



YLE DETAILED ANALYSIS

2025-05-22_A-Talk- Kovempia toimia Israelia vastaan_

Broadcast: YLE-Sendung | 2025-05-22 | Analysed: 2026-05-22 18:08

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TOTAL SCORE

5.6/10

Significant imbalance

0 = impartial, 10 = strongly biased

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	Green	SDP	Centre	KD	Nat. Coalition	Finns
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>

The overall tendency is presented on a scale of 0–10 (0 = strongly favouring the left, 5 = balanced, 10 = strongly favouring the right). The calculation is based on the difference between the average favouring of left-wing and right-wing parties (grouping according to CHES 2024).

TENDENCY (L – R)

3.2 / 10

Favouring the left

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](#) | Threshold values: [Pew Research Center](#)

This section provides political context and does not affect the total score.



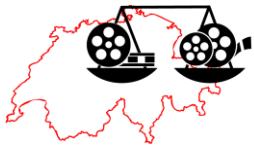
POLITICAL LANDSCAPE

Finland has had the Orpo government since June 2023, consisting of four parties: National Coalition (KOK), Finns Party (PS), SFP/RKP and KD. The coalition holds 108 seats in the 200-seat parliament. The opposition consists of SDP, Centre Party, Greens, Left Alliance and Movement Now.

Party	CHES L-R	Seats	Government/Opposition	Core position
LEFT	1.6 (left)	11	Opposition	Redistribution, open asylum policy
SDP	3.6 (left)	43	Opposition	Welfare state, trade unions
GREENS	3.9 (left)	13	Opposition	Climate, liberal immigration
CENTRE	5.7 (right)	23	Opposition	Rural areas, bioenergy
SFP/RKP	6.4 (right)	9	Government	Bilingualism, economic liberalism
KD	7.6 (right)	5	Government	Traditional family, Christian values
MN	7.6 (right)	1	Opposition	Market economy
NAT. COALITION	7.8 (right)	48	Government (PM Orpo)	Tax cuts, competitiveness
FINNS	8.2 (right)	46	Government	Strict immigration policy, national sovereignty

The Finnish political landscape is clearly bipolar: three left-wing parties versus six right-wing parties, four of which are in government. Key contentious issues include austerity policy and social security, immigration and asylum policy, and climate and energy policy. In foreign policy, the Gaza conflict has emerged as a significant domestic political issue that also divides the governing parties.

Yleisradio (YLE) is a public broadcasting company regulated by the Act on Yleisradio Oy, in particular Section 7, which obliges it to provide diverse, comprehensive and impartial information and to promote pluralism. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is exceptionally high internationally. YLE has, however, been criticised, particularly by the Finns Party, for a left-green bias.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment of the presentation of parties

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	0	The party is not directly represented; Eva Biaudet's (SFP/RKP) positions largely correspond to SDP's line on humanitarian issues — no direct distortion, but the party remains invisible
NAT. COALITION	0	The party is not directly represented; Prime Minister Orpo's and Foreign Minister Valtonen's positions are mentioned in a positive light — no distortion
FINNS	-2	27:15 "The Finns Party group leader has again been of the opinion that there is too much fuss about this" — The programme-position-consistent scepticism towards recognition of Palestine is presented as dismissive and inappropriate; Junnila's contributions are repeatedly cut short; the party's reasoned scepticism about the timing of recognition does not receive balanced treatment
CENTRE	0	The party does not appear in the broadcast
GREENS	0	The party does not appear in the broadcast
LEFT	0	The party does not appear in the broadcast
SFP/RKP	-1	Eva Biaudet represents SFP/RKP, but her positions are clearly more left-wing than the party's official line on humanitarian issues; this is not problematised
KD	-1	27:18 "KD has said that now is not the time to talk about recognising Palestine" — mentioned briefly without justification, creating the impression of inappropriate obstruction

Summary of party bias

- Most accurate presentation: National Coalition (score 0) — the government's line is presented appropriately
- Strongest distortion: Finns Party (score -2) — the party's position is presented dismissively with the expression "too much fuss" without balanced contextualisation
- Average deviation from zero: 0.5
- Conclusion: The broadcast does not directly distort party programmes, but the positions of the Finns Party and KD are presented briefly and in a negative light, while views in favour of recognition receive broader and more positive treatment. Junnila's (Finns Party) contributions are cut short more often than Biaudet's (SFP/RKP).

Left-right overall tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Favouring the left

Justification: The broadcast frames the Gaza conflict primarily as a humanitarian and human rights issue in which Israel's actions are strongly condemned and recognition of Palestine is presented as a moral obligation. This corresponds to the programme positions of left-wing parties (Left Alliance, Greens, SDP). The more cautious line of the governing parties (Finns Party, KD) is presented as an obstacle rather than a considered foreign policy position. The well-reasoned arguments of right-wing parties regarding the conditionality of recognition receive less treatment.



CHAPTER 2 — BROADCAST DETAILS AND TOPIC FRAMEWORK

Broadcast details

- Title: A-talk — Israel is taking over the whole of Gaza
- Date: Spring 2025 (exact date not apparent from transcript; referred to as "the last A-Talk of spring")
- Duration (estimated): approximately 39 minutes (transcript ends at 38:55)
- Host/journalist: unnamed host (not mentioned by name in the transcript)
- Persons interviewed:

Person	Role	Party/background organisation	Political spectrum
Timo R. Stewart	Journalist / Middle East expert	No party affiliation	Not definable
Lieutenant Colonel Juha Mäkelä	Military expert / analyst	No party affiliation	Not definable
Vilhelm Junnila	Member of Parliament, member of the Foreign Affairs Committee	Finns Party	Right (8.2)
Eva Biaudet	Member of Parliament, member of the Foreign Affairs Committee	SFP/RKP	Right-centre (6.4)

Main topic

The humanitarian and legal consequences of Israel's expanded military operation in Gaza and Finland's foreign policy line on the question of recognising Palestine.

