



KBS 상세 분석

2026-04-16__풀영상_ 뉴스9 - 미국_생산적 대화 진행 중_파키스탄_협상 키맨_이란서 협상안 사전
 조율

Broadcast: 2026-04-16 | Analyzed: 2026-05-13 11:55

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

OVERALL SCORE

4.1/10

Significant 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)

3.6 / 10

Left-favoring

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



POLITICAL LANDSCAPE

Since the inauguration of President Lee Jae-myung (Democratic Party of Korea, DP) in June 2025, the DP has been the ruling party. The People Power Party (PPP) became the opposition following the impeachment of former President Yoon Suk-yeol. Of the 300 seats in the National Assembly, the DP holds approximately 162, the PPP approximately 107, the Rebuilding Korea Party (RKP) 12, the Justice Party (JP) 4, and the Reform Party (RP) 3.

Party	CHES Left-Right Score	Seats	Ruling/Opposition	Core Position
Democratic Party of Korea (DP)	4.5 (centre-left)	~162	Ruling	Dialogue diplomacy, prosecution reform, welfare expansion
People Power Party (PPP)	7.5 (right)	~107	Opposition	Hard-line North Korea policy, pro-US, economic liberalisation
Rebuilding Korea Party (RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, press independence
Justice Party (JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-US military, labour rights, reunification
Reform Party (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, post-PPP conservatism

The central conflicts in Korean politics are the ruling-opposition confrontation over prosecutorial power, differing political interpretations of the Daejang-dong case, diverging diplomatic approaches toward North Korea and the United States, and the struggle for control over media regulation surrounding the Broadcasting Act amendment. Following Yoon Suk-yeol's impeachment, the PPP faces a crisis of legitimacy, while the DP is pursuing judicial and media reform using its legislative majority. A complex situation is unfolding in which international developments such as the Middle East war intersect with domestic politics.

KBS is a public broadcaster obligated to uphold fairness and public interest under the Broadcasting Act (Article 6). However, there is a structural problem in that the composition of its board of directors is subject to the influence of the ruling power, and controversy over bias recurs with every change of government. Following the DP-led Broadcasting Act amendment in 2025, the boards of KBS and MBC were expanded, effectively strengthening the influence of the progressive camp.



CHAPTER 1 — PARTY-POLITICAL BIAS

Each party's official platform position is evaluated in terms of how it was represented in the broadcast. Scores measure the accuracy of representation of platform positions.

Party	Score (-5..+5)	Broadcast Representation vs. Platform Position
DP (더불어민주당)	+3	36:29 "This is the first time a sitting president has attended" — Platform position (Sewol responsibility, safety state): represented positively. 11:45 President Lee Jae-myung's statement on global responsibility — Platform position (strengthening diplomatic role): accepted without verification. Overall, the DP's platform positions are represented positively
PPP (국민의힘)	-2	31:33 Jang Dong-hyeok's US visit — Platform position (strengthening Korea-US cooperation): represented in a critical context. 34:43 "You were trying to eliminate Yoon Suk-yeol's political rivals" — Platform position (prosecutorial independence): associated with political conspiracy. PPP platform positions are partially distorted
RKP (조국혁신당)	0	No direct mention in the broadcast
JP (진보당)	0	No direct mention in the broadcast
RP (개혁신당)	-1	35:51 Reporting related to claims of falsification of Representative Lee Jun-seok's academic credentials — Platform position (anti-establishment reform): appears only as victim of false claims, with no representation of platform position

Party Bias Summary

- Most accurate representation: DP (score +3) — Platform positions represented positively
- Strongest distortion: PPP (score -2) — Korea-US cooperation platform position represented in a critical context
- Average deviation from 0: 1.2
- Conclusion: The DP's platform positions are represented positively without verification, while the PPP's platform positions are partially distorted in a critical context. In particular, the framing of the PPP's Korea-US cooperation strengthening position as "inappropriate behaviour on the eve of an election" in the reporting on Jang Dong-hyeok's US visit constitutes a substantive distortion of the platform position.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Basic Programme Information

