



KBS 상세 분석

2026-04-14__풀영상_ 뉴스9 - _미국_ 이란_ 이번 주 재협상_ 타결 가능성은_ - 2026년 4월 14일_

Broadcast: 2026-04-14 | Analyzed: 2026-05-13 11:44

Version 2.8-detail | Universal 2.8-detail | Konverter 3.4 (2026-05-20) | Standard: 방송법 제6조

OVERALL SCORE

4.0/10

Slight imbalance

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

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

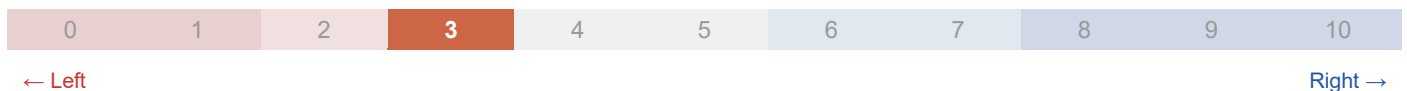
Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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

TENDENCY (L – R)

3.8 / 10

Left-favoring



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

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



POLITICAL LANDSCAPE

Since the inauguration of President Lee Jae-myung (Democratic Party of Korea) in June 2025, the Democratic Party has been the ruling party in power. The People Power Party (PPP) has been operating as the main opposition party following the impeachment of former President Yoon Suk-yeol.

Party	CHES Left-Right	Seats	Ruling/Opposition	Core Position
더불어민주당(DP)	4.5 (centre-left)	approx. 162	Ruling party	Dialogue diplomacy, welfare expansion, prosecution reform
국민의힘(PPP)	7.5 (right)	approx. 107	Opposition	Hard line on North Korea, economic liberalisation, strengthening of ROK-US alliance
조국혁신당(RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, media independence
진보당(JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-US military, labour rights, unification dialogue
개혁신당(RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, anti-authoritarian conservatism

The core conflicts of Korean politics can be summarised as: ① follow-up handling of the Yoon Suk-yeol impeachment and clarification of insurrection responsibility, ② scope of prosecution and judicial reform, ③ diplomatic orientation toward North Korea and the United States, and ④ the media governance debate surrounding the revision of the Broadcasting Act. Competition for policy leadership is fierce, given the large gap in seats between the ruling and opposition parties and the fact that the Lee Jae-myung government is still in its early days.

KBS and MBC are public broadcasters obligated to uphold fairness and public interest under Article 6 of the Broadcasting Act. However, the structural problem of board composition being influenced by the party in power persists, causing repeated bias controversies with every change of government.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5 to +5)	Broadcast Representation vs. Platform Position
더불어민주당(DP)	+2	28:17 "President Lee Jae-myung repeatedly expressed his intention to hold his retirement ceremony in Sejong" — Platform position: Promoting administrative capital relocation — Accurately conveyed but positively framed without a critical perspective
국민의힘(PPP)	-2	26:06 "Candidate Hwang Gyo-an, who advocates the election fraud theory" — Platform position: Raising the issue of electoral fairness — The party's official position is distorted by being framed as a 'conspiracy theory'; official response to Cho Guk's candidacy completely omitted
조국혁신당(RKP)	+1	24:46–25:06 Cho Guk's statements directly quoted — Platform position: Prosecution reform, anti-insurrection — The party's core message is conveyed without verification; partially accurate but without critical balance
진보당(JP)	0	25:37–25:46 JP's critical statements regarding Cho Guk's candidacy quoted — Platform position: Pursuing electoral solidarity — The party's position is conveyed with relative accuracy
개혁신당(RP)	0	Not mentioned in the broadcast — Platform position: N/A

Party Bias Summary

- Most accurate representation: 진보당(JP), score 0 — Position on electoral solidarity conveyed with relative accuracy
- Strongest distortion: 국민의힘(PPP), score -2 — 'Election fraud theory' stigma framing for candidate Hwang Gyo-an combined with complete omission of official response to Cho Guk's candidacy
- Average deviation from 0: 1.0
- Conclusion: The broadcast uses comparatively favourable expressions for the ruling party (DP) and the progressive coalition (RKP), while an imbalanced representation combining the use of negative qualifiers and omission of responses is confirmed for the main opposition party (PPP). This constitutes minor grounds for a violation of the political balance requirements of Article 6 of the Broadcasting Act.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Broadcast Data

- Title: KBS 뉴스9
- Date (estimated from filename): 14 May 2025 (based on the in-broadcast reference "current time, the 14th")
- Presenter/Reporters: Anchor (name unconfirmed), Correspondent Kim Gyeong-su (Washington), Reporter Kim Gyu-su, Reporter Im Jong-min, Correspondent An Da-yeong, Reporter No Ji-hyeon, Reporter Lee Ye, Reporter Jo Ji-hyeon, Correspondent Park Il-jong (New York), Reporter Song Rak-gyu, Reporter Seok Hye-won, Reporter U Han-sol, Reporter Go Sun-jeong, Reporter Hwang Hyeon-gyu, Reporter Kim Hye-jin, Reporter Heo Hyo-jin, Correspondent Hwang Jin-ho (Tokyo), Reporter Gang, Reporter Jeong Se-bae, Reporter Jeon Hyeon-u, Reporter Baek Sang-hyeon, Reporter Jeong Sang-bin

