



MTVA DETAILED ANALYSIS

2026-03-06_kerdesek-oraja

Programme: MTVA-Sendung (M1/Kossuth Rádió) | 2026-03-06 | Analysed: 2026-05-24 22:04

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Mércé: Mttv. §83

TOTAL SCORE

7.8/10

Serious deviation from the balance requirement. High degree of deviation

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on the Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES) classifies parties on a left-right scale based on a survey of 609 political scientists (0 = far left, 10 = far right). We apply the Pew Research Center (2025) thresholds: <4.5 = Left, 4.5–5.5 = Centre, >5.5 = Right. This enables objective classification of perceived party-political bias.

Party	DK	MSZP	Momentum	LMP	KDNP	Fidesz	Mi Hazánk
CHES	1.69	2.31	3.15	3.46	6.92	7.77	9.31
Spectrum	Left	Left	Left	Left	Right	Right	Right

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

TENDENCY (L – R)

5.8 / 10

Balanced

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

This section provides political context and is not included in the total score.



POLITICAL LANDSCAPE

Government (since 2010, without interruption): Fidesz-KDNP — two-thirds parliamentary majority (135 seats out of 199). The government won its fourth consecutive two-thirds victory in 2022. Prime Minister: Orbán Viktor.

Main opposition forces: TISZA (led by Magyar Péter, became the second strongest force with 29.6% at the 2024 EP elections), DK (Gyurcsány Ferenc), Momentum, LMP, MSZP, Jobbik, Mi Hazánk (6 seats, far right).

Party	CHES left-right	Seats (2022)	Government/Opposition	Basic position
MSZP	3,00	(United Opposition)	Opposition	Social democratic, left
MKKP	3,50	0 (outside parliament)	Outside parliament	Satirical-libertarian, left
LMP	3,79	(United Opposition)	Opposition	Green-progressive, left
Momentum	4,17	(United Opposition)	Opposition	Centre-left, pro-EU, urban
DK	4,28	(United Opposition)	Opposition	Centre-left, strongly pro-EU
TISZA	6,17	— (new in 2024)	Opposition (strongest)	Centre-right, anti-corruption, pro-EU
Jobbik	6,47	(United Opposition)	Opposition	Centre-right (moderated)
Fidesz-KDNP	8,61	135	Government (2/3)	Far right, authoritarian-nationalist
Mi Hazánk	9,29	6	Opposition	Far right, EU-sceptic

Hungarian political life is defined by four main fault lines: (1) the systemic conflict between Fidesz-KDNP and all opposition forces over the rule of law, media freedom and EU relations; (2) the intensifying campaign battle ahead of the 2026 parliamentary elections, in which TISZA under Magyar Péter's leadership has become the only real challenger; (3) the relationship with the Russian–Ukrainian war, where the government advocates neutrality and opposition to arms deliveries, while the majority of the opposition represents a Western orientation and solidarity with Ukraine; (4) the rule-of-law dispute over access to EU funds, which maintains ongoing tension between the government and Brussels.

MTVA (M1, M2, M4, M5, Duna TV) operates as a de facto government media service provider: the public media law (Mtv.) formally requires balance, but the NMHH Media Council has consisted exclusively of members close to Fidesz since 2010 and does not sanction structural violations. The KESMA foundation (approx. 500 media companies since 2018) consolidated the pro-government press; independent media outlets (Telex.hu, 444.hu, RTL Klub, ATV) operate in an increasingly restricted space. Hungary ranks 85th in Reporters Without Borders' 2024 Press Freedom Index — the worst ranking in the EU.



CHAPTER 1 — PARTY-POLITICAL BIAS

Representation of parties' programme positions

Party	Score (-5..+5)	Represented in broadcast vs. programme position
Fidesz-KDNP	+3	12:20 "this is also what is at stake in the election" — Programme position: peace, sovereignty, opposition to arms deliveries, utility cost reduction — correct and detailed, but exclusively within the government's own narrative, without counterbalance
TISZA	-4	14:18 "Magyar Péter's words are completely impossible to take seriously" — Programme position: anti-corruption, rule of law, pro-EU, solidarity with Ukraine — actively distorted: the party's positions are not corrected by the host either, the minister portrays them as a caricature
DK	0	Not featured in the broadcast
Momentum	0	Not featured in the broadcast
Jobbik	0	Not featured in the broadcast
Mi Hazánk	0	Not featured in the broadcast
LMP	0	Not featured in the broadcast
MSZP	0	Not featured in the broadcast

Score explanation:

- +5 = programme positions correctly and fully presented
- 0 = the party/topic does not appear in the broadcast
- -5 = programme positions actively distorted or falsely presented

Party bias summary

- Most accurate representation: Fidesz-KDNP (+3) — the governing party's positions are presented in detail, but exclusively within their own framework
- Strongest distortion: TISZA (-4) — Magyar Péter's and TISZA's programme positions are swept aside by the minister with discrediting commentary, the host does not correct this
- Average deviation from 0: 1.75 (with parties not featured counted as 0)
- Summary: The broadcast's sole guest is the government's minister of defence, who characterises TISZA and the opposition in general exclusively in a negative context, through his own words. The TISZA's programme positions (anti-corruption, rule of law, pro-EU) are not presented objectively even once; the party's name is used almost exclusively within the "Brussels–Kyiv–opposition collusion" narrative. The Fidesz-KDNP positions are presented in detail, but one-sidedly, without counterbalance.

Left-right overall tendency

TENDENCY SCORE: -4.2

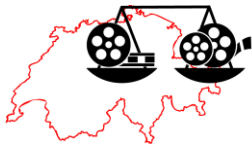
CLASSIFICATION: Strongly right-leaning

Justification: The broadcast gives the floor exclusively to a government actor, who can elaborate all key Fidesz-KDNP positions (opposition to arms deliveries, sovereignty, utility cost reduction, anti-Ukraine stance, discrediting of TISZA) in detail and unchecked. The opposition's positions — especially those of TISZA — are conveyed exclusively through



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the minister's distorting interpretation. The framing of topics, the direction of questions and the closing summary all reinforce the government narrative.