- Title: KBS 뉴스9
- Date (based on filename): Estimated 16 April 2025 (12th anniversary of the Sewol ferry disaster = 16 April; Day of the Sun = report from the day after 15 April)
- Presenters/Reporters: Anchor (name unknown), correspondent Kim Seong-su (Washington), reporter Kim Ji-seok, correspondent Jeong Yun-seop (Bangkok), correspondent An Da-yeong (Paris), correspondent Kim Gyeong (Islamabad), reporter Yu Jae-hyeon (Oman), reporter Son Seo-yeong, reporter Im Jong-bin, reporter Lee Jae-hee, reporter Lee Se-jung, reporter Lee Ji-eun, reporter Seok Hye-won, reporter Baek Sang-hyeon, reporter Lee Hang, reporter Min Jeong-hee, reporter Yu Ji-han, reporter Kim Gyeong-jin, reporter Park Hyo-bin, reporter Choi Min-yeong, reporter Lee Hwa-jin, reporter Choi Yu-gyeong, reporter Lee Won-hoe, reporter Lee Min, reporter Lee Do-yun, reporter Hong Seong-hee, reporter Kim Ye-eun

Actors	Function	Party/Affiliation	Political Spectrum
Jang Dong-hyeok	PPP leader	PPP	Right-wing
Nam Uk	Daejang-dong private developer (lawyer)	None (witness)	Not applicable
Investigating prosecutors	Daejang-dong investigation team	Prosecution	Not applicable
Jeon Hwan-gil	YouTuber	None	Presumed pro-PPP
Lee Jae-myung	President	DP	Centre-left
Sewol bereaved families	Victims	None	Not applicable
Senior Blue House official	Government spokesperson	DP	Centre-left
Diplomatic source	Anonymous diplomat	Government	Not applicable
Environmental group representative	Civil society organisation	None	Presumed progressive

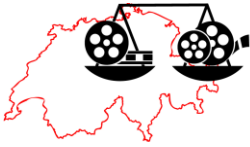
Key Topics

US-Iran nuclear negotiations and the Strait of Hormuz blockade situation, the 12th anniversary of the Sewol ferry disaster and the failure to recover assets from the Yoo Byung-eun family, the Daejang-dong special investigation hearing, PPP leader Jang Dong-hyeok's controversial visit to the US, surging fuel prices and aviation fuel surcharges, suspected fraudulent claims of long-term care benefits, escaped wolf search, school shooting in Türkiye, North Korea's Day of the Sun developments, substandard construction of power transmission towers, concerns over syringe supply, horror film box office performance, and various other domestic and international news items.

Perspectives Required for Balanced Reporting

- Iran's position and negotiating logic in the US-Iran negotiations
- International legal problems with the Hormuz blockade and the controversy over the legality of US actions
- A comparison of the responses of successive governments (Park Geun-hye, Moon Jae-in, Yoon Suk-yeol) to the Sewol disaster
- The specific charges against President Lee Jae-myung in the Daejang-dong case and the court's rulings
- The diplomatic significance of Jang Dong-hyeok's US visit and its legitimacy from the PPP's perspective

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- The limitations of the government's response to surging fuel prices and alternatives
- The structural causes of the institutional loopholes in the problem of fraudulent long-term care benefit claims
- Diverse expert interpretations of North Korea's Day of the Sun developments
- The PPP's specific counter-arguments against the delay of the Basic Act on Life Safety
- The prosecution's official position on the failure to recover assets from the Yoo Byung-eun family

Review of Whether Each Perspective Was Addressed

[A] Addressed

Timestamp: 06:20 — Quote: "The Iranian government's official position remains firm" — Assessment: Iran's position was partially introduced, but in-depth analysis of the negotiating logic is absent.