Actors	Function	Party/Affiliation	Political Spectrum
Anchor (unconfirmed)	Presenter	KBS	N/A
Cho Guk	Leader of 조국혁신당	조국혁신당(RKP)	Left (3.5)
Candidate Hwang Gyo-an (mentioned)	Candidate in Pyeongtaek-eul by-election	Independent/Conservative	Right
President Lee Jae-myung (mentioned)	President	더불어민주당(DP)	Centre-left (4.5)
Lee Gyu-hyeon, Presidential Communications Secretary (mentioned)	Presidential Secretary	DP	Centre-left
President Trump (mentioned)	US President	Republican Party	N/A
Michelle Park Steel (mentioned)	Nominee for US Ambassador to South Korea	Republican Party	N/A

Key Topics

A comprehensive news broadcast covering the Middle East crisis centred on the US-Iran nuclear negotiations and the blockade of the Strait of Hormuz, and its economic and diplomatic repercussions for South Korea.

Perspectives Required for Balanced Broadcasting

- * Iran's claim to nuclear sovereignty and its own security logic
- * Controversy over the international legal legitimacy of the US maritime blockade
- * Energy damage suffered by developing countries due to the Hormuz blockade
- * Whether South Korea joins the US blockade and its diplomatic dilemma
- * Hezbollah's position in the Israel-Lebanon conflict
- * The PPP's official response to Cho Guk's candidacy
- * A critical perspective on the market-distorting effects of the price ceiling
- * The victim's perspective on expanded parole as a means of addressing prison overcrowding
- * Legislative responsibility for improving the protection system for stalking victims



- * A critical perspective on the impact of nominee Steel's strongly conservative orientation on ROK-US relations

Review of Whether Each Perspective Was Addressed

[A] Partially mentioned

Timestamp: 02:51 — Quote: "If you respect the rights of the Iranian people, we could reach an agreement" — Assessment: Limited to citing the Iranian president's social media post, with no in-depth explanation of the nuclear sovereignty argument.

[B] Barely addressed

Timestamp: 06:16–06:21 — Quote: "Spain dismissed it as an absurd measure. Chinese authorities also strongly condemned it as a dangerous and irresponsible act." — Assessment: Allied opposition was simply listed without any legal analysis of whether international law was violated.

[C] Not addressed

Timestamp: N/A — Assessment: Energy damage to developing countries was not addressed at all.

[D] Partially mentioned

Timestamp: 09:07–10:39 — Quote: "A Ministry of Foreign Affairs official stated that the top priority is the safety of the crew and that high-level diplomatic focus is being applied for their safety." — Assessment: No explicit position on whether South Korea would join the blockade.

[E] Partially mentioned

Timestamp: 12:21–12:27 — Quote: (Direct Arabic quotation) "هذا التفاوض اذعان واستسلام وتجريد للبنان من قوته" — Assessment: Hezbollah's position was quoted in the original Arabic but handled without translation or commentary.

[F] Not addressed

Timestamp: N/A — Assessment: No official PPP response regarding Cho Guk's candidacy.

[G] Partially mentioned

Timestamp: 15:52–15:57 — Quote: "They're suppressing this with taxes." — Assessment: Criticism of market distortion was handled only through the statement of an oil company representative, with no perspective from an independent economist.

[H] Not addressed

Timestamp: N/A — Assessment: No response from victims' groups regarding the expansion of parole.

[I] Partially mentioned

Timestamp: 34:13–34:18 — Quote: "There are calls for clear guidelines and instructions for investigative agencies." — Assessment: Limited to pointing out systemic problems without holding the legislature accountable.

[J] Partially mentioned

Timestamp: 39:15–39:24 — Quote: "Her political orientation is assessed as deeply conservative." — Assessment: The conservative orientation was mentioned, but no voices expressing concern from South Korea's progressive camp were included.



CHAPTER 3 — DETAILED ANALYSIS OF 15 CRITERIA

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. Expert Selection

5/10

1 2 3 4 5 6 7 8 9 10

Total score: 5/10

Expert 1: Anonymous securities analyst (related to KOSPI)

Timestamp	17:20–17:25
Statement	"There are talks that expectations for things like peace and ceasefire negotiations related to this kind of war could happen this weekend."
Classification	Presumed to be affiliated with a securities firm; affiliated institution not disclosed

Missing counter-argument: A Middle East expert who could present a scenario of negotiations failing

In-depth source review:

(a) Funding: Affiliated institution not disclosed — potential conflict of interest between securities firm interests and market optimism

(b) Mandate: Statements on geopolitical negotiation prospects fall outside the area of expertise for a market outlook specialist

D1 Conflict of interest: -1 — potential for optimism bias if affiliated with a securities firm

D2 Personal risk: 0 — risk unclear due to anonymous statement

D3 Expertise: -1 — geopolitical negotiation prospects are outside area of expertise

D4 Consistency of opinion: 0 — past statements cannot be verified

D5 Emotionalisation vs. data: +1 — relatively fact-based statement

D6 Source level: -1 — secondary analysis

TOTAL: -2 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Presented as neutral but structurally may have an optimism bias.

