truthfulness and verification of information

Conduct: Presenting anonymous Ukrainian sources (Financial Times) as fact without verification

Evidence: Timestamp ~37:00 — Quote: "Ukrainian sources who spoke to the Financial Times said that Russia appears to be preparing for a larger offensive."

Assessment: Anonymous interested parties are presented as reliable sources without critical evaluation; this violates YLE's principle of truthfulness.

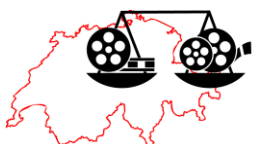
### Overall legal assessment

Section 7 of the Act on Yleisradio Oy obliges YLE to provide diverse information, opinions and debate in support of democracy; this obligation is not fulfilled in a broadcast in which all experts represent the same political line and in which the key context of the conflict (Hamas's attack) is omitted entirely. The impartiality principle of YLE's guidelines requires that the perspectives of different parties be presented in a balanced manner; in this broadcast the perspectives of Israel and Russia are entirely absent, which is a structural violation. Complaints may be submitted to the Council for Mass Media (CMM) in particular regarding the omission of Hamas's role and the presenter's sympathy signals; a complaint regarding the violation of the pluralism obligation under Section 7 may be submitted to YLE's Administrative Council. It should be noted, however, that a single broadcast alone is not sufficient for a legal assessment; systematic imbalance should be documented across multiple broadcasts.

### SOURCE DEEP ANALYSIS

#### Breaking the Silence organisation

1. **FUNDING:** European governments (Netherlands, Germany, EU funding), international foundations (New Israel Fund). **Conflict of interest:** funders have an interest in an Israel-critical narrative; the organisation is dependent on this funding.



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2. **MANDATE:** The organisation's mandate is specifically to criticise IDF operations; it is not a neutral observer but an advocacy organisation.
3. **CONFLICT OF INTEREST:** Institutional interest in the critical documentation of IDF operations; the organisation's existence and funding depend on this mandate.
4. **SOURCE TRAFFIC LIGHT:**
  - D1 Conflict of interest: -2 — Funding and mandate create a strong structural conflict of interest
  - D2 Personal risk: +2 — Members have taken a personal risk by making their experiences public
  - D3 Expertise: +2 — Personal experience of IDF operations
  - D4 Consistency of opinion: +1 — Consistent line
  - D5 Emotionalisation vs. data: -1 — Personal testimonies, not systematic data
  - D6 Source level: +1 — Primary experience, but a selected sample
  - **TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW**
5. **COUNTERVOICE:** An Israeli veterans' organisation that supports IDF operations, or an official IDF comment — not cited.

#### **FIIA / Finnish Institute of International Affairs (Ruohomäki's parent organisation)**

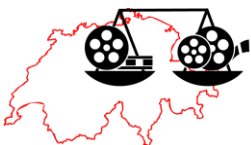
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1. **FUNDING:** Finnish state (Ministry for Foreign Affairs). Conflict of interest: the institution is dependent on state funding; its analyses often reflect Finland's official foreign policy line.
2. **MANDATE:** Foreign policy research — compatible, but institutional pressure towards conclusions in line with the official line.
3. **CONFLICT OF INTEREST:** Institutional interest in supporting Finland's foreign policy line; the continuation of funding depends partly on this.
4. **SOURCE TRAFFIC LIGHT:**
  - D1 Conflict of interest: -1 — State funding creates institutional pressure
  - D2 Personal risk: +1 — A critical stance on Israel may attract professional criticism
  - D3 Expertise: +2 — Relevant field
  - D4 Consistency of opinion: +1 — Consistent
  - D5 Emotionalisation vs. data: -2 — Strongly emotional in this broadcast
  - D6 Source level: 0 — Secondary
  - **TOTAL: +1 → SOURCE TRAFFIC LIGHT: YELLOW**
5. **COUNTERVOICE:** An Israeli or pro-Israel researcher — not cited.