CHAPTER 2 — BROADCAST DATA AND TOPIC FRAMES

Broadcast data

- Title: Kérdések Órája
- Date: (not determinable from the filename; internal reference: "we are recording on Friday afternoon" — spring 2025, campaign period ahead of the 2026 elections)
- Estimated length: approx. 51 minutes (based on the transcript)
- Host: Csuha Ildikó
- Guest: Szalai Bobrovnicki Krisztof, Minister of Defence

Person	Function	Party/Affiliation	Political spectrum
Csuha Ildikó	Host	MTVA (state media)	Institutional
Szalai Bobrovnicki Krisztof	Minister of Defence	Fidesz-KDNP government	Far right (8.61)

Main topic

The main topic of the broadcast is the assessment of Ukrainian President Zelensky's alleged threat directed at Orbán Viktor, the deterioration of Hungarian–Ukrainian relations, the "hybrid warfare" narrative, the military protection of critical infrastructure and the HIMARS procurement.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — countable and scientifically substantiable

Hard facts — 9 measurable and scientifically verifiable techniques

1. EXPERT SELECTION

9/10

1 2 3 4 5 6 7 8 9 10

Total score: 9/10

Definition: Who speaks as an expert?

Expert 1: Szalai Bobrovnicki Krisztof — Minister of Defence

Timestamp: 00:23–51:32 (entire broadcast)

Statement: "Ukraine is conducting a hybrid military operation against Hungary" (01:25)

Classification: Active government member, Minister of Defence of the Fidesz-KDNP government — simultaneously a fact-provider, interpreter and political campaign actor (references to the 2026 elections: 10:00, 12:27, 51:04)

Missing counter-opinion: Independent security analyst, NATO expert, Ukrainian government representative

Source deep analysis:

(a) FUNDING: Hungarian state — funded from the defence ministry's budget. Direct conflict of interest: the minister presents the decisions of his own ministry (protection of critical infrastructure, HIMARS procurement) positively, while their political and financial consequences are not debated.

(b) MANDATE: The Minister of Defence's mandate is incompatible with neutral expert assessment — he has an institutional interest in emphasising the threat (budgetary justification, political legitimation).

D1 Conflict of interest: -2 — Active government member, defending his own decisions

D2 Personal risk: -1 — It is in his interest, by virtue of his position, to reinforce the government narrative

D3 Professional competence: +1 — Relevant in the field of defence, but the legal classification of the Nord Stream explosion or the Zelenskyy statement is not strictly within his area of expertise

D4 Opinion consistency: +1 — Consistent with the government narrative, but this may also follow from the conflict of interest

D5 Emotional vs. data-based: -2 — Numerous claims are made without evidence (e.g. Nord Stream, drone incidents, "collusion")

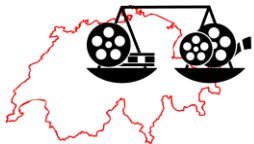
D6 Source level: -1 — Primarily secondary and tertiary claims (satellite images, intelligence information that are not presented)

TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW (borderline, with strong conflict of interest)

(c) PROFESSIONAL COMPETENCE: The minister is framed as a neutral expert ("the minister will explain"), while he is an active political campaign actor — this is a typical case of technique 2 (source selection).

Missing expert groups:

- Independent military/security analyst (e.g. IISS, RAND, domestic academic researcher)
- International law expert (for the legal classification of the Zelenskyy statement)
- Energy engineer (for the technical questions regarding the Druzhba oil pipeline)



Summary: The broadcast's sole source is an active government member who has an institutional interest in the narrative presented. Not a single independent expert, counter-opinion or alternative interpretation is heard — this is the most one-sided possible structure from the perspective of source selection.

Source credibility overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
expert: Szalai Bobrovnicki Krisztóf — Minister of Defence	-2	-1	+1	+1	-2	-1	-4	YELLOW



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

Claims without primary source = penalty points (rumour check)

Total score: 8/10

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

Source 1: Hungarian government satellite images

Timestamp: 16:07 — Statement: "We have satellite images available that show that even if there was something there before... but that was many weeks ago"

- (a) **Funding and operator:** Hungarian state — the defence ministry
- (b) **Structural conflict of interest:** The government has an interest in presenting the closure of the Druzhba oil pipeline as a political cause; the satellite images are not made public and cannot be verified
- (c) **Missing counter-source:** Independent technical investigation, EU energy authority, statement from Ukrainian Naftogaz

Source 2: Zelenskyy statement (cited but not authenticated)

Timestamp: 00:47–01:15 — Statement: "we will give our soldiers his address, and they will have a conversation with him in their own language"

- (a) **Funding and operator:** Not determinable — the source itself is the Ukrainian president's statement, which the host cites
- (b) **Structural conflict of interest:** The "address vs. phone number" dispute (08:40–09:00) is resolved one-sidedly according to the minister's interpretation; an independent translation of the original Ukrainian text is not provided
- (c) **Missing counter-source:** Original Ukrainian text, independent translator, Ukrainian government context

Rumour check (penalty points):

Rumour 1:

Timestamp: 01:50–02:06

Claim: "the Nord Stream was blown up... by the Ukrainians, probably with the help of others, but they blew it up"

Verbal indicator: "probably"

Primary source present: NO — penalty point (+1)

Note: The actual investigation results (Swedish investigation closed, German prosecutor's office ongoing, Seymour Hersh report disputed) are not presented; the minister presents Ukrainian responsibility as fact.

Rumour 2:

Timestamp: 13:04 — Claim: "with favours of this nature, they usually collect the return... they will collect from him what they are now receiving the support for"

Verbal indicator: implicit assumption, without evidence

Primary source present: NO — penalty point (+1)

Summary: The broadcast's sources are exclusively of government origin (minister, prime ministerial decisions, intelligence information that is not public). Two unsubstantiated claims are made at rumour level without a primary source. The source structure is as little varied as possible.