Expert 2: Anonymous corrections expert (prison overcrowding)

Timestamp	29:59–30:02
Statement	"Experts point out that overcrowding is the root cause."
Classification	Affiliated institution not disclosed, referred to only as 'experts'

Missing counter-argument: Victim groups or criminologists opposed to expanding parole

In-depth source review:

(a) Funding: Not disclosed

(b) Mandate: Appropriate as a corrections policy expert, but affiliation is unclear

President: Schlaepfer, David - **Contact:** kontakt@SVFAB.ch - **Address:** SVFAB, P/O-Box, CH-8021 Zurich 1



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- D1 Conflict of interest: 0 — cannot be assessed due to unclear affiliation
- D2 Personal risk: 0 — anonymous
- D3 Expertise: +1 — statement related to corrections policy
- D4 Consistency of opinion: 0 — cannot be verified
- D5 Emotionalisation vs. data: +1 — data-based
- D6 Source level: 0 — secondary

TOTAL: +2 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Independence cannot be verified due to anonymous handling.

Expert 3: Anonymous dolphin expert (related to health at Anmok)

Timestamp	23:08–23:15
Statement	"It seems like they react quite a lot to the sound of engines."
Classification	Presumed to be a marine biologist; affiliation not disclosed

In-depth source review:

(a) Funding: Not disclosed

(b) Mandate: Appropriate as a marine mammal expert

- D1 Conflict of interest: 0
- D2 Personal risk: 0
- D3 Expertise: +2 — statement within area of expertise
- D4 Consistency of opinion: 0
- D5 Emotionalisation vs. data: +1
- D6 Source level: +1

TOTAL: +4 → Source traffic light: Yellow

Missing expert groups:

- International law expert (legality of the maritime blockade)
- Iran nuclear negotiations expert (Iran's own logic)
- Crime victim support expert (counter-argument to expanded parole)

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous securities analyst (related to KOSPI)	-1	0	-1	0	+1	-1	-2	Yellow
Anonymous corrections expert (prison overcrowding)	0	0	+1	0	+1	0	+2	Yellow
Anonymous dolphin expert (related to health at Anmok)	0	0	+2	0	+1	+1	+4	Yellow

Summary (matrix results):

- Securities analyst: Yellow (-2), concern about going outside area of expertise
- Corrections expert: Yellow (+2), independence unverified due to anonymity
- Dolphin expert: Yellow (+4), expertise appropriate but affiliation not disclosed



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2. Source Selection

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Claims without primary source = penalty points (rumour check)

Total score: 5/10

Source 1: Reuters

Timestamp 00:29–00:31

Statement "Reuters reported that there is a possibility of returning to Pakistan to revive negotiations."

(a) **Funding:** Private global news agency, commercially operated

(b) **Structural conflict of interest:** Potential for a Western-perspective bias due to its position within the Western media ecosystem

(c) **Missing counter-source:** Reporting on the same event from Iran's state news agency IRNA or China's Xinhua

Source 2: The Wall Street Journal

Timestamp 04:51–04:53

Statement "The Wall Street Journal reported that in these negotiations, the US restricted a 20-year enrichment ban, softened from a full abandonment of research."

(a) **Funding:** Private US financial newspaper, owned by News Corp (Rupert Murdoch)

(b) **Structural conflict of interest:** Potential tendency to report favourably on US government policy

(c) **Missing counter-source:** Iran's official statements on the content of negotiations

Source 3: Korea Disease Control and Prevention Agency

Timestamp 42:41–42:43

Statement "Following an in-depth analysis of the health survey results of approximately 230,000 adults by the Korea Disease Control and Prevention Agency"

(a) **Funding:** South Korean government agency, state-funded

(b) **Structural conflict of interest:** Potential to emphasise research findings consistent with the direction of government health policy; however, the relevant research is policy-neutral in nature

(c) **Missing counter-source:** Verification research from independent medical research institutions

Summary: The broadcast uses Western news agencies and US media as its primary international sources while excluding Iran's, Russia's, and China's official sources, structurally limiting source diversity.



3. Speaking Time Allocation									3/10
1	2	3	4	5	6	7	8	9	10

Total score: 3/10

Estimated speaking time:

- Middle East crisis (centred on US/Israeli perspective): approx. 12 minutes (27%)
- South Korean economy and energy impact: approx. 8 minutes (18%)
- Domestic social issues (prison, stalking, textbooks): approx. 8 minutes (18%)
- Domestic politics (Cho Guk's candidacy, Sejong office): approx. 4 minutes (9%)
- Other (wolf, dolphin, sleep): approx. 5 minutes (11%)
- Anchor presentation: approx. 7 minutes (16%)

Summary: In Middle East crisis reporting, more time was allocated to the US/Israeli perspective than to the Iranian/Lebanese perspective, but the overall time allocation itself covers a variety of topics and does not constitute a severe imbalance.