#### **ICDS (International Centre for Defence and Security, Tallinn) — Raik's parent organisation**

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1. **FUNDING:** Estonian state, Western defence funds, NATO-affiliated foundations. Conflict of interest: institutional interest in maintaining the narrative of the Russian threat and supporting Western defence cooperation.
2. **MANDATE:** Defence and security research — compatible, but structural bias against Russia.
3. **CONFLICT OF INTEREST:** Institutional interest in emphasising the Russian threat; funding depends partly on this narrative.
4. **SOURCE TRAFFIC LIGHT:**
  - D1 Conflict of interest: -2 — Strong institutional conflict of interest
  - D2 Personal risk: +1 — A Russia-critical stance is professionally risk-free in a Western context
  - D3 Expertise: +2 — Eastern European security policy, relevant
  - D4 Consistency of opinion: +1 — Consistent
  - D5 Emotionalisation vs. data: 0 — More balanced
  - D6 Source level: 0 — Secondary
  - **TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW**



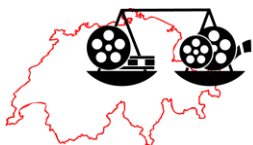
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5. COUNTERVOICE: A pro-Russian or realist international relations researcher (e.g. an MGIMO-type perspective or the Western realist school) — not cited.

*All three expert bodies appearing in the broadcast receive a YELLOW source traffic light. The common denominator is institutional funding dependency, which creates structural pressure towards certain conclusions. This does not mean that their analyses are incorrect, but it does mean that presenting them as neutral experts without mentioning conflicts of interest is contrary to YLE's principle of transparency.*



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## OVERALL ASSESSMENT

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	Framing	7	••••
2	Word choices	6	•••
3	Expert selection	7	••••
4	Omission	8	••••
5	Presenter behaviour	5	•••
6	Time allocation	4	••
7	Question asymmetry	5	•••
8	Guilt by association	6	•••
9	Manipulation of figures	3	••
10	Timing	5	•••
11	Image selection	2	•
12	Source selection	6	•••
13	Selective outrage	6	•••
14	False balance	2	•
15	Agenda-Setting	7	••••

### AGGREGATE DEVIATION INDEX

**5.4/10**

*Significant imbalance*

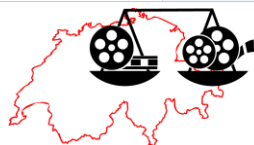
### COVERAGE SCORE

**3.5/10**

*Share of perspectives covered*

### Party-political bias (-5 ... +5)

National Coalition	+1	<i>slightly favoured</i>
Finns Party	0	<i>neutral</i>
SDP	+1	<i>slightly favoured</i>
Centre Party	0	<i>neutral</i>



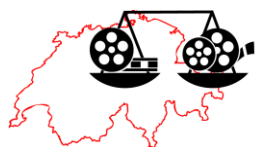
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<b>Greens</b>	<b>0</b>	<i>neutral</i>
<b>Left Alliance</b>	<b>0</b>	<i>neutral</i>
<b>SFP/RKP</b>	<b>0</b>	<i>neutral</i>
<b>KD (Christian Democrats)</b>	<b>0</b>	<i>neutral</i>

Scale: -5 = strongly disadvantaged, 0 = neutral, +5 = strongly favoured. Values refer to representation and airtime in this broadcast.



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## LEGEND — Meaning of scores

### Individual scores per criterion (0–10)

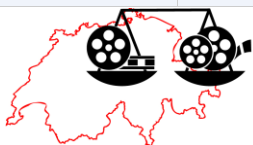
<b>0</b>	<b>No observation</b>	No significant deviation observed.
<b>1–2</b>	<b>Weak observation</b>	Minor deviation without material impact on impartiality.
<b>3–4</b>	<b>Mild–moderate observation</b>	Identifiable tendency; materiality of impact minor–moderate.
<b>5</b>	<b>Moderate observation, with impact</b>	Material bias that affects audience opinion formation.
<b>6</b>	<b>Significant observation (threshold)</b>	Scores of 6 and above are classified as significant observations.
<b>7</b>	<b>Significant observation</b>	Clear, well-documented bias with a clear impact.
<b>8–9</b>	<b>Serious observation</b>	Strong bias; multiple documented individual observations in this criterion.
<b>10</b>	<b>Maximum severity</b>	Systematic, pervasive bias in this criterion.

### Aggregate deviation index — Interpretation ranges

<b>0.0 – 2.5</b>	<b>Imperceptible</b>	No significant patterns observed; broadcast meets the impartiality requirement.
<b>2.6 – 4.0</b>	<b>Mild bias</b>	Individual deviations; statistically visible, but within the tolerance range.
<b>4.1 – 6.0</b>	<b>Significant bias</b>	Multiple significant observations; material weakening of diversity of perspectives.
<b>6.1 – 8.0</b>	<b>Serious deviation from the impartiality requirement. High deviation rate</b>	Strong patterns crossing broadcast boundaries; high materiality of impact.
<b>8.1 – 10</b>	<b>Fundamental systematic one-sidedness. Extremely high bias rate</b>	Maximum severity in almost all criteria; systematically one-sided reporting.