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3. TIME ALLOCATION

8/10

1 2 3 4 5 6 7 8 9 10

Total score: 8/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Szalai Bobrovnicki Krisztof (minister): approx. 42 minutes (82%)
- Csuha Ildikó (host): approx. 9 minutes (18%)
- Opposition voice (in own voice): 0 minutes (0%)
- Ukrainian/independent voice: 0 minutes (0%)

Summary: 82% of the broadcast's total speaking time is occupied by a single government actor; no opposition, Ukrainian or independent voice speaks in their own voice even once. This structure is incompatible with the balance requirement under Mttv. §83.



4. SELECTIVE OMISSION

9/10

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Total score: 9/10

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

Omission 1:

Context: The actual investigation results regarding the Nord Stream explosion

Relevant timestamp: 01:50–02:06

Effect: The minister presents Ukrainian responsibility as fact, while the Swedish investigation has been closed (for lack of evidence), the German prosecutor's office is ongoing, and responsibility has not been proven to this day. The omission suggests that Ukraine is a proven terrorist state.

Omission 2:

Context: The actual reactions of EU and NATO allies to the Zelenskyy statement

Relevant timestamp: 12:35–12:51

Effect: The minister claims that "I barely hear voices rejecting this" — but the EU and NATO reactions (which may have given a different interpretation of the statement) are not presented, which reinforces the "collusion" narrative.

Omission 3:

Context: The actual programme positions of TISZA and Magyar Péter regarding the war and Ukraine

Relevant timestamp: 13:25–14:52

Effect: Magyar Péter's statements (according to which Zelenskyy cannot threaten Hungary and must apologise) are swept aside by the minister with discrediting commentary; TISZA's actual programme positions (pragmatic, European solution, not pro-arms delivery) are not presented objectively even once.

Summary: The three most important omissions — the factual presentation of Nord Stream, the EU/NATO reactions and the opposition's own voice — together paint a picture in which Ukraine is a proven aggressor, the EU is complicit, and the opposition is discredited. These omissions are not random, but reinforce the government narrative.

Missing voices

- Independent international law expert: Would have determined whether Zelenskyy's statement actually qualifies as a life-threatening threat under international law
- Ukrainian ambassador or spokesperson: Would have presented the Ukrainian government's interpretation and context
- Independent energy engineer: Would have objectively assessed the technical reasons for the closure of the Druzhba oil pipeline
- Security/military analyst (non-governmental): Would have assessed the validity of the "hybrid warfare" classification
- TISZA or other opposition representative: Would have presented the opposition's position on Hungarian–Ukrainian relations in their own voice
- Nord Stream investigation expert: Would have objectively presented the actual investigation results regarding responsibility for the explosion



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- Geneva Convention expert: Would have shed light on the legal obligations in the prisoner of war case
- EU diplomatic analyst: Would have contextualised the absence or presence of EU reactions



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

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

Total score: 5/10
Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 34:37 — Figure: "an amount equivalent to several thousand billion forints" (SAFE loan)

Dimensions: (a) absolute value — stated; (b) ratio — not stated (% of GDP, per capita); (c) trend — not stated (compared to previous defence expenditure)

Missing context: The repayment burden of the SAFE loan, the development of defence expenditure as a proportion of GDP, comparison with other EU member states

Effect: The figure appears large, but cannot be assessed without context; the minister himself mentions the repayment obligation (34:50), but the extent of the taxpayer burden is not quantified.

Finding 2:

Timestamp: 23:27 — Figure: "75 endpoint status" (protection of critical infrastructure)

Dimensions: (a) absolute value — stated; (b) ratio — not stated (what % of all critical infrastructure elements?); (c) trend — not stated

Missing context: The total number of Hungary's critical infrastructure elements, the coverage ratio of the 75 endpoints

Effect: The figure is presented as an achievement, but the actual coverage cannot be assessed.

Summary: The figures are not systematically manipulated, but the ratio and trend dimensions are consistently missing, which prevents independent assessment. In the case of the SAFE loan, the minister himself mentions the repayment obligation, which shows partial completeness.



6. DISCREDITING BY ASSOCIATION								8/10	
1	2	3	4	5	6	7	8	9	10

Total score: 8/10

Definition: Discrediting through association with negative groups/ideas.

Association 1:

Timestamp: 12:51–13:04

Quote: "there is a collusion between Brussels and Kyiv, and the Hungarian opposition, who obviously has an interest in winning the elections, and that is why they receive support from Brussels and Kyiv"

Technique: Presents TISZA and the opposition as participants in a triangular conspiracy (Brussels + Kyiv + opposition), without evidence

Effect: Voting for the opposition becomes identified with serving foreign interests; TISZA voters may interpret their own decision as treason

Association 2:

Timestamp: 43:46–44:02

Quote: "the TISZA party joined and is a member of the European People's Party, whose leader Manfred Weber wants to see European Union flags on uniforms, and his dream is for EU soldiers to be in Ukraine"

Technique: Identifies TISZA with being dragged into war through Weber's alleged dream; the logic of EPP membership = pro-war

Effect: Building the equation: voting for TISZA = being dragged into war

Association chain: TISZA → EPP → Weber → EU soldiers in Ukraine → being dragged into war → death of Hungarian youth

Summary: The broadcast builds two mutually reinforcing association chains: (1) TISZA = accomplice of Brussels + Kyiv; (2) TISZA = being dragged into war. Both chains are stated without evidence, and the host never demands substantiation of the claims.



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

Total score: 7/10

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

Finding 1:

Position: 00:47 (very beginning)

Content: Zelenskyy's "life-threatening threat" against Orbán Viktor

Timing effect: In the first minute of the broadcast, the most emotionally charged claim is made, which determines the interpretive frame of the entire broadcast — every subsequent topic (infrastructure protection, HIMARS, opposition) is interpreted within this "threat" frame.

Finding 2:

Position: 51:04–51:32 (very end)

Content: "this is also what is at stake in the election... we can protect the utility cost reduction... we can continue the Hungarian path that they now want to replace with TISZA"

Timing effect: The broadcast's closing sentence is an open campaign message; the last impression is the electoral stakes and the danger of TISZA — this is the most effective position for anchoring the message.

Summary: The broadcast is consciously structured: maximum sense of threat at the very beginning, electoral campaign message at the very end. This structure is not random, but serves the maximum effectiveness of the political message.