Perspectives relevant to a balanced broadcast

- * Israel's security policy rationale: the Hamas attack of 7.10.2023 and the hostage situation
- * International humanitarian law: protection of civilians, principle of proportionality
- * Legal and diplomatic implications of recognising Palestine
- * Hamas's role and responsibilities: hostages, use of civilians as shields
- * Regional actors: Egypt, Jordan, Saudi Arabia, Iran
- * The role of the USA and the Trump administration's policy
- * The rise of antisemitism and the security of Jewish communities
- * The history of and obstacles to the two-state model
- * Finland's foreign policy line and internal disagreements within the government
- * Israel's internal opposition and societal debate

Check: Was each perspective addressed?

[A] ADDRESSED

Timestamp: 07:45 — Quote: "The situation began when Israel withdrew its troops and dismantled its settlements in Gaza in 2005. After that, new weapons were developed and troops were trained there. This culminated in the October attack." — Assessment: Mentioned briefly by Junnila, but not developed in a balanced manner; the hostage issue is passed over quickly.

[B] ADDRESSED



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Timestamp: 09:20 — Quote: "Of course that does not mean destroying entire blocks and residential buildings." — Assessment: Addressed on several occasions, but almost exclusively from a perspective critical of Israel's actions.

[C] ADDRESSED

Timestamp: 28:30 — Quote: "Recognition is more of an expression of sympathy for the Palestinian population." — Assessment: Addressed extensively, but the potential negative effects of recognition on the negotiation process receive little attention.

[D] HINTED AT

Timestamp: 08:55 — Quote: " Hamas uses civilians specifically as part of its use of unmarked soldiers." — Assessment: Mentioned in passing by Junnila; not developed systematically and the host does not ask follow-up questions.

[E] ADDRESSED

Timestamp: 20:10 — Quote: "A good example is the talks with Jordan this week." — Assessment: Mentioned, but superficially; Egypt's role is entirely absent.

[F] ADDRESSED

Timestamp: 14:30 — Quote: "In February, Trump announced this Gaza Riviera plan." — Assessment: Addressed reasonably; Trump's potential role as mediator is analysed.

[G] ADDRESSED

Timestamp: 33:05 — Quote: "We have only been talking about Israel's actions and condemnation, but at the same time of course the threat of antisemitism is rising." — Assessment: Raised, but the treatment remains brief and Biaudet dismisses the concern quickly.

[H] HINTED AT

Timestamp: 29:50 — Quote: "The two-state model will only come about when all parties have accepted it." — Assessment: Mentioned repeatedly, but the historical context and obstacles remain superficial.

[I] ADDRESSED

Timestamp: 27:00 — Quote: "Is there a confused line in the political leadership regarding Gaza?" — Assessment: Addressed, but framed as an internal government contradiction rather than a considered political disagreement.

[J] ADDRESSED

Timestamp: 31:20 — Quote: "70% of Israelis see this as leading Israel into a pariah status." — Assessment: Mentioned, but the source is not verifiable from the transcript.

Coverage score: 6/10

Justification: The broadcast addresses most relevant perspectives at least superficially, but Hamas's role and responsibilities (perspective D) and the historical obstacles to the two-state model (H) are clearly underrepresented. Israel's security policy rationale (A) is mentioned but not developed in a balanced manner relative to the humanitarian arguments. The treatment of antisemitism (G) is brief and dismissive.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — quantifiable and scientifically reliable

Hardfacts — 9 quantifiable and scientifically verifiable techniques

1. EXPERT SELECTION

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Total score: 6/10

Definition: Who gets to speak as an expert?

Expert 1: Timo R. Stewart (journalist / Middle East expert)

Timestamp: 00:30

Statement: "Some ministers speak openly about ethnic cleansing of the area."

Positioning: Journalist specialising in Middle Eastern affairs; no academic or institutional position; clearly critical line towards Israel

Missing countervoice: An Israeli security policy expert or strategy specialist

In-depth source check:

(a) FUNDING: Journalist; no institutional funding; independent — no direct financial conflict of interest, but also no institutional accountability

(b) MANDATE: The journalist's role is to report and analyse; compatible with neutral assessment in principle, but in the broadcast he clearly functions as a commentator rather than a neutral analyst

(c) CREDIBILITY MATRIX (Source Traffic Light, 6 dimensions, -2 / +2):

- U1 Conflict of interest: 0 — No institutional affiliation, but a clear editorial line
- U2 Personal risk: +1 — Takes a public stance as a journalist
- U3 Expertise: +1 — Knowledge of the Middle East, but not a legal or military expert
- U4 Consistency of opinion: +1 — Line appears consistent
- U5 Emotion vs. data: -1 — Several strong normative claims without source references
- U6 Source level: 0 — Secondary analyst
- TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Stewart is used in the broadcast as if he were a neutral expert, even though his positions are clearly normative and one-sided.

Expert 2: Lieutenant Colonel Juha Mäkelä (military expert)

Timestamp: 01:45

Statement: "Battle tanks are moving in a march column in a line. The crew have their hatches open, meaning they are not afraid of resistance."

Positioning: Military expert; assesses the nature of the operation; analytical approach

Missing countervoice: An Israeli military expert or representative of the Ministry of Defence



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In-depth source check:

(a) FUNDING: Likely a retired officer or defence administration expert; no obvious conflict of interest

(b) MANDATE: Military analysis is his area of expertise; compatible

(c) CREDIBILITY MATRIX:

- U1 Conflict of interest: +1 — No obvious institutional affiliation
- U2 Personal risk: +1 — Takes a public stance
- U3 Expertise: +2 — Military training and experience
- U4 Consistency of opinion: +1 — Consistent analysis
- U5 Emotion vs. data: +1 — Primarily analytical, some normative assessments
- U6 Source level: +1 — Primary military expertise
- TOTAL: +7 → SOURCE TRAFFIC LIGHT: GREEN

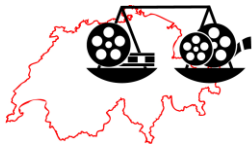
(c) PROFESSIONAL COMPETENCE: Mäkelä is the most credible expert in the broadcast; his analysis is primarily fact-based.