### Party-political bias (-5 ... +5)

<b>-5 ... -3</b>	<b>Strongly disadvantaged</b>	Party is significantly under-represented in framing, airtime or presentation.
<b>-2 ... -1</b>	<b>Mildly disadvantaged</b>	Identifiable but mild disadvantaging.
<b>0</b>	<b>Neutral</b>	No observable favouring or disadvantaging.



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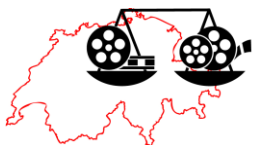
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+1 ... +2	<b>Mildly favoured</b>	Identifiable but mild favouring.
+3 ... +5	<b>Strongly favoured</b>	Party is significantly over-represented in framing, airtime or presentation.

## Legal and methodological framework

<b>Not a verification of facts</b>	The results presented are not verifications of facts about individual persons, editorial teams or broadcasts. They are the result of standardised operationalisation, not a determination of individual responsibility.
<b>Not a legal assessment</b>	The aggregate deviation index does not replace a legal assessment under Section 7 of the Act on Yleisradio Oy. The assessment of whether a particular broadcast violates statutory requirements falls exclusively within the competence of the relevant authorities (in particular Traficom).
<b>Not proof of causality</b>	Statistical correlations should not be interpreted as evidence of causal connections or editorial intentions. Deviation values may be influenced by topic selection, the news situation, political controversy or format logic.
<b>Not an assessment of intent</b>	The analysis measures the observable structural characteristics of broadcasts. A score of 7 means that a significant bias was observed — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.
<b>Heuristic comparison tool</b>	The index serves as a comparative pattern recognition tool across thousands of broadcasts, not as a precise metric measurement of individual segments. Threshold values serve as heuristic orientation, not precise legal classification.

SVFAB — Swiss Association for Fair Broadcasting | P.O. Box, 8021 Zürich 1 | [www.svfab.ch](http://www.svfab.ch) | [kontakt@svfab.ch](mailto:kontakt@svfab.ch) | *Methods report March 2026* | Converter 3.0 (2026-03-19)



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## Assessments and membership at SVFAB

At SVFAB.ch you will find detailed assessments and you can also order analyses of any broadcast (billed separately).  
To ensure the quality of our work we are dependent on membership and supporter fees.

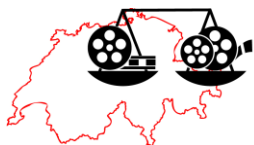
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## The following books are available from SVFAB

Orders at [www.svfab.ch](http://www.svfab.ch) or [kontakt@svfab.ch](mailto:kontakt@svfab.ch)



**Unbalanced reporting** is a response to the Swiss halving initiative: manipulation techniques are explained in detail, from personnel selection to source selection<sup>15</sup> principles are then explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and much more, illustrated with numerous examples. It also becomes visible where we ourselves apply these techniques — which promotes not only awareness but also empathy.

Optionally, the book comes with **playing cards**.

Also available as an **audiobook**.

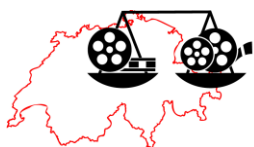


An interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this deliver material. Good quotes that are cut wrongly. Correct statements that end up in the wrong context. Honest answers that are framed as admissions.

This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of them and wants to know what can be done about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting limits. Preparation in one hour. Body and voice. What to do when things go wrong. And what matters after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is in the public eye and wants to understand how the game works. So that they stop playing along — and start shaping it. In A5 format. Straightforward. For preparation, as a reference work, for follow-up and for difficult situations



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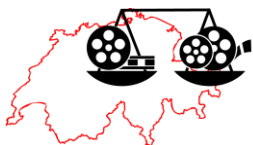
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**You think you see the world.** In reality you see the frame, that someone has placed around it. Framing is the world's oldest and most elegant manipulation technique. It does not change the facts – it changes what, we think about them. What we feel. What we believe. How we decide. And it works – because we all are part of it. Every day. Without being aware of it. You too. This book is not a dry textbook. It is a workbook – playful, direct and full of real-life examples. You will learn not only how, others frame you but also, how you, frame others — and how you can use this technique consciously and ja fairly. For those who understand framing see the world more clearly. Hear the news differently. Engage in conversations more confidently. And no longer allow a frame chosen by someone else to be imposed on them so easily.

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

**Framing with style. Because the frame changes everything.**



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