4. SELECTIVE OMISSION

6/10

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Total score: 6/10

Omission 1:

Context

The international legal basis for, or violation of, the US maritime blockade

Relevant timestamp: 01:03–01:21

Effect

Causes the blockade to be accepted as a fait accompli, implicitly endorsing the legitimacy of US action.

Omission 2:

Context

The PPP's official response to Cho Guk's candidacy

Relevant timestamp: 24:22–26:13

Effect

Only intra-progressive camp conflict (opposition from JP) is highlighted, while the perspective of the conservative opposition party is completely excluded.

Omission 3:

Context

Opposition criticism of the Sejong executive office construction (KRW 9.8 billion project) or controversy over budget validity

Relevant timestamp: 28:14–28:36

Effect

Limited to simply relaying the government announcement, with no critical perspective on public budget execution whatsoever.

Summary: The broadcast uncritically relays government policy announcements and statements from progressive camp figures, while systematically omitting the official responses of the opposition and internationally critical legal perspectives.

Missing Voices

- International law expert: Would have analysed whether the US maritime blockade is legally permissible under international law
- Iranian diplomatic expert: Would have explained the background of the nuclear sovereignty argument and negotiation strategy
- PPP spokesperson: Would have presented the official opposition position on Cho Guk's candidacy and the construction of the Sejong executive office
- Victim support organisation: Would have provided the crime victim's perspective on the expanded parole policy
- Independent energy economist: Would have analysed the long-term market-distorting effects of the price ceiling
- Developing-country energy expert: Would have explained the impact of the Hormuz blockade on the Global South



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- Legal expert on educational rights for the disabled: Would have presented legal remedies for the delay in Braille textbooks
- Critical ROK-US relations expert: Would have analysed the risks posed by nominee Steel's strongly conservative orientation to South Korea's foreign policy



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

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

Total score: 2/10

Finding 1:

Timestamp 15:28–15:31

Figure: "Among 23 OECD member countries for which sale prices are announced, it is the cheapest after Japan — less than half the price of the Netherlands or France."

Missing context Tax structures, fuel cost burden relative to income, and the reference point for the comparison are not provided.

Effect May cause the effects of the price ceiling to be perceived as excessively positive.

Summary: The overall use of figures does not rise to the level of serious manipulation, but international price comparisons without comparative context are used to potentially exaggerate the effects of the policy.



6. CONTAMINATION BY CONTACT									4/10
1	2	3	4	5	6	7	8	9	10

Total score: 4/10

Association 1:

Timestamp	26:06–26:07
Quote	"Candidate Hwang Gyo-an, who advocates the election fraud theory"
	Technique: Candidate Hwang Gyo-an is introduced with a direct link to the negative frame of 'election fraud theory.'
Effect	Leads viewers to perceive candidate Hwang Gyo-an as a conspiracy theorist.

Source review of candidate Hwang Gyo-an:

- Working with verifiable primary sources: Unclear (not verified in the broadcast)
- Is the core claim falsifiable: Election fraud claims have been dismissed by courts → falsifiable
- Risk-benefit analysis: Risk of social trust damage from election fraud claims > benefit of electoral promotion → risk > benefit
- Tone: Cannot be assessed as there are no direct statements in the broadcast
- Outcome category: B (borderline case) — The broadcast's 'conspiracy theorist' framing is itself a framing, not evidence of category C.

Association 2:

Timestamp	13:40–13:48
Quote	"Immediately after making sharp criticisms of Pope Leo XIV, who had criticised the war, saying he was complicit in crime and would not have become Pope if not for him."
	Technique: Trump's criticism of the Pope is linked to the posting of a Jesus image to frame Trump as a symbol of religious arrogance.
Effect	Builds a narrative associating Trump with blasphemy.

Association chain (Finding 1): Hwang Gyo-an → election fraud theory → conspiracy theorist

Summary: The broadcast uses negative association framing for individuals of a conservative orientation (Hwang Gyo-an, Trump), while not applying the same technique to individuals of a progressive orientation.



7. Timing

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Total score: 3/10

Finding 1:

Position: 00:02–00:20 (beginning)

Content: "Word of a second round of negotiations came through less than a day after the US imposed its blockade on Iran."

Timing effect: Placing the positive signal of 'resumption of negotiations' in the first sentence of the broadcast sets the overall tone of the broadcast as 'hope amid crisis.' The possibility of negotiations is registered before the problems of the blockade.

Finding 2:

Position: 12:49–14:34 (middle)

Content: Report on Trump posting and deleting the Jesus image

Timing effect: Inserting Trump's personal controversy in the middle of the flow of Middle East crisis reporting reinforces a negative impression of Trump.