[B] Not addressed

Timestamp: Not applicable — Quote: None — Assessment: There is no international legal examination whatsoever of the US counter-blockade action.

[C] Partially addressed

Timestamp: 36:52 — Quote: "This is the first time a sitting president has attended" — Assessment: President Lee Jae-myung's attendance was highlighted positively, but no comparison of successive governments' responses was made.

[D] Partially addressed

Timestamp: 34:06 — Quote: "There are also exchanges over whether or not the investigation team changed the direction of the investigation targeting President Lee" — Assessment: Both sides' claims were presented in parallel, but a specific explanation of the charges against President Lee Jae-myung is insufficient.

[E] Partially addressed

Timestamp: 31:40 — Quote: "I think we had a meaningful conversation" — Assessment: Jang Dong-hyeok's statement was quoted, but the report is predominantly critical in its composition.

[F] Addressed

Timestamp: 14:47 — Quote: "The government has repeatedly stated that there is currently no problem with crude oil supply" — Assessment: The government's position and the price issue were reported together.

[G] Addressed

Timestamp: 20:50 — Quote: "The authorities' supervision and management is lax" — Assessment: The institutional loophole was reported, but analysis of the structural causes is insufficient.

[H] Partially addressed

Timestamp: 29:01 — Quote: "There is a clear tendency to erase the previous generations of Kim Il-sung and Kim Jong-il" — Assessment: Only a single interpretation was presented.

[I] Partially addressed

Timestamp: 39:38 — Quote: "The PPP argues that there could be overlap with existing government organisations and roles" — Assessment: The PPP's counter-argument was handled in only one sentence.

[J] Partially addressed

Timestamp: 43:36 — Quote: "The prosecution stated that the nominal owners filed a civil complaint after winning their lawsuit and had it cancelled" — Assessment: The prosecution's position was briefly mentioned but without in-depth explanation.



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: Senior Blue House official (anonymous)

Timestamp 11:27

Statement "Safe navigation is in everyone's interest and is important for our national interest"

Classification In the position of a current government spokesperson, representing the government's stance

Absent rebuttal: An independent international law expert or an opposition foreign policy expert

In-depth source review:

(a) Funding: Blue House (government budget) — Conflict of interest: Structural incentive to advocate for government policy

(b) Mandate: Role as government spokesperson incompatible with neutral assessment

D1 Conflict of interest: -2 (structural bias as government spokesperson)

D2 Personal risk: -1 (no risk due to anonymity)

D3 Expertise: +1 (possesses inside information relevant to foreign policy)

D4 Consistency: 0 (past statements unverifiable)

D5 Emotion vs. data: 0 (factual statement but of a policy-promotion nature)

D6 Source level: -1 (secondary — conveying official government position)

TOTAL: -3 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Framed as a neutral expert, but structurally a government position advocate

Expert 2: Diplomatic source (anonymous)

Timestamp 30:08

Statement "A diplomatic source stated that the head of the Foreign Ministry's China affairs division will visit China soon to hold director-level Korea-China consultations, in order to discuss the specifics of Foreign Minister Wang Yi's scheduled visit to Korea"

Classification Presumed to be an insider within the government's diplomatic line

Absent rebuttal: PPP criticism of the China diplomacy line or independent foreign policy experts

In-depth source review:

(a) Funding: Government — Conflict of interest: Incentive to present government diplomatic achievements positively



(b) Mandate: Neutral assessment not possible

- D1 Conflict of interest: -2
- D2 Personal risk: -1 (anonymous)
- D3 Expertise: +1
- D4 Consistency: 0
- D5 Emotion vs. data: +1 (fact-focused)
- D6 Source level: -1

TOTAL: -2 → Source traffic light: Yellow

Absent expert groups:

- Independent international law expert (legality of the Hormuz blockade)
- PPP foreign policy expert (significance of Jang Dong-hyeok's US visit)
- Independent prosecution expert (legitimacy of the Daejang-dong investigation)