8. SELECTIVE OUTRAGE

7/10

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

Total score: 7/10

Definition: Outrage at certain positions, but not at similar ones.

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be classified as selective if a similar triggering event did not elicit an analogous reaction at other positions.

Score calculation:

Score = Degree of outrage (0–5) + Selectivity (0–5)

- Degree of outrage: 4/5 — repeated, emphatic
- Selectivity: 3/5 — clearly one-sided

Finding 1:

Timestamp: 01:17–01:22

Triggering event: Zelenskyy's statement about Orbán Viktor

Reaction: "Well, this is first of all outrageous, and must be rejected"

Comparison: Orbán Viktor's statements about Zelenskyy (e.g. blocking Ukraine's EU accession, accusing the Ukrainian side of dragging Hungary into war) — Reaction: no outrage, the minister presents these as legitimate advocacy of interests

Asymmetry: Confirmed — Zelenskyy's statement is "outrageous and unacceptable", while Orbán's similarly strong statements are natural

Finding 2:

Timestamp: 08:06–08:40

Triggering event: According to the minister, Zelenskyy made a "life-threatening threat"

Reaction: "This is a life-threatening threat... completely unprecedented, completely unacceptable"

Comparison: The closure of the Druzhba oil pipeline (which the minister also calls "hybrid warfare") — Reaction: serious, but not "life-threatening" classification

Asymmetry: Partially confirmed — the verbal statement provokes stronger outrage than the physical infrastructure blockade

Degree of outrage: 4/5

Selectivity: 3/5

Summary: The outrage is consistently unidirectional: Zelenskyy's and Ukraine's steps are "outrageous and unacceptable", while the Hungarian government's similarly strong steps (blocking the EU, obstructing Ukraine's EU accession) appear as natural advocacy of interests. The selectivity is confirmed, but not in its most extreme form.



9. SELECTIVE OMISSION — OVERALL PICTURE

9/10

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Total score: 9/10

Definition: How complete is the broadcast's presentation of topics?

Finding 1:

Timestamp: 01:50–02:06

Missing viewpoint/fact: Proven responsibility for the Nord Stream explosion

Relevance: The minister treats Ukrainian responsibility as fact, even though this has not been proven to this day; the Swedish investigation has been closed, the German prosecutor's office is ongoing

Effect: The Ukrainian "terrorist state" narrative is built on an unproven basis

Finding 2:

Timestamp: 12:51–13:25

Missing viewpoint/fact: Evidence for the "Brussels–Kyiv–opposition collusion"

Relevance: A serious political accusation, which the minister does not support with a single concrete piece of evidence

Effect: Voters make decisions based on an unproven conspiracy narrative

Finding 3:

Timestamp: 43:46–44:18

Missing viewpoint/fact: TISZA's actual programme position on the war

Relevance: TISZA does not support arms deliveries and is not a member of the EPP's pro-war wing; the minister does not present this

Effect: The equation voting for TISZA = being dragged into war is built on a false basis

Summary: The broadcast's lack of completeness is systematic: every omission reinforces the government narrative, and in every case it is at the expense of the opposition or Ukraine. This is not a random editorial decision, but structural one-sidedness.

End of hard facts — Beginning of soft facts

Soft facts — debatable, not merely countable

The Russian–Ukrainian war has been ongoing since February 2022; Hungary is the only NATO and EU member state that consistently refuses to deliver arms to Ukraine and regularly blocks or delays EU joint decisions. The Zelenskyy statement — which the Hungarian government interprets as a life-threatening threat — was made in the context of an extremely tense bilateral relationship, also burdened by the closure of the Druzhba oil pipeline, drone incidents and accusations of electoral interference. As the 2026 parliamentary elections approach, the government is elevating the "being dragged into war" narrative into a campaign theme, while the opposition calls this the creation of war psychosis.

Proportion of viewpoints covered

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Inverted: the original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).

- [A] The exact Ukrainian-language text of Zelenskyy's statement and its authentic translation (phone vs. address dispute)
- [B] Opinion of an independent diplomatic or international law expert on the legal classification of the statement
- [C] The position and reaction of the Ukrainian government or embassy
- [D] Reactions of EU and NATO allies (why do they not condemn Zelenskyy?)
- [E] Ukrainian and independent technical explanation for the closure of the Druzhba oil pipeline
- [F] The position of the opposition (TISZA, DK) on Hungarian–Ukrainian relations
- [G] Opinion of an independent security or military expert on the "hybrid warfare" classification
- [H] Factual, evidence-based presentation of the Nord Stream explosion (who blew it up?)
- [I] Costs, parliamentary approval and transparency of the HIMARS procurement
- [J] Legal background of the case of forcibly conscripted Hungarian prisoners of war (Geneva Convention)

[A] OMITTED

Timestamp: 00:47–01:15 — Quote: "We hope that someone will not block the EU loan intended for Ukraine... we will give the address to our soldiers" — Assessment: The exact Ukrainian text of the statement is not presented; the "phone vs. address" dispute is resolved one-sidedly by the minister, without an independent translation.

[B] OMITTED

Timestamp: — — Quote: — — Assessment: Not a single independent diplomatic or international law expert speaks in the broadcast.

[C] OMITTED

Timestamp: — — Quote: — — Assessment: The Ukrainian government's position is conveyed exclusively through the Hungarian minister's interpretation.

[D] PARTIALLY ADDRESSED

Timestamp: 12:35 — Quote: "where is Brussels' solidarity, where do they stand up for the interests of the member state" — Assessment: The absence of EU reactions is interpreted by the minister as evidence of "collusion"; the EU's actual position is not presented.

[E] OMITTED

Timestamp: 16:03–17:02 — Quote: "in our opinion it is a false claim that the Druzhba pipeline would technically be unable to transport oil" — Assessment: Only the Hungarian government's satellite interpretation is heard; no independent technical expert speaks.

[F] PARTIALLY ADDRESSED

Timestamp: 13:25–14:18 — Quote: "Magyar Péter's words are completely impossible to take seriously" — Assessment: The opposition's position is presented by the minister with discrediting commentary; the opposition does not speak in its own voice.

[G] OMITTED

Timestamp: — — Quote: — — Assessment: The "hybrid warfare" classification is not confirmed or disputed by a single independent security expert.