Summary: The emphasis on 'resumption of negotiations' at the start of the broadcast and the insertion of the Trump controversy in the middle produce a timing effect that intentionally sets the direction of the overall narrative.



8. Selective Outrage

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

Total score: 4/10

Methodological principle (v2.7): The triggering event must be documented before every assessment. A reaction can only be assessed as selective if a comparable triggering event from a different position did not produce a comparable reaction.

Finding 1:

Timestamp 12:49–13:01

Triggering event: Trump posting on social media an image depicting himself as Jesus-like

Reaction: "He even posted on social media an image that seemed to suggest he was Jesus himself. He then deleted it after a barrage of criticism; it seems even President Trump thought this had gone too far."

Comparison

Cho Guk's hardline statement about 'eliminating insurrection forces' at timestamp 25:02–25:06 — anchor reaction: none (simple relay)

Asymmetry: The anchor directly commented on Trump's controversial behaviour ("even he thought this had gone too far"), but offered no equivalent comment on Cho Guk's politically hardline statement. Asymmetry confirmed.

Finding 2:

Timestamp 11:31–11:34

Triggering event: Destruction of Lebanese villages by the Israeli military

Reaction: "The village is reduced to ruin to such an extent that it is hard to find a house left intact."

Comparison

Reporting on Iran's nuclear development threat — no similar emotional description

Asymmetry: The damage from Israeli military actions is described in emotional language while Iran's threatening actions are reported in a fact-centred manner. Partial asymmetry confirmed.

Summary: Emotional and editorial language is used regarding Trump and Israeli military actions, while the same standard is not applied to the hardline statements of domestic politicians from the progressive camp.



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

The US maritime blockade of Iran has triggered an energy supply chain crisis alongside controversy over its international legal legitimacy. Whether a nuclear deal is reached is directly linked to oil prices, exchange rates, and global supply chains; South Korea, with its high dependence on the Strait of Hormuz, is a directly affected country. Domestically, a range of social issues were reported in parallel: 조국혁신당 leader Cho Guk's candidacy in the Pyeongtaek-eul by-election, prison overcrowding, inadequate protection for stalking victims, and delays in Braille textbooks for visually impaired students.

Share of covered perspectives

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



Soft Facts — 6 qualitative techniques

10. Framing

4/10

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Total score: 4/10

Finding 1:

Timestamp	03:13
Quote	<i>"In the end, the analysis is that the US's bold gambit has had some effect."</i>
Manipulation	Frames the US maritime blockade as an 'effective pressure strategy', implicitly legitimising it.
Why problematic	Builds a success narrative around the US strategy while excluding the international legal controversy surrounding the blockade and Iran's own logic, instilling a one-sided perception in viewers.

Finding 2:

Timestamp	24:55
Quote	<i>"He said that by driving out the election fraud conspiracy theories and the insurrection, they have been able to engage in clear and clean politics."</i>
Manipulation	The broadcast uncritically relays Cho Guk's statement, adopting a binary framing of 'insurrection forces versus reform forces.'
Why problematic	The legally unconfirmed term 'insurrection' is used as political rhetoric by Cho Guk, and the broadcast does not handle it neutrally.

Finding 3:

Timestamp	11:31–11:34
Quote	<i>"Vowing to uproot the pro-Iran armed faction Hezbollah, the Israeli military is continuing its wave of offensives."</i>
Manipulation	Describes the objectives of Israel's military operation using Israel's own logic, while placing Lebanese civilian casualties and potential violations of international humanitarian law outside the frame.
Why problematic	Omits the controversy over the legitimacy of the military operation and conveys Israel's self-description as a statement of fact.



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Summary: The broadcast tends to adopt the logic of US-Israeli actors as its default frame while placing the perspectives of Iran, Hezbollah, and Lebanese civilians in the periphery.



11. Word Choice and Terminology									4/10
1	2	3	4	5	6	7	8	9	10

Total score: 4/10

Finding 1:

Timestamp	01:15–01:17
Quote	<i>"President Trump even issued a warning that he would eliminate any Iranian fast boats that approach to breach the blockade just as he would sink drug boats."</i>
Manipulation	Trump's extreme expression 'just as he would sink drug boats' is quoted verbatim without critical commentary.
Why problematic	A neutral alternative expression would be "he warned of a military response"; relaying the original verbatim normalises Trump's aggressive rhetoric.

Finding 2:

Timestamp	25:02–25:06
Quote	<i>"We can eliminate all of those insurrection political forces and bring about a certain victory for the democratic reform camp."</i>
Manipulation	The broadcast uncritically relays Cho Guk's politically stigmatising expression 'insurrection political forces.'
Why problematic	A neutral expression would be "opposition forces"; 'insurrection,' when used before legal determination, has the effect of designating a specific political group as criminals.

Finding 3:

Timestamp	26:06–26:07
Quote	<i>"Candidate Hwang Gyo-an, who advocates the election fraud theory"</i>
Manipulation	Only candidate Hwang Gyo-an is introduced with the qualifier 'who advocates the election fraud theory,' pre-emptively undermining his credibility.
Why problematic	No similar qualifier is attached to other candidates, creating the effect of selectively stigmatising only one specific candidate.