Missing expert groups:

- An Israeli security policy expert or military specialist
- A specialist in international humanitarian law
- An expert on the Arab world or Palestine

Summary (matrix result):

- Timo R. Stewart: YELLOW (+2) — normative line, no institutional accountability
- Juha Mäkelä: GREEN (+7) — expert, primarily analytical
- Vilhelm Junnila: political actor, not an expert
- Eva Biaudet: political actor, not an expert



2. SOURCE SELECTION

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Claims without a primary source = penalty points (rumour check)

Total score: 5/10

Definition: What sources are cited? Are they diverse and independent?

Source 1: Unnamed "70% of Israelis" study

Timestamp: 31:20

Statement: "70% of Israelis see this as leading Israel into a pariah status."

- (a) **Funding and background organisation:** Not mentioned; source unknown
- (b) **Structural conflict of interest:** Cannot be assessed without source information
- (c) **Missing counter-source:** An Israeli opinion research institute or official source

Rumour check (penalty points):

Claim without a primary source: +1 penalty point

Rumour 1:

Timestamp: 31:20

Claim: "70% of Israelis see this as leading Israel into a pariah status."

Word marker: No explicit uncertainty marker — presented as fact

Primary source: NO — penalty point

Source 2: Statement by the Israeli opposition leader

Timestamp: 36:10

Statement: "He said, quite provocatively, that the Israeli army kills babies in Gaza for fun."

- (a) **Funding:** Israeli opposition politician; not named
- (b) **Structural conflict of interest:** An opposition politician has an interest in criticising the government
- (c) **Missing counter-source:** The official position of the Israeli government

Rumour 2:

Timestamp: 36:10

Claim: An unnamed "former prime minister" said the army was close to committing war crimes

Word marker: "a former prime minister said" — the person is not identified

Primary source: NO — penalty point

Summary: The broadcast relies heavily on unnamed or poorly documented sources in several places; Israeli official sources are not cited at all; penalty points raise the overall score.



3. DISTRIBUTION OF SPEAKING TIME

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Total score: 4/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Timo R. Stewart: approximately 10 min. (26%)
- Eva Biaudet (SFP/RKP): approximately 9 min. (23%)
- Juha Mäkelä: approximately 8 min. (21%)
- Vilhelm Junnila (Finns Party): approximately 7 min. (18%)
- Host: approximately 5 min. (13%)

Summary: The distribution of speaking time is superficially reasonable, but qualitatively imbalanced: Biaudet and Stewart are given more space to develop their arguments, while Junnila's contributions are cut short more often. No one directly represents the Israeli perspective.



4. SELECTIVE OMISSION

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Total score: 7/10

Definition: What is not shown, even though it would be relevant?

Omission 1:

Context: The scale and nature of the Hamas attack of 7.10.2023

Relevant at: 00:30–02:00

Effect: The starting point of the conflict remains unclear; the viewer does not get a full picture of why Israel launched the operation

Omission 2:

Context: The treatment of Hamas's hostages and the state of hostage negotiations

Relevant at: 08:30

Effect: The hostages are mentioned in passing; the human dimension of their situation is left unaddressed

Omission 3:

Context: Egypt's role in managing the Gaza border crossings

Relevant at: 04:50 (humanitarian aid)

Effect: The humanitarian crisis is presented as caused solely by Israel; Egypt's closed border at Rafah is not mentioned

Summary: The broadcast systematically omits information that would contextualise Israel's actions or distribute responsibility more broadly; this creates a one-sided picture of the conflict's dynamics.

Missing voices

- A representative of the Israeli government or an Israeli expert: Would have brought Israel's official perspective on the objectives and legal basis of the operation
- A Palestinian civil society representative: Would have brought a grassroots perspective on the humanitarian situation
- A specialist in international humanitarian law: Would have assessed the legal basis of war crimes allegations more precisely
- A Hamas expert or Arab world researcher: Would have analysed Hamas's strategy and motivations more deeply
- Finnish Foreign Minister Elina Valtonen: Mentioned several times, but not present to answer direct questions
- An Israeli opposition politician: Would have given concrete form to Israel's internal opposition to the operation
- A UN or UNRWA representative: Would have provided a concrete description of the obstacles to humanitarian aid
- A Finnish professor of international law: Would have assessed the legal questions from an academic perspective



5. MANIPULATION OF FIGURES

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Complete figures include: absolute value, proportion (%) and trend

Total score: 4/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 00:45

Figure: "More than 2/3 of buildings have been destroyed."

Dimensions: An absolute proportion is presented (b); no trend (c) and no comparison with other conflicts (a)

Missing context: What source does the figure come from? Is it an estimate from the UN, satellite imagery or another source?

Effect: The figure is presented as an indisputable fact without a source reference

Finding 2:

Timestamp: 16:45

Figure: "In the Normandy landings, 1.7 million soldiers were transported across the English Channel in 1.5 months."

Dimensions: Absolute figure (a); no ratio (b) and no trend (c)

Missing context: The comparison is rhetorically effective but misleading: military logistics and the forced displacement of a civilian population are entirely different phenomena

Effect: Creates the impression that the forced displacement in Gaza would be logistically feasible, which reinforces the narrative of its deliberate nature

Summary: Figures are used rhetorically to reinforce a pre-established narrative; source references are missing from most statistical claims.



6. GUILT BY ASSOCIATION

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Total score: 3/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 27:15

Quote: "The Finns Party group leader has again been of the opinion that there is too much fuss about this."