[H] OMITTED

Timestamp: 01:50–02:06 — Quote: "the Nord Stream was blown up... by the Ukrainians, probably with the help of others, but they blew it up" — Assessment: The minister presents responsibility for the explosion as fact; the actual investigation results (Seymour Hersh report, German prosecutor's office, closure of the Swedish investigation) are not presented.

[I] PARTIALLY ADDRESSED

Timestamp: 29:43–42:13 — Quote: "the HIMARS system will have a defence industry component in Hungary" — Assessment: Details of the procurement are mentioned, but the questions of costs, parliamentary approval and transparency do not arise.

[J] PARTIALLY ADDRESSED

Timestamp: 46:41–49:00 — Quote: "two persons of Hungarian nationality and Hungarian citizenship who were forcibly conscripted... have come home" — Assessment: The obligations under the Geneva Convention (notification obligation towards the state of citizenship) are not presented objectively.

Completeness score: 2/10



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Justification: Of ten relevant viewpoints, the broadcast addresses only two partially (D, I), and raises one (J) but does not elaborate on it objectively. The most important counterweights — independent experts, the Ukrainian position, the factual presentation of Nord Stream, the opposition's own voice — are entirely absent. The broadcast relies on a single source, the Minister of Defence, who is simultaneously a fact-provider, interpreter and political actor.



Soft facts — 6 qualitative techniques

10. DEFINITION OF INTERPRETIVE FRAME

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Total score: 9/10

Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 01:25–01:40

Quote: "Ukraine is conducting a hybrid military operation against Hungary, which did not begin now, but had already reached this point well before"

Manipulation: Application of the military term "hybrid warfare" to a diplomatic dispute; this frame automatically activates war logic and defensive reflexes

Why it is problematic: The viewer interprets a diplomatic conflict as a military threat; this legitimises military measures and discredits the opposition's "there is no war" narrative

Finding 2:

Timestamp: 12:00–12:27

Quote: "he tries to do everything that he calls normalisation, which means helping those into power with his own means who will then do all of this"

Manipulation: Zelenskyy is framed as an electoral interferer; the Hungarian opposition as a foreign puppet

Why it is problematic: This frame interprets the democratic election as the result of foreign aggression, which calls into question the legitimacy of the voters' decision

Finding 3:

Timestamp: 49:28–50:52

Quote: "we are a thousand-year-old people, in two world wars, against all our intentions, we ultimately got dragged in and bled out. We lost two thirds of our country"

Manipulation: Evoking the Trianon trauma and the losses of two world wars to legitimise the current political decision; historical suffering = correctness of current government policy

Why it is problematic: The emotional-historical frame prevents rational political assessment; the instrumentalisation of the Trianon trauma for campaign purposes

Summary: The broadcast applies three mutually reinforcing frames: (1) military threat frame (hybrid warfare); (2) foreign interference frame (Brussels–Kyiv–opposition); (3) historical trauma frame (Trianon, two world wars). Together these create an interpretive space in which government policy is the only reasonable response.



11. LANGUAGE AND CONCEPTS								8/10	
1	2	3	4	5	6	7	8	9	10

Total score: 8/10

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

Finding 1:

Timestamp: 01:25

Quote: "is conducting a hybrid military operation against Hungary"

Manipulation: The word "operation" suggests military aggression; neutral alternative: "pressure", "diplomatic conflict"

Why it is problematic: Military terminology automatically activates defensive reflexes and an image of the enemy in the viewer

Finding 2:

Timestamp: 13:11–13:15

Quote: "with favours of this nature, they usually collect the return... they will collect from him what they are now receiving the support for"

Manipulation: The word "collect" carries criminal/mafia connotations; it suggests that TISZA would be repaying a debt to its foreign principals

Why it is problematic: Neutral alternative: "they expect him to fulfil his commitments"; the criminal connotation discredits without evidence

Finding 3:

Timestamp: 14:24–14:30

Quote: "its so-called momentum maintained by their lies and aggression"

Manipulation: The phrase "so-called" qualifies TISZA's political momentum as illusory; the words "lies" and "aggression" carry criminal connotations

Why it is problematic: Neutral alternative: "its political support"; the host treats the minister's value judgement as fact

Summary: The language consistently applies military (hybrid operation, escalation, crosshairs) and criminal (collect, lies, aggression) connotations to the opposition and Ukraine, while describing government actions with neutral or positive terminology.



12. MODERATOR BEHAVIOUR

8/10

1

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Total score: 8/10

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 classified as asymmetric if a similar triggering event did not elicit an analogous intervention with another guest.

Finding 1:

Timestamp: 13:25–13:58

Triggering event: The minister discredited Magyar Péter's statements

Quote (host): "I would only add to what the minister said that yesterday Magyar Péter held several public forums, and there he quite emphatically stated that not a single country's leader... can threaten the Hungarian prime minister"

Comparison: When the minister made unsubstantiated claims (Nord Stream, collusion), the host did not demand evidence

Asymmetry: Confirmed — the host presents Magyar Péter's statements, but does not challenge the minister's discrediting response; does not verify the unsubstantiated claims

Finding 2:

Timestamp: 17:54–18:04

Triggering event: The minister praised Prime Minister Ficó

Quote (host): [does not interrupt, does not challenge]

Comparison: At Zelenskyy's statement, immediately asks a confirmatory question ("What does this specifically mean?")

Asymmetry: Confirmed — the host does not challenge the praise of Ficó, even though Ficó's pro-Russian policy would be relevant context

Finding 3:

Timestamp: 43:29–43:45

Triggering event: The host presents Ruszin-Szendi Romulusz's statement

Quote (host): "I just wanted to note, I didn't want to interrupt the minister, that Ruszin-Szendi Romulusz stated that there is no question of TISZA bringing back conscription"

Comparison: The minister immediately sweeps this aside with a discrediting comment; the host does not defend the presented claim

Asymmetry: Confirmed — the host presents opposition statements, but does not challenge the minister's discrediting response

Summary: The host consistently displays asymmetric behaviour: does not verify the minister's unsubstantiated claims, presents opposition statements but does not challenge the minister's discrediting responses. This moderator behaviour reinforces the government narrative.