Summary: The broadcast uncritically relays the political rhetoric of figures from the progressive camp while selectively using credibility-undermining qualifiers for individuals of a conservative orientation.



13. Question Asymmetry

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Total score: 3/10

Asymmetry 1:

To reporter No Ji-hyeon, 07:14: "I hear there was a ship that got through despite the US blockade?" — Confirmatory (soft)

Regarding Iran's position: No direct question to an Iranian spokesperson or expert — completely absent

Comparison

While focusing on conveying facts with confirmatory questions regarding US actions, there are simply no critical questions about Iran's logic.

Asymmetry 2:

To reporter Im Jong-min, 04:32: "The key issue again this time will be nuclear matters. What are the positions of both sides?" — Balanced question

Regarding Cho Guk's candidacy: No verification questions regarding Cho Guk's statement about 'eliminating insurrection forces'

Comparison

While asking for both sides' positions on international issues, verification questions are absent for domestic political statements.

Summary: Relatively balanced questions are asked on international issues, but critical verification questions regarding domestic political statements — particularly those from the progressive camp — are systematically absent.



14. False Balance									2/10
1	2	3	4	5	6	7	8	9	10

Total score: 2/10

Finding 1:

Timestamp 03:07–03:09

Composition: "There are differences in temperature, but the direction was set toward dialogue with the United States."

Analysis

Iran's return to negotiations appears to be handled in a balanced manner with the expression 'there are differences in temperature,' but in reality it leads to the conclusion that US pressure had an effect. Formal balance conceals a narrative of actual US superiority.

Summary: Cases of false balance are limited; the broadcast has a stronger tendency to directly adopt a particular perspective rather than feign balance.



15. Agenda Setting

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Total score: 5/10

Finding 1:

Agenda item set: The US blockade of Iran is a legitimate pressure tool for negotiations.

Timestamp

03:13 — Evidence: "In the end, the analysis is that the US's bold gambit has had some effect."

Alternative agenda: Whether the maritime blockade violates international law; whether the damage to civilian energy supply chains can be justified.

Finding 2:

Agenda item set: Cho Guk's candidacy in Pyeongtaek-eul is a 'risky constituency run' and an extension of reform politics.

Timestamp

24:46–24:49 — Evidence: "He said it was the result of choosing a tough district among the constituencies where by-elections are being held due to the Democratic Party's mistakes."

Alternative agenda: An objective analysis of whether Pyeongtaek-eul is actually a tough district; a critical perspective on Cho Guk's motivations for running.

Finding 3:

Agenda item set: The construction of the Sejong executive office is a determined policy push by President Lee Jae-myung.

Timestamp

28:14–28:36 — Evidence: "President Lee Jae-myung repeatedly expressed his intention to hold his retirement ceremony in Sejong and reportedly instructed that the Sejong executive office be constructed rapidly."

Alternative agenda: The validity of the KRW 9.8 billion budget, the opposition's opposing position, the context of the administrative capital relocation controversy.

Summary: The broadcast sets as its agenda the legitimacy of US pressure on Iran and the positive expression of will behind the Lee Jae-myung government's policy pushes, while systematically excluding critical alternative agendas.



55. Presenter Conduct

2/10

1 2 3 4 5 6 7 8 9 10

Total score: 2/10

Methodological principle (v2.7): The triggering event must be documented before every assessment. An intervention can only be assessed as asymmetric if a comparable triggering event involving a different guest did not produce a comparable intervention.

Finding 1:

Timestamp 07:14

Triggering event: Anchor's question to reporter No Ji-hyeon regarding ships that breached the Hormuz blockade

Quote (anchor) "Now, Reporter No Ji-hyeon, I hear there was a ship that got through despite the US blockade?"

Comparison The same confirmatory questioning style was used when connecting to other reporters — no asymmetry

Asymmetry: Cannot be confirmed

Finding 2:

Timestamp 08:02

Triggering event: Anchor's question about the situation of countries affected by the blockade

Quote (anchor) "Yes. The damage to surrounding countries from the strait blockade is enormous. How are things moving now?"

Comparison The anchor's pre-emptive evaluative statement "the damage is enormous" is included before the question — however, similar pre-emptive evaluative statements are repeated on other topics and can be seen as a pattern

Asymmetry: Weak level; insufficient to determine asymmetry from a single case alone

Finding 3:

Timestamp 12:49–12:59

Triggering event: Introduction to the report on Trump posting a Jesus image

Quote (anchor) "Following his criticism of the Pope, who criticised the Middle East war, President Trump even posted on social media an image that seemed to suggest he was Jesus himself. He then deleted it after a barrage of criticism; it seems even President Trump thought this had gone too far."

Comparison No instance of the anchor using a similarly editorial tone regarding controversial statements by President Lee Jae-myung or leader Cho Guk

Asymmetry: Confirmed — the anchor used a directly editorial tone ("it seems even he thought this had gone too far") only with regard to Trump, confirming asymmetry.