Technique: The Finns Party's position is associated with inappropriate dismissiveness ("too much fuss") without presenting the party's reasoning

Effect: The viewer gets the impression that the Finns Party's position is inappropriate rather than a considered foreign policy view

Association 2:

Timestamp: 27:18

Quote: "KD has said that now is not the time to talk about recognising Palestine."

Technique: KD's position is presented without justification immediately after the Finns Party's "too much fuss" statement, creating an association with inappropriate obstruction

Effect: Both governing parties appear as obstacles to addressing the humanitarian crisis

Summary: Direct guilt by association technique is not used strongly, but the critical positions of the governing parties are presented briefly and in a negative light without balanced contextualisation.



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

Total score: 5/10

Definition: Strategic placement of information (beginning/middle/end).

Finding 1:

Position: 00:03–00:45 (beginning)

Content: "Israel is taking over the whole of Gaza" + "ethnic cleansing" + "more than 2/3 of buildings destroyed"

Timing effect: The broadcast begins immediately with strong accusations and dramatic figures; this sets the interpretive framework for the entire broadcast before any contextualisation has taken place

Finding 2:

Position: 33:05 (latter part)

Content: The threat of antisemitism is not raised until the latter part of the broadcast

Timing effect: The treatment of antisemitism remains marginal, as it comes only after the condemnation of Israel's actions has been established as the broadcast's main narrative

Finding 3:

Position: 27:00 (middle)

Content: The critical positions of the governing parties (Finns Party, KD) are presented briefly in the middle of a broader discussion on recognition

Timing effect: The critical positions are presented as if they were asides rather than equal viewpoints

Summary: The structure of the broadcast guides the viewer towards a pre-established conclusion; critical voices are structurally placed in marginal positions.



8. SELECTIVE INDIGNATION

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Anger = bias. Selective anger reinforces the finding. Score = degree of anger (0–5) + selectivity (0–5)

Total score: 5/10

Definition: Indignation towards certain positions but not towards comparable others.

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be assessed as selective if comparable triggering events on the part of other positions did not produce an analogous reaction.

Finding 1:

Timestamp: 09:45

Triggering event: Junnila (Finns Party) argues that the fight against Hamas is a legitimate basis for the operation

Reaction: "Does that go too far?" — the host challenges immediately

Comparison: Biaudet (SFP/RKP) makes a strong normative claim at 10:30 ("This is completely intolerable and disproportionate") — the host does not challenge

Asymmetry: Junnila's more moderate position is challenged; Biaudet's stronger position is accepted without question

Degree of indignation: 2/5

Selectivity: 3/5

Finding 2:

Timestamp: 34:10

Triggering event: Biaudet dismisses the antisemitism concern: "I don't see this as antisemitism. It is Israeli rhetoric."

Reaction: The host accepts the answer: "That could certainly be discussed for the next 3 hours."

Comparison: Junnila's comparable statements are challenged with follow-up questions

Asymmetry: Biaudet's strong claim (the antisemitism concern is "Israeli rhetoric") does not receive a critical follow-up question

Degree of indignation: 2/5

Selectivity: 3/5

Summary: Selective indignation is not strong in the broadcast, but a clear asymmetry is observable: the positions of the governing party (Finns Party) are challenged more often than the positions more sympathetic to the opposition.



9. SELECTIVE OMISSION — OVERALL PICTURE

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Total score: 7/10

Definition: How completely does the broadcast depict the subject?

Finding 1:

Timestamp: 04:50

Missing perspective/fact: Egypt's role in closing the Rafah border crossing

Relevance: Humanitarian aid also fails to get through due to the closure of Egypt's border crossing

Effect: The humanitarian crisis is presented as caused solely by Israel

Finding 2:

Timestamp: 08:30

Missing perspective/fact: The situation of the hostages and the perspective of their families

Relevance: Approximately 250 hostages were taken in the attack of 7.10.2023; their situation is a central part of the conflict

Effect: One of the key justifications for Israel's operation is left unaddressed

Finding 3:

Timestamp: 06:30

Missing perspective/fact: Hamas's funding and armament (Iran, Qatar)

Relevance: Hamas's military capacity did not arise in a vacuum

Effect: The geopolitical dimension of the conflict remains one-sided

Summary: The broadcast systematically omits information that would contextualise Israel's actions or distribute responsibility more broadly; this is the broadcast's most significant individual shortcoming.

Soft facts — negotiable, not purely quantifiable



Softfacts — 6 qualitative techniques

10. FRAMING

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Total score: 7/10

Definition: How is the subject fundamentally framed?

Finding 1:

Timestamp: 00:06

Quote: "Is the country committing war crimes?"

Manipulation: The broadcast begins with a question that assumes the possibility of a war crime as its starting point; this frames the entire broadcast as an investigation of guilt rather than an analysis of the conflict

Why problematic: The viewer is guided to assess Israel in the position of the accused before any evidence has been presented

Finding 2:

Timestamp: 00:30

Quote: "Some ministers speak openly about ethnic cleansing of the area."

Manipulation: "Ethnic cleansing" is a legally charged term; its use at the very beginning of the broadcast without legal contextualisation frames the entire conflict with this term

Why problematic: The term is presented as fact rather than as a claim; no alternative interpretations are offered

Finding 3:

Timestamp: 25:10

Quote: "It is an impossible thought that the world is unable to stop ethnic cleansing, a situation that is a war crime and that resembles genocide."

Manipulation: Biaudet uses three legally distinct terms ("ethnic cleansing", "war crime", "genocide") in parallel; the host does not ask for clarification

Why problematic: The terms are conflated in a way that creates the impression of a legal consensus that does not exist

Summary: The broadcast consistently frames the conflict as an investigation of Israel's guilt; alternative frames (security policy, the hostage issue, Hamas's responsibility) are not offered in a balanced manner.



11. WORD CHOICES AND CONCEPTS

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Total score: 6/10

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

Finding 1:

Timestamp: 00:30

Quote: "Some ministers speak openly about ethnic cleansing of the area."