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13. QUESTION ASYMMETRY

7/10

1

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Total score: 7/10

Definition: Questions of different hardness/softness posed to different persons.

Asymmetry 1:

Csuha Ildikó to the minister, 01:15: "What does this mean, minister?" — [soft, interpretive question]

Comparison: No questions are posed to Magyar Péter or the opposition — they do not appear in the broadcast

Comparison: No question of the type "What evidence do you have for this?" is asked regarding the minister's unsubstantiated claims (Nord Stream, collusion)

Asymmetry 2:

Csuha Ildikó to the minister, 08:02–08:06: "Have you ever seen or heard before of an EU member state's prime minister being threatened in this way?" — [rhetorical question, the expected answer is obvious]

Comparison: No question of the type "What is the Ukrainian side's explanation?" is asked regarding the reasons for the closure of the Druzhba oil pipeline

Asymmetry 3:

Csuha Ildikó to the minister, 37:45: "If you could give a year, or within three, five years, how do you see it?" — [specific, but not confrontational]

Comparison: No question is asked about the parliamentary approval, transparency or costs of the HIMARS procurement

Summary: The questions are consistently interpretive and confirmatory in nature; not a single confrontational, evidence-seeking or opposition-viewpoint-representing question is asked. This question structure reinforces the minister's narrative.



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

Total score: 6/10

Definition: Artificial balance despite actual inequality.

Finding 1:

Timestamp: 13:25–14:52

Construction: The host presents Magyar Péter's statements (Zelenskyy should apologise, no one can threaten Hungary's citizens), then the minister sweeps these aside with a discrediting comment

Analysis: This seemingly presents "both sides", but is in fact false balance: Magyar Péter does not speak in his own voice, his statements are interpreted by the minister and accompanied by a discrediting comment. This is not balance, but a controlled presentation of the opposition's position.

Summary: The broadcast contains a single false balance element: the presentation of Magyar Péter's statements, which is immediately followed by the minister's discrediting comment. This structure creates the appearance of balance, while the opposition's position does not speak in its own voice.



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

Total score: 9/10

Definition: What counts as natural/self-evident? What does not make it onto the agenda?

Finding 1:

Item placed on agenda: Ukraine as an aggressor state conducting "hybrid warfare" against Hungary

Timestamp: 01:25 — Evidence: "Ukraine is conducting a hybrid military operation against Hungary"

Alternative agenda: Hungary as the only EU/NATO member state that consistently blocks Ukraine aid; its effect on allies and EU unity

Finding 2:

Item placed on agenda: The stakes of the 2026 election = being dragged into war vs. peace

Timestamp: 51:04–51:32 — Evidence: "this is also what is at stake in the election, whether we have the strength to protect our own interests without getting dragged into this war"

Alternative agenda: The stakes of the 2026 election = rule of law, access to EU funds, corruption, healthcare, education

Summary: The broadcast's agenda is built on two fundamental assumptions: (1) Ukraine is the aggressor, Hungary is the victim; (2) the only stake of the 2026 election is avoiding being dragged into war. Both assumptions are debatable, but appear as self-evident in the broadcast.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	9	Single source: active government member, with strong conflict of interest, without independent expert
2	Source selection	H	8	Exclusively government sources, two unsubstantiated claims without primary source
3	Time allocation	H	8	The minister's 82% speaking time, opposition/independent voice 0%
4	Omission	H	9	The facts of Nord Stream, EU reactions and the opposition's own voice are systematically absent
5	Number manipulation	H	5	Ratio and trend dimensions consistently absent, but not systematically misleading
6	Discrediting by association	H	8	TISZA = accomplice of Brussels + Kyiv; TISZA = being dragged into war — without evidence
7	Timing	H	7	Threat frame at the beginning, campaign message at the end — deliberate structure
8	Selective outrage	H	7	Zelenskyy's statement is "outrageous", Orbán's similar steps are natural
9	Completeness	H	9	Systematic omissions that all reinforce the government narrative
10	Framing	S	9	Three mutually reinforcing frames: military threat, foreign interference, historical trauma
11	Language	S	8	Military and criminal connotations for the opposition and Ukraine; neutral/positive for the government
12	Moderator behaviour	S	8	Unsubstantiated claims unchecked; opposition statements discredited
13	Question asymmetry	S	7	Exclusively interpretive and confirmatory questions; not a single confrontational question
14	False balance	S	6	Controlled presentation of Magyar Péter's statements creates an appearance of balance
15	Agenda setting	S	9	Ukraine = aggressor; election stakes = war — debatable assumptions presented as self-evident

Results

- HARD FACTS SCORE (average of criteria 1–9): 7.8 / 10
- SOFT FACTS SCORE (average of criteria 10–15): 7.8 / 10
- TOTAL SCORE (average of all 15 criteria): 7.8 / 10

Dominant techniques



1. Agenda setting (9/10): The broadcast treats two debatable assumptions as self-evident: Ukraine is the aggressor, and the only stake of the 2026 election is avoiding being dragged into war. These assumptions determine the interpretive frame of the entire broadcast and are never called into question.

2. Framing (9/10): Three mutually reinforcing frames — military threat (hybrid warfare), foreign interference (Brussels–Kyiv–opposition collusion) and historical trauma (Trianon, two world wars) — together create an interpretive space in which government policy is the only reasonable response. The instrumentalisation of the Trianon trauma is particularly effective because it excludes rational political assessment on an emotional basis.

3. Expert selection (9/10): The broadcast's sole source is an active government member who is simultaneously a fact-provider, interpreter and political campaign actor. Not a single independent expert, opposition voice or Ukrainian position is heard; the source structure is as one-sided as possible and is incompatible with the balance requirement under Mttv. §83.

The broadcast's messages

1. MESSAGE (SUBSTANTIVE): "Ukraine is a proven aggressor state that poses a military threat to Hungary, and the government is effectively managing this threat."

Technique: Framing + agenda setting — Evidence: 01:25, 19:26, 23:27

2. MESSAGE (PERSONAL): "The opposition — especially TISZA — serves foreign interests and would drag Hungary into war if it came to power."