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Summary: Overall, the level of asymmetry in presenter conduct is low, but it is confirmed that the anchor used a directly editorial tone in Trump-related reporting while not applying the same approach to domestic politicians.



CHAPTER 4 — OVERALL EVALUATION

OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	5/10	Significant imbalance
2	Source Selection	5/10	Significant imbalance
3	Speaking Time Allocation	3/10	Slight imbalance
4	SELECTIVE OMISSION	6/10	Significant imbalance
5	Numerical Manipulation	2/10	Unremarkable
6	CONTAMINATION BY CONTACT	4/10	Slight imbalance
7	Timing	3/10	Slight imbalance
8	Selective Outrage	4/10	Slight imbalance
9	COMPLETENESS	6/10	Significant imbalance
10	Framing	4/10	Slight imbalance
11	Word Choice and Terminology	4/10	Slight imbalance
13	Question Asymmetry	3/10	Slight imbalance
14	False Balance	2/10	Unremarkable
15	Agenda Setting	5/10	Significant imbalance
55	Presenter Conduct	2/10	Unremarkable

HARD FACTS SCORE (1-8)

4.4/10

Significant imbalance

SOFT FACTS SCORE (9-14)

3.6/10

Slight imbalance

OVERALL SCORE

4.0/10

Slight imbalance

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

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

Aggregated Deviation Index — Interpretation Ranges

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

Party-Political Bias (-5 to +5)

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



CHAPTER 5 — LEGAL CLASSIFICATION (Broadcasting Act Article 6)

Assessment under Broadcasting Act Article 6

Article 6 of the Broadcasting Act stipulates the fairness and public interest of broadcasting; reporting must be fair and objective, and diverse opinions must be reflected in a balanced manner.

Violation 1:

Standard: Broadcasting Act Article 6, Paragraph 2 (balanced reflection of diverse opinions)

Violation content: In reporting on Cho Guk's candidacy in Pyeongtaek-eul, the PPP's official response is completely omitted

Evidence: Timestamp 24:22–26:13 — Quote: "The Democratic Party plans to field a candidate alongside Cho Guk." — No PPP response

Assessment: Reporting on internal progressive camp conflict (JP opposition) within the same electoral context while excluding the main opposition party's official response fails to meet the balance requirements of Broadcasting Act Article 6, Paragraph 2.

Violation 2:

Standard: Broadcasting Act Article 6, Paragraph 1 (fair and objective reporting)

Violation content: In reporting on the Sejong executive office construction, only the government announcement is conveyed without opposition criticism or controversy over budget validity

Evidence: Timestamp 28:14–28:36 — Quote: "President Lee Jae-myung repeatedly expressed his intention to hold his retirement ceremony in Sejong and reportedly instructed that the Sejong executive office be constructed rapidly." — No opposition response

Assessment: Handling a matter of public budget execution worth KRW 9.8 billion solely through a government announcement falls short of the obligation to report fairly and objectively.

Violation 3:

Standard: Broadcasting Act Article 6, Paragraph 3 (political neutrality)

Violation content: The anchor uses a directly editorial tone only with regard to Trump while not applying the same standard to domestic progressive camp figures

Evidence: Timestamp 12:49–13:01 — Quote: "It seems even President Trump thought this had gone too far." — No comparable commentary on Cho Guk's hardline statement (25:02–25:06)

Assessment: The asymmetry in commentary standards applied to a foreign politician versus domestic politicians constitutes minor grounds for a violation of the political neutrality requirement.

Overall Assessment under Broadcasting Act Article 6

The broadcast is generally in compliance with the standards of fairness and public interest required by Article 6 of the Broadcasting Act, but minor grounds for violation are confirmed in three areas. The omission of opposition responses and the uncritical relay of government policy fail to meet the objectivity and balance requirements of Article 6, Paragraphs 1 and 2, and the anchor's selective use of commentary may constitute a minor violation of the political neutrality requirements of Article 6, Paragraph 3. The intensity of these violations is assessed as corresponding to the level of a recommendation from the Korea Communications Standards Commission rather than legal sanctions.

In-depth Source Review (mandatory — all cited professional organisations/NGOs/advisory bodies)

1. Reuters

1. Funding: Private global news agency, owned by Thomson Reuters Corporation, commercially operated



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- 2. Mandate:** International news reporting — appropriate for covering Middle East negotiations, but potential for Western-perspective bias
- 3. Conflict of interest:** Potential for structural bias due to its position within the Western media ecosystem; tendency to under-represent Iran's official position
- 4. Credibility matrix:** D1(-1) D2(0) D3(+2) D4(+1) D5(+1) D6(+2) → Total: +5 → Source traffic light: Green
- 5. Counter-source:** Reporting on the same event from IRNA (Iran's state news agency) or Xinhua is needed for balance