Manipulation: "Openly" implies that this is an acknowledged fact rather than a political claim

Why problematic: A neutral alternative would be: "Some ministers have suggested that the aim is to displace the population."

Finding 2:

Timestamp: 03:45

Quote: "Israel is using scorched earth tactics."

Manipulation: "Scorched earth tactics" is a historically charged war crimes term; its use without legal contextualisation is a normative claim

Why problematic: A neutral alternative would be: "Israel is systematically destroying infrastructure."

Finding 3:

Timestamp: 25:10

Quote: "a situation that is a war crime and that resembles genocide"

Manipulation: "Resembles genocide" is a rhetorically effective expression that creates the image of genocide without legal responsibility for the claim

Why problematic: A neutral alternative would be: "Some legal experts have assessed that the actions may meet the criteria for genocide."

Summary: The broadcast consistently uses legally charged terms without contextualisation; this creates the impression of a legal consensus that does not exist.



12. MODERATION BEHAVIOUR

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Total score: 5/10

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

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. An intervention can only be assessed as asymmetric if comparable triggering events on the part of other guests did not produce an analogous intervention.

Finding 1:

Timestamp: 09:45

Triggering event: Junnila (Finns Party) argues that the operation is a fight against terrorism

Quote (host): "Does that go too far?"

Comparison: Biaudet (SFP/RKP) at 10:30 — "This is completely intolerable and disproportionate" — the host does not challenge

Asymmetry: Junnila's more moderate claim is challenged; Biaudet's stronger claim is accepted

Finding 2:

Timestamp: 21:30

Triggering event: Junnila explains the conditionality of recognising Palestine

Quote (host): "Let's keep contributions shorter."

Comparison: Biaudet's long contributions are not cut short in a comparable manner

Asymmetry: Junnila's argumentation is restricted when he is developing his critical position

Finding 3:

Timestamp: 22:10

Triggering event: The host asks Biaudet what she would do if she had power

Quote (host): "What would you do if you had power?"

Comparison: No comparable hypothetical question is put to Junnila

Asymmetry: Biaudet is given the opportunity to present a concrete plan of action; Junnila is not offered a comparable opportunity

Summary: A slight asymmetry is observable in moderation behaviour: the contributions of the governing party representative (Junnila) are restricted more often and his positions are challenged more readily than those of the representative more sympathetic to the opposition (Biaudet).



13. QUESTION ASYMMETRY

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Total score: 5/10

Definition: Differences in the hardness of questions put to different individuals.

Asymmetry 1:

To Junnila (Finns Party), 09:30: "Is this a fight against terrorism?" — hard, challenging

To Biaudet (SFP/RKP), 10:20: "Is it difficult to give a label to what Israel is doing now?" — soft, open

Comparison: Junnila is required to take a clear position; Biaudet is given space to develop her own narrative

Asymmetry 2:

To Junnila (Finns Party), 20:30: "Give one example. Some may be confused about what 'doing with full force' means." — challenging, ironic

To Biaudet (SFP/RKP), 22:10: "What would you do if you had power?" — open, enabling

Comparison: Junnila is challenged with an ironic question; Biaudet receives a constructive question

Asymmetry 3:

To Junnila (Finns Party), 27:00: "Is there a confused line in the political leadership regarding Gaza?" — challenging, implies confusion

To Biaudet (SFP/RKP), 25:00: "Action should be taken now." — the host echoes Biaudet's position

Comparison: A critical question is put to Junnila; Biaudet's position receives an echoing affirmation

Summary: Question asymmetry is clear in the broadcast: the governing party representative is asked harder and more critical questions than the representative more sympathetic to the opposition.



14. FALSE BALANCE									3/10
1	2	3	4	5	6	7	8	9	10

Total score: 3/10

Definition: Artificial balance despite real imbalance.

Finding 1:

Timestamp: 08:55 — Structure: Junnila (Finns Party) presents Hamas's responsibility; Stewart immediately dismisses it

Analysis: The broadcast does not create a false balance between Israel and Palestine — on the contrary, it is clearly one-sided in criticising Israel. The false balance manifests in a different form: Junnila's (Finns Party) position is presented as if it were an equal countervoice, even though he does not have as much space to develop his arguments.

Summary: No actual false balance occurs; the broadcast is rather clearly one-sided than artificially balanced. Scores are low on this criterion.



15. AGENDA-SETTING							7/10		
1	2	3	4	5	6	7	8	9	10

Total score: 7/10

Definition: What is normal/self-evident? What does not make it onto the agenda?

Finding 1:

Agenda element set: Israel's actions constitute or are close to war crimes — this is presented as a starting point rather than a claim

Timestamp: 00:06 — Evidence: "Is the country committing war crimes?"

Alternative agenda: Does Israel have the right to defend itself? What is Hamas's legal responsibility?

Finding 2:

Agenda element set: Recognition of Palestine is a moral obligation — this is presented as a self-evident conclusion

Timestamp: 25:10 — Evidence: "There is a moral obligation to do everything we can to prevent war crimes and ethnic cleansing."

Alternative agenda: What effects does recognition have on the negotiation process? Is the timing right?

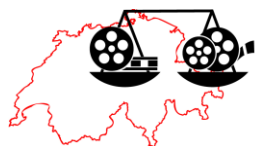
Finding 3:

Agenda element set: The Finnish government's line is unclear or insufficient

Timestamp: 27:00 — Evidence: "Is there a confused line in the political leadership regarding Gaza?"

Alternative agenda: Is the Finnish government's cautious line a considered foreign policy strategy?

Summary: The broadcast consistently places Israel's guilt and the necessity of recognising Palestine on the agenda; alternative agendas (Hamas's responsibility, the risks of recognition, the government's strategic deliberation) remain marginal.