Technique: Discrediting by association + language — Evidence: 12:51, 43:46, 51:26

3. MESSAGE (SOCIAL): "The only stake of the 2026 election is the choice between peace and war; only the current government is capable of protecting Hungarians."

Technique: Timing + historical trauma frame — Evidence: 49:28, 51:04, 51:32

Classification of manipulation level

Justification: The broadcast's total score is 7.8/10, indicating systematic one-sidedness. The one-sidedness is not the result of random editorial decisions, but is structural: a single source (active government member), zero opposition voices, zero independent experts, systematic omissions and three mutually reinforcing manipulation frames. The balance and Meinungsvielfalt requirements prescribed by Mttv. §83 are not met in the broadcast: Meinungsvielfalt is entirely absent, and the objectivity requirement is violated in the unsubstantiated claims about the Nord Stream explosion and the "collusion".

SUMMARY

The examined broadcast of Kérdések Órája systematically violates the balance and objectivity requirements of Mttv. §83 (1): it relies on a single source (Minister of Defence), the opposition's and Ukraine's position never speaks in its own voice, and at least two unsubstantiated claims (Ukrainian responsibility for Nord Stream, Brussels–Kyiv–opposition collusion) are stated as fact. The broadcast applies three mutually reinforcing manipulation frames (military threat, foreign interference, historical trauma), which together create an interpretive space in which government policy is the only reasonable response and the only stake of the 2026 election is avoiding being dragged into war. The moderator's behaviour is consistently asymmetric: does not verify the minister's unsubstantiated claims, presents opposition statements but does not challenge the minister's discrediting responses. The broadcast's total score (7.8/10) indicates systematic one-sidedness, which violates points a) and b) of Mttv. §83 (1).



OVERALL ASSESSMENT OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	9/10	Systematic imbalance
2	SOURCE SELECTION	8/10	Pronounced imbalance
3	TIME ALLOCATION	8/10	Pronounced imbalance
4	SELECTIVE OMISSION	9/10	Systematic imbalance
5	NUMBER MANIPULATION	5/10	Significant imbalance
6	DISCREDITING BY ASSOCIATION	8/10	Pronounced imbalance
7	TIMING	7/10	Pronounced imbalance
8	SELECTIVE OUTRAGE	7/10	Pronounced imbalance
9	SELECTIVE OMISSION — OVERALL PICTURE	9/10	Systematic imbalance
10	DEFINITION OF INTERPRETIVE FRAME	9/10	Systematic imbalance
11	LANGUAGE AND CONCEPTS	8/10	Pronounced imbalance
12	MODERATOR BEHAVIOUR	8/10	Pronounced imbalance
13	QUESTION ASYMMETRY	7/10	Pronounced imbalance
14	FALSE BALANCE	6/10	Significant imbalance
15	AGENDA SETTING	9/10	Systematic imbalance

HARD FACTS SCORE (1-8)

8.0/10

Serious deviation from the balance requirement. High degree of deviation

SOFT FACTS SCORE (9-14)

7.8/10

Serious deviation from the balance requirement. High degree of deviation

TOTAL SCORE

7.9/10

Serious deviation from the balance requirement. High degree of deviation

Average of Hard facts and Soft facts



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant anomaly detectable.
1–2	Weak finding	Minor anomaly without significant effect on balance.
3–4	Mild-moderate finding	Recognisable tendency; low-moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance that influences the audience's opinion-forming potential.
6	Significant finding (threshold)	Scores of 6 or higher qualify as "significant findings".
7	Significant finding	Clear, well-documented imbalance with obvious impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple individual findings documented for this criterion.
10	Maximum severity	Systematic and pervasive imbalance for this criterion.

Overall deviation index — Interpretation ranges

0.0 – 2.5	Imperceptible	No significant patterns detectable; the programme meets the balance requirement.
2.6 – 4.0	Mild imbalance	Isolated anomalies; statistically visible, but still within the tolerance threshold.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of viewpoint diversity.
6.1 – 8.0	Serious deviation from the balance requirement. High degree of deviation	Pronounced, cross-programme patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum pronouncedness in almost every criterion; systematically one-sided reporting.

Party-political bias (from -5 to +5)

-5 to -3	Strongly disadvantaged	The party is significantly underrepresented in framing, speaking time or presentation.
-2 to -1	Mildly disadvantaged	Recognisable, but mild disadvantage.
0	Neutral	No preference or disadvantage detectable.
+1 to +2	Mildly advantaged	Recognisable, but mild preference.
+3 to +5	Strongly advantaged	The party is significantly overrepresented in framing, speaking time or presentation.



CHAPTER 5 — LEGAL CLASSIFICATION (Mttv. §83)

Assessment based on Mttv. §83

Mttv. §83 requires that news services and information programmes be current, objective and balanced, and reflect diversity of opinion.

Violation 1:

Norm: Mttv. §83 (1) point a) (objectivity)

Facts: Presentation of an unsubstantiated claim as fact

Evidence: Timestamp 01:50–02:06 — Quote: "the Nord Stream was blown up... by the Ukrainians, probably with the help of others, but they blew it up"

Assessment: Responsibility for the Nord Stream explosion has not been proven to this day; the Swedish investigation has been closed (for lack of evidence), the German prosecutor's office is ongoing. The minister presents Ukrainian responsibility as fact, the host does not demand evidence. This violates the objectivity requirement, as it presents an unsubstantiated claim as fact.

Violation 2:

Norm: Mttv. §83 (1) point b) (balance)

Facts: Application of a single source, complete absence of opposition and independent voices

Evidence: Timestamp 00:23–51:32 — Throughout the entire duration of the broadcast, a single source (Minister of Defence) speaks; no opposition representative, independent expert or Ukrainian position is heard in their own voice even once

Assessment: According to Mttv. §83 (1) point b), information programmes must reflect diversity of opinion. In a 51-minute broadcast on a politically sensitive topic with direct electoral relevance (2026 parliamentary elections), the complete absence of diversity of opinion is a serious violation.