2. The Wall Street Journal

- 1. Funding:** Private US financial newspaper, owned by News Corp (Rupert Murdoch)
- 2. Mandate:** Economic and political reporting — appropriate for covering nuclear negotiation content, but potential tendency to report favourably on US government policy
- 3. Conflict of interest:** Structural incentive to positively frame US government negotiation strategy exists
- 4. Credibility matrix:** D1(-1) D2(0) D3(+2) D4(+1) D5(+1) D6(+1) → Total: +4 → Source traffic light: Yellow
- 5. Counter-source:** Iran's Ministry of Foreign Affairs official statements or independent nuclear expert analysis is needed

3. Korea Disease Control and Prevention Agency

- 1. Funding:** South Korean government agency, state-funded
- 2. Mandate:** Public health research — appropriate for research on sleep and depression
- 3. Conflict of interest:** Potential to emphasise research findings consistent with the direction of government health policy; however, the relevant research is policy-neutral in nature
- 4. Credibility matrix:** D1(-1) D2(0) D3(+2) D4(+1) D5(+2) D6(+2) → Total: +6 → Source traffic light: Green
- 5. Counter-source:** Credibility can be enhanced if verification research from independent medical research institutions is available

Legal and Methodological Notes

No factual determination	The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.
No legal judgment	The aggregated deviation index does not replace a legal assessment under 방송법 제6조. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular 방송통신위원회).
No proof of causation	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.
No judgment of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.
Heuristic comparison tool	The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX 1: NATIONAL BROADCASTING LAW

Legal Basis South Korea — KBS / MBC

Legislation

Broadcasting Act (방송법, Act No. 6139, January 28, 2000, last amended 2025)

Constitutional basis: Article 21 of the Constitution of the Republic of Korea (1987) guarantees freedom of expression and press. Paragraph 3: Standards for news services and broadcasting facilities shall be determined by law.

Relevant Provisions

- Art. 3 (Freedom of Broadcasting): Freedom of programming is guaranteed. No one may regulate or influence programming except under the conditions of this Act.
- Art. 5 (Public Responsibility of Broadcasting): Public responsibility of broadcasting. Broadcasting must conform to the democratic constitutional order.
- Art. 6 Para. 1 (Fairness and Public Interest): "Reporting through broadcasting must be fair and objective."
- Art. 6 Para. 2: Broadcasting shall not discriminate in its programming on the basis of gender, age, occupation, religion, belief, class, region, or race.
- Art. 6 Para. 3: Broadcasting must respect the ethical and emotional sensibilities of the people and contribute to the protection of fundamental rights and the promotion of international friendship.
- Art. 6 (further paragraphs): Obligation to promote diversity of opinion and balanced representation of different viewpoints on controversial issues.
- Art. 43 (Establishment of KBS): Establishment of the Korea Broadcasting Corporation (KBS) to create a fair and healthy broadcasting culture.
- Art. 44: Public responsibility of KBS.

Broadcasting Review Regulations

- Art. 9: Fairness/objectivity of reporting — detailed rules for news reporting.
- Art. 14: Objectivity in news reports.
- Art. 100: Sanction levels: Correction recommendation → Warning → Fine → Suspension of broadcasting license.

Regulatory Authorities

- KMCC / KCC (Korea Media and Communications Commission): Broadcasting policy, licensing, investigation and sanctioning of violations. 2025 reform: Renamed, new BMCC as independent buffer between politics and broadcasting governance.
- KCSC (Korea Communications Standards Commission): Content oversight. Reviews whether broadcasting content maintains fairness, public interest, and public responsibility (per Art. 32). 9 commissioners appointed by the President (6 ruling party, 3 opposition).
- Press Arbitration Commission: Complaint pathway for citizens. Right to correction, right of reply, follow-up reporting. Settlement is legally binding.

Public Broadcasters

Broadcaster	Legal Form	Funding
KBS (Korean Broadcasting System)	Public corporation	License fees + state funding + advertising (KBS-2)
MBC (Munhwa Broadcasting Corporation)	Corporation, 70% Foundation for Broadcast Culture	Primarily advertising



EBS (Educational Broadcasting System)

Public corporation

Textbook sales + advertising

Complaint Procedures

1. KCSC deliberation process (ex-post review)
2. Viewers' Complaint Settlement Committee (Art. 35, at broadcasters)
3. Press Arbitration Commission (correction, right of reply)
4. General courts

Comparison Switzerland — South Korea

Aspect	Switzerland (Art. 4 RTVG)	South Korea (Art. 6 Broadcasting Act)
Factual accuracy	Statutory (Art. 4 Para. 2)	Statutory (Art. 6 Para. 1: fair and objective)
Diversity of opinion	Statutory (Art. 4 Para. 4)	Statutory (Art. 6: diverse viewpoints)
Impartiality	Derived	Statutory (fairness)
Political balance	Derived	Implicit (diversity of opinion)
Independent complaints body	UBI (statutory)	KCSC + Press Arbitration Commission
Content oversight	BAKOM/UBI	KCSC
Structural issue	No direct political control	Government change → leadership change in KBS/MBC



APPENDIX 2: SCIENTIFIC REFERENCES

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