CHAPTER 4 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	6	Experts are primarily critical of Israel; the Israeli perspective is entirely absent
2	Source selection	H	5	Several unnamed or poorly documented sources; Israeli official sources are not cited
3	Distribution of speaking time	H	4	Superficially reasonable, but qualitatively imbalanced
4	Omission	H	7	Egypt's role, the hostage situation and Hamas's funding are systematically omitted
5	Manipulation of figures	H	4	Figures are used rhetorically without source references
6	Guilt by association	H	3	The positions of the Finns Party and KD are presented briefly in a negative light
7	Timing	H	5	The broadcast begins with strong accusations; critical voices are placed in marginal positions
8	Selective indignation	H	5	Junnila's (Finns Party) positions are challenged more often than Biaudet's (SFP/RKP)
9	Completeness	H	7	Key contextual factors of the conflict are systematically omitted
10	Framing	S	7	The conflict is framed as an investigation of Israel's guilt from the outset
11	Word choices	S	6	Legally charged terms are used without contextualisation
12	Moderation behaviour	S	5	Slight asymmetry: Junnila's contributions are restricted more often
13	Question asymmetry	S	5	Junnila is asked harder questions than Biaudet
14	False balance	S	3	No actual false balance; the broadcast is rather clearly one-sided
15	Agenda-setting	S	7	Israel's guilt and the necessity of recognition are presented as self-evident starting points

Results

- HARD FACTS SCORE (criteria 1–9 average): 5.1 / 10
- SOFT FACTS SCORE (criteria 10–15 average): 5.5 / 10
- TOTAL SCORE (average of all 15 criteria): 5.3 / 10

Dominant techniques

The three strongest techniques in this broadcast:



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- 1. Framing (score 7):** The broadcast consistently frames the conflict as an investigation of Israel's guilt from the very first second. Legally charged terms ("ethnic cleansing", "war crime", "genocide") are used without contextualisation, creating the impression of a legal consensus that does not exist.
- 2. Omission (score 7):** The broadcast systematically omits information that would contextualise Israel's actions: Egypt's role in managing border crossings, the hostage situation, Hamas's funding and armament. This creates a one-sided picture of the conflict's dynamics.
- 3. Agenda-setting (score 7):** Israel's guilt and the necessity of recognising Palestine are presented as self-evident starting points rather than claims. Alternative agendas — Hamas's responsibility, the risks of recognition, the government's strategic deliberation — remain marginal.

The broadcast's core messages

MESSAGE 1 (SUBSTANTIVE): "Israel is committing war crimes and ethnic cleansing in Gaza, and the international community must act to stop it."

Technique: Framing + word choices — Evidence: 00:06, 00:30, 25:10

MESSAGE 2 (POLITICAL): "The Finnish government's cautious line is insufficient and confused; in particular, the Finns Party and KD are obstructing necessary action."

Technique: Agenda-setting + question asymmetry — Evidence: 27:00, 27:15, 27:18

MESSAGE 3 (SOCIETAL): "Recognition of Palestine is a moral obligation, and Finland should be more active in the international coalition."

Technique: Omission + timing — Evidence: 25:10, 28:30, 31:00

Classification of degree of manipulation

Justification: The broadcast's total score (5.3/10) falls clearly within the range of one-sidedness. The broadcast does not meet the requirement of the Act on Yleisradio Oy, Section 7, for diverse and comprehensive information, because the Israeli perspective is entirely absent, key contextual factors of the conflict are systematically omitted, and the positions of the governing parties (Finns Party, KD) are presented in an inappropriate light. Framing and word choices create the impression of a legal consensus that does not exist. The broadcast does not, however, exceed the threshold of systematic bias, because the military analysis (Mäkelä) is primarily appropriate and some alternative perspectives are presented.

CONCLUSION

The A-talk broadcast on the Gaza conflict is substantively informative but structurally imbalanced. The broadcast consistently frames the conflict as an investigation of Israel's guilt, systematically omits contextual factors (Egypt's role, the hostage situation, Hamas's responsibility) and uses legally charged terms without appropriate contextualisation. The diversity and impartiality required by Section 7 of the Act on Yleisradio Oy are not fully realised, because the Israeli perspective is entirely absent and the positions of the governing parties (Finns Party, KD) are presented briefly and in a negatively framed manner without balanced treatment. Question asymmetry and moderation behaviour favour positions in support of recognition. The broadcast does not, however, exceed the threshold of systematic bias, and the military analysis is primarily appropriate; the overall assessment is clear one-sidedness (5.3/10).



OVERALL ASSESSMENT OF 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	6/10	Significant bias
2	SOURCE SELECTION	5/10	Significant bias
3	DISTRIBUTION OF SPEAKING TIME	4/10	Slight bias
4	SELECTIVE OMISSION	7/10	Clear bias
5	MANIPULATION OF FIGURES	4/10	Slight bias
6	GUILT BY ASSOCIATION	3/10	Slight bias
7	TIMING	5/10	Significant bias
8	SELECTIVE INDIGNATION	5/10	Significant bias
9	SELECTIVE OMISSION — OVERALL PICTURE	7/10	Clear bias
10	FRAMING	7/10	Clear bias
11	WORD CHOICES AND CONCEPTS	6/10	Significant bias
12	MODERATION BEHAVIOUR	5/10	Significant bias
13	QUESTION ASYMMETRY	5/10	Significant bias
14	FALSE BALANCE	3/10	Slight bias
15	AGENDA-SETTING	7/10	Clear bias

HARDFACTS SCORE (1-8)

5.6/10

Significant imbalance

SOFTFACTS SCORE (9-14)

5.5/10

Significant imbalance

TOTAL SCORE

5.6/10

Significant imbalance

Hardfacts and Softfacts average



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

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

Aggregated deviation index — Interpretation ranges

0.0 – 2.5	Imperceptible	No significant patterns observed; broadcast meets the impartiality requirement.
2.6 – 4.0	Slight bias	Individual deviations; statistically visible, but within the tolerance range.
4.1 – 6.0	Significant bias	Multiple significant findings; material weakening of diversity of perspectives.
6.1 – 8.0	Serious deviation from the impartiality requirement. High degree of deviation	Strong patterns crossing broadcast boundaries; high materiality of effect.
8.1 – 10	Fundamental systematic one-sidedness. Very high degree of bias	Maximum severity on almost all criteria; systematically one-sided reporting.