Violation 3:

Norm: Mttv. §83 (1) point b) (balance) + Mttv. §12 (electoral campaign period)

Facts: Open campaign message in a public service broadcast

Evidence: Timestamp 51:04–51:32 — Quote: "this is also what is at stake in the election, whether we have the strength to protect our own interests without getting dragged into this war... we can protect the utility cost reduction... we can continue the Hungarian path that they now want to replace with TISZA"

Assessment: The closing sentence is an open campaign message conveying the Fidesz-KDNP electoral narrative in a public service broadcast, without any opportunity for an opposition response. This violates both the balance requirement and the special rules applicable to electoral campaigns.

Violation 4:

Norm: Mttv. §83 (1) point a) (objectivity)

Facts: Presentation of an unsubstantiated political accusation as fact

Evidence: Timestamp 12:51–13:04 — Quote: "there is a collusion between Brussels and Kyiv, and the Hungarian opposition"

Assessment: The "Brussels–Kyiv–opposition collusion" is a serious political accusation, which the minister does not support with a single concrete piece of evidence, and which the host does not challenge. In objective reporting, the host should have demanded evidence or treated the accusation as an assumption.

Overall assessment based on Mttv. §83



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The examined broadcast violates points a) and b) of Mttv. §83 (1) in four separate sets of facts: (1) presentation of unsubstantiated claims as fact (Nord Stream, collusion); (2) complete absence of diversity of opinion (single source, zero opposition/independent voices); (3) open campaign message in a public service broadcast; (4) the host's consistent failure to verify unsubstantiated claims. The broadcast violates the balance and objectivity requirements structurally — not merely incidentally — which may serve as the basis for proceedings before the NMHH Media Council. The violations are particularly serious as the 2026 parliamentary elections approach, since the broadcast conveys politically relevant messages with direct electoral relevance one-sidedly, on a public service channel.

SOURCE DEEP ANALYSIS (Mandatory for every cited specialist institution / NGO / advisory organisation)

Not a single external specialist institution, NGO or advisory organisation is cited in the broadcast. The sole source is the Minister of Defence, whose source deep analysis has already been carried out within the framework of Criterion 1 (Expert Selection).

Summary: The broadcast's source structure is extremely simple and one-sided: a single source, a single institutional affiliation (Fidesz-KDNP government), a single interest position. This source structure in itself constitutes a violation of the balance requirement under Mttv. §83, and represents the most problematic possible structure from the perspective of source deep analysis.

Legal and methodological classification

Not a finding of facts	The results presented do not constitute a finding of facts regarding individual persons, editorial offices or programmes. They are the results of standardised operationalisation, not a determination of individual responsibility.
Not a legal judgement	The overall deviation index does not replace the legal assessment under Mttv. §83. Determining whether a given programme violates the statutory requirements is exclusively the task of the competent authorities (in particular the Media Council).
Not causal evidence	Statistical correlations must not be interpreted as evidence of causal relationships or editorial intent. 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 programmes. A score of 7 means that significant imbalance has been established — not that the editorial office did this intentionally. The methodology makes no statements about motives.
Heuristic comparative tool	The index serves for comparative pattern recognition across thousands of programmes, not for precise metric measurement of individual contributions. The threshold values serve as heuristic orientation, not as precise legal classification.



ANNEX 1: NATIONAL LEGISLATION

Legal basis Hungary — MTVA

Laws

- Act CLXXXV of 2010 on Media Services and Mass Communication (Mttv.)
- Act CIV of 2010 on the Freedom of the Press (Smtv.)
- The Fundamental Law of Hungary (2011)

Relevant articles

Mttv. (Media Act 2010)

- §83 (1): Public service obligation — current, objective and balanced information in news broadcasts and information programmes.
- §83 (2): Information must reflect the diversity of opinions.
- §12: Protection of pluralism of opinion as a fundamental principle.
- §13: Prohibition of one-sided information in news programmes.

Smtv. (Press Freedom Act 2010)

- §4: Freedom of the press and freedom of expression.
- §10: Separation of news and opinion.
- §13: Right of correction.

Fundamental Law

- Article IX: Freedom of opinion and the press, media pluralism as a state obligation of protection.

European reference framework

- ECHR Article 10: Right to freedom of expression (European Convention on Human Rights)
- EU Rule of Law Report: Annual assessment, documenting systematic media freedom deficiencies since 2018
- RSF Press Freedom Index: Reporters Without Borders, annual ranking
- EMFA (European Media Freedom Act, 2024): EU-level minimum standards for media freedom

Special case — Structural non-enforcement

IMPORTANT: The Mttv. formally contains correct balance obligations. The criticism is not directed against the text of the law, but against the structural non-enforcement by the government-aligned NMHH. MTVA is a broadcaster operating under de facto state-aligned management.

Supervisory authority

- NMHH (National Media and Infocommunications Authority): National media and communications authority. Structurally government-aligned in composition since 2010.

Complaint procedure

1. NMHH (formally, but structurally not independent)
2. Kúria (Supreme Court, in theory)



ANNEX 2: ACADEMIC REFERENCES

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Unbalanced reporting as a response to the Swiss halving initiative: This book describes the manipulation techniques in detail, starting with the selection of staff and sources. It then outlines 15 principles: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and many more, illustrated with numerous examples. It also reveals where we ourselves apply these techniques — fostering not only understanding but also empathy.

Optionally, playing cards are also available to accompany the book.

Also available as an audiobook.



The interview is not a conversation. It is a stage — and someone else wrote the script.

Those who do not understand this distribute material. Good quotes that were poorly edited. Correct statements placed in the wrong context. Honest answers framed as confessions.

This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview actually is. The 7 most common pitfalls. The three principles of control — anchoring, framing and setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

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In A5 format. Easy to use. For preparation, as a reference, for follow-up and when things get difficult.



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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. How we feel. What we believe. How we decide. And it works — because we all participate in it. Every day. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of real examples. You will not only learn how others frame you. You will learn how to frame yourself — and how to use it consciously and fairly.

Because those who understand framing see the world more clearly. They hear the news differently. They conduct conversations with greater confidence. And they are no longer so easily influenced by frames chosen by someone else.

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Stylish framing. Because the frame changes everything.