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

-5 ... -3	Strongly disadvantaged	The party is significantly underrepresented in framing, airtime or presentation.
-2 ... -1	Slightly disadvantaged	Identifiable but slight disadvantaging.
0	Neutral	No observable favouring or disadvantaging.
+1 ... +2	Slightly favoured	Identifiable but slight favouring.
+3 ... +5	Strongly favoured	The party is significantly overrepresented in framing, airtime or presentation.



CHAPTER 5 — LEGAL ASSESSMENT (Act on Yleisradio Oy, Section 7)

Assessment under Section 7 of the Act on Yleisradio Oy

Section 7 of the Act on Yleisradio Oy requires diverse and comprehensive information, impartiality and the promotion of pluralism.

Violation 1:

Norm: Act on Yleisradio Oy, Section 7 — diverse and comprehensive information

Description of act: The Israeli perspective is entirely absent from the broadcast; not a single Israeli expert, politician or official representative is heard

Evidence: Timestamp 00:03–38:55 — the entire broadcast; Israeli sources are not cited directly at any point

Assessment: The Act requires comprehensive information, meaning that the perspectives of all key parties to the conflict must be presented. The complete absence of the Israeli perspective is a clear deviation from this requirement.

Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Description of act: Legally charged terms ("ethnic cleansing", "war crime", "genocide") are used repeatedly without legal contextualisation or presentation of alternative interpretations

Evidence: Timestamp 00:30 — "Some ministers speak openly about ethnic cleansing of the area"; 25:10 — "a situation that is a war crime and that resembles genocide"

Assessment: The requirement of impartiality demands that legally contested claims be presented as claims rather than as facts. The use of terms without contextualisation violates this requirement.

Violation 3:

Norm: Act on Yleisradio Oy, Section 7 — promotion of pluralism

Description of act: The positions of the governing parties (Finns Party, KD) on the recognition of Palestine are presented briefly and in a negative light without balanced treatment; positions in favour of recognition are given considerably more space and a more positive frame

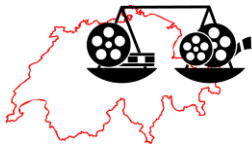
Evidence: Timestamp 27:15 — "The Finns Party group leader has again been of the opinion that there is too much fuss about this"; 27:18 — "KD has said that now is not the time to talk about recognising Palestine"

Assessment: The promotion of pluralism requires that different political positions be presented in a balanced manner and that their justifications be addressed appropriately. The brief and negatively framed presentation of the governing parties' positions violates this requirement.

Overall assessment under Section 7 of the Act on Yleisradio Oy

The broadcast violates the requirements of Section 7 of the Act on Yleisradio Oy in three key ways: the complete absence of the Israeli perspective infringes the requirement of comprehensive information; the use of legally charged terms without contextualisation infringes the requirement of impartiality; and the unbalanced treatment of the governing parties' positions infringes the requirement of promoting pluralism. The violations are not so serious as to exceed the threshold of systematic bias, but they are sufficiently clear to be documented in the manner required by law. The impartiality requirement under YLE's internal editorial guidelines (YSO) would require that a comparable broadcast also hear Israeli experts or official representatives and that legally contested claims be presented clearly as claims rather than as facts.

IN-DEPTH SOURCE CHECK (Mandatory for all cited expert organisations / civil society organisations / advisory services)



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The broadcast does not cite institutional expert organisations, civil society organisations or advisory services by name. The personal sources appearing in the broadcast are assessed below.

Timo R. Stewart

- 1. FUNDING:** Journalist; no institutional funding; independent — no direct financial conflict of interest
- 2. MANDATE:** The journalist's role is to report and analyse; compatible with neutral assessment in principle, but in the broadcast he clearly functions as a normative commentator
- 3. CONFLICT OF INTEREST:** No institutional conflict of interest; the editorial line is clearly critical of Israel
- 4. CREDIBILITY MATRIX:** U1: 0, U2: +1, U3: +1, U4: +1, U5: -1, U6: 0 → TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTERVOICE:** An Israeli security policy expert or strategy specialist is missing

IMPORTANT: "Middle East expert" is a social attribution that does not in itself guarantee neutrality. Stewart is used in the broadcast as if he were a neutral expert, even though his positions are clearly normative.

Lieutenant Colonel Juha Mäkelä

- 1. FUNDING:** Likely a retired officer or defence administration expert; no obvious conflict of interest
- 2. MANDATE:** Military analysis is his area of expertise; compatible
- 3. CONFLICT OF INTEREST:** No obvious institutional conflict of interest
- 4. CREDIBILITY MATRIX:** U1: +1, U2: +1, U3: +2, U4: +1, U5: +1, U6: +1 → TOTAL: +7 → SOURCE TRAFFIC LIGHT: GREEN
- 5. COUNTERVOICE:** An Israeli military expert is missing

Vilhelm Junnila (Finns Party)

- 1. FUNDING:** Member of Parliament; public funding; party-political affiliation
- 2. MANDATE:** Political actor; not a neutral expert
- 3. CONFLICT OF INTEREST:** The Finns Party's foreign policy line guides positions
- 4. CREDIBILITY MATRIX:** U1: -1, U2: +1, U3: +1, U4: +1, U5: 0, U6: 0 → TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTERVOICE:** Represents the governing party's position; the countervoice is Biaudet

Eva Biaudet (SFP/RKP)

- 1. FUNDING:** Member of Parliament; public funding; party-political affiliation
- 2. MANDATE:** Political actor; not a neutral expert
- 3. CONFLICT OF INTEREST:** SFP/RKP's line guides positions; Biaudet's personal positions are clearly more left-wing than the party's official line on humanitarian issues
- 4. CREDIBILITY MATRIX:** U1: -1, U2: +1, U3: +1, U4: 0, U5: -1, U6: 0 → TOTAL: 0 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTERVOICE:** Represents the position in favour of recognition; the countervoice is Junnila

IMPORTANT: Biaudet's positions are presented in the broadcast as if they represented SFP/RKP's official line, even though they are clearly more left-wing than the party's official line on humanitarian issues. This is not problematised in the broadcast.

Legal and methodological framework

Not a verification of facts

The findings 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.

Not a legal assessment

The aggregated 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).



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**Not proof of
causality**

Statistical correlations must 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.

**Not an assessment
of intent**

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.

**Heuristic
comparison tool**

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



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Finland — YLE (Yleisradio Oy)

Act

Act on Yleisradio Oy (1380/1993), zuletzt geändert 27.6.2025/412

Relevant articles

- Section 7(2)(1) (Special tasks of public service programming): Public service programming shall in particular support democracy and the opportunities for participation of all by providing diverse information, opinions and discussions as well as opportunities for interaction.

(Die öffentlich-rechtliche Programmtätigkeit soll insbesondere die Demokratie und die Teilhabemöglichkeiten aller unterstützen, indem sie vielfältige Informationen, Meinungen und Debatten sowie Interaktionsmöglichkeiten anbietet.)

- Section 7(4) (inserted 27.6.2025/412): The company shall through its activities promote freedom of expression, high-quality journalism and media diversity.

(Das Unternehmen soll durch seine Tätigkeit die Meinungsfreiheit, hochwertigen Journalismus und Medienvielfalt fördern.)

- Section 7(5) (inserted 27.6.2025/412): The company shall promote transparency in its finances and activities.

(Das Unternehmen soll die Transparenz seiner Finanzen und seiner Tätigkeit fördern.)

Structural difference from Switzerland

Wichtig: Das finnische Gesetz definiert den öffentlich-rechtlichen AUFTRAG (Demokratie, Kultur, Bildung, Sprachen, Minderheiten), schreibt aber NICHT explizit vor, WIE Journalismus zu betreiben ist. Anders als Art. 4 RTVG (Sachgerechtigkeit, Meinungsvielfalt, Ausgewogenheit) gibt es keine gesetzliche Verpflichtung zu:

- Impartiality (Unparteilichkeit) — only self-regulatory (YSO)
- Factual accuracy (Sachgerechtigkeit) — only self-regulatory (JSN)
- Political balance (Politische Balance) — not mentioned explicitly anywhere

Die Unparteilichkeitspflicht kommt aus YLEs internen Ethikrichtlinien (YSO):

> "We set impartiality as a goal in our overall programme and content production as well as in individual programmes."

> (Wir setzen uns Unparteilichkeit als Ziel in unserer gesamten Programm- und Inhaltsproduktion sowie auch in einzelnen Sendungen.)

Core obligations (Act + Self-regulation)

1. **Diversity (Vielfalt):** Vielfältige Informationen, Meinungen und Debatten (Section 7(2)(1))
2. **High-quality journalism (Hochwertiger Journalismus):** Förderung qualitativer Standards (Section 7(4))
3. **Media diversity (Medienvielfalt):** Förderung der Medienvielfalt (Section 7(4))
4. **Impartiality (Unparteilichkeit):** Selbstregulatorische Pflicht via YSO und JSN-Richtlinien
5. **Transparency (Transparenz):** Transparenz über Finanzen und Tätigkeit (Section 7(5))

Supervisory authority



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- Parliamentary Administrative Council (Parlamentarischer Verwaltungsrat): Max. 21 vom Parlament gewählte Mitglieder. Überwacht die Erfüllung des öffentlich-rechtlichen Auftrags nach 7 §. Erstattet jährlich Bericht ans Parlament.
- TRAFICOM (Finnish Transport and Communications Agency): Regulierungsbehörde. Überwacht NUR wirtschaftliche Aspekte (7c §, 8 §, 12 §) — NICHT den redaktionellen Inhalt.
- JSN (Council for Mass Media in Finland / Press Council): Selbstregulierungsorgan (seit 1968). Behandelt Beschwerden gegen journalistische Inhalte. KEIN gesetzliches Mandat — Entscheide sind nicht rechtsverbindlich, müssen aber publiziert werden. ~700 Beschwerden/Jahr, ~75 Entscheide.

Complaints procedure

1. YLE customer feedback system (YLE-Publikumsfeedback)
2. JSN (Council for Mass Media in Finland) — Beschwerde innert 3 Monaten, kostenlos
3. Allgemeine Gerichte (keine spezialisierte Beschwerdeinstanz wie die Schweizer UBI)

Comparison CH — FI

Aspect	Switzerland (Art. 4 RTVG)	Finland (Section 7 Act on Yleisradio Oy)
Factual accuracy	Statutory	Only self-regulatory (YSO/JSN)
Diversity of opinion	Statutory	Implicit ("diverse information, opinions")
Impartiality	Statutory	Only self-regulatory (JSN)
Political balance	Derived	Not mentioned
Independent complaints body	UBI (statutory)	None (only JSN, self-regulatory)
Content supervision by regulator	BAKOM/UBI	No — TRAFICOM only economic matters
Editorial protection	Via RTVG	Section 6d (new 2025): Protection against dismissal for editorial decisions



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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SVFAB Working Papers

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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

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

Those who are unaware of this unknowingly 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 who 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, delimiting. 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. As a reference work for preparation, , follow-up and for difficult situations



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You think you are seeing the world. In reality you are seeing a 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, straightforward and full of real-life examples. You learn not only how, others frame you but also, how you, frame others – and how you can use this technique consciously and fairly. Because 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 so easily imposed on them.

With many exercises and concrete examples from politics, the media and everyday life – and with a smile from time to time.

Framing with style. Because the frame changes everything.