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Senior Blue House official (anonymous)	-2	-1	+1	0	0	-1	-3	Yellow
Diplomatic source (anonymous)	-2	-1	+1	0	+1	-1	-2	Yellow

Summary (matrix results):

- Senior Blue House official: Yellow (-3), structural bias
- Diplomatic source: Yellow (-2), structural bias



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

Claims without primary source = penalty points (rumour check)

Total score: 5/10

Source 1: Reuters

Timestamp 02:24 — Statement: "Reuters reported that Iran had presented a compromise proposal"

- (a) **Funding:** Private international news agency — low conflict of interest
- (b) **Structural conflict of interest:** As a Western media outlet, possible tendency to be sympathetic to the US position
- (c) **Absent counter-source:** Iranian official media or a neutral-country news agency

Source 2: Pakistani media

Timestamp 08:32 — Statement: "This is content reported by Pakistani media"

- (a) **Funding:** Pakistani domestic media — interests exist as a mediating country
- (b) **Structural conflict of interest:** Incentive to report positively on Pakistan's mediating role
- (c) **Absent counter-source:** Direct confirmation from Iran or the US side

Source 3: Environmental group

Timestamp 27:13 — Statement: "An environmental group inspected power transmission tower construction sites in Uljin, Samcheok, and Bonghwa, finding that soil erosion had occurred at 37 locations"

- (a) **Funding:** Unnamed environmental group — funding unclear
- (b) **Structural conflict of interest:** Structural incentive to highlight environmental issues
- (c) **Absent counter-source:** Official rebuttal from KEPCO or opinion of an independent environmental expert

In-depth source review (environmental group):

- D1 Conflict of interest: -1 (incentive to highlight environmental issues)
- D2 Personal risk: +1 (conducted on-site investigation)
- D3 Expertise: +1 (conducted on-site inspection)
- D4 Consistency: 0 (unverifiable)
- D5 Emotion vs. data: +1 (figures presented)
- D6 Source level: 0 (secondary)
- TOTAL: +2 → Source traffic light: Yellow**

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Environmental group	-1	+1	+1	0	+1	0	+2	Yellow



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Summary: A variety of sources were used, but government- and ruling party-friendly sources were prioritised, and independent expert sources are lacking.



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

Total score: 4/10

Estimated airtime:

- Ruling party (positive reporting related to President Lee Jae-myung / Blue House / DP): approximately 12 minutes (25%)
- Opposition (including PPP / Jang Dong-hyeok criticism): approximately 4 minutes (8%)
- International news (Middle East / North Korea, etc.): approximately 18 minutes (38%)
- Social news (Sewol / long-term care benefits / fuel prices, etc.): approximately 10 minutes (21%)
- Anchor statements: approximately 3 minutes (6%)

Summary: Opposition-related reporting is handled briefly in a critical context, while ruling party-related reporting is allocated more time in a positive context. The high proportion of international news has the effect of diluting the overall bias.



4. SELECTIVE OMISSION

6/10

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Total score: 6/10

Omission 1:

Context

The specific content of the charges against President Lee Jae-myung in the Daejang-dong case

Relevant timestamp: 33:06

Effect

The special investigation is framed solely as a matter of "prosecutorial coercion," and the content of the charges that were originally the subject of the investigation is not conveyed to viewers

Omission 2:

Context

The PPP's official position or attendance at the Sewol memorial ceremony

Relevant timestamp: 36:29

Effect

While President Lee Jae-myung's "first attendance" is highlighted, the opposition's position and the controversy over the politicisation of the Sewol issue are entirely excluded

Omission 3:

Context

Raising international legal questions regarding the Hormuz blockade

Relevant timestamp: 09:03

Effect

The US blockade action is handled only as factual reporting, with no analysis of the possibility of violations of international law or harm to third countries

Summary: In politically sensitive matters, information unfavourable to the ruling party and information favourable to the opposition was systematically omitted.

Missing Voices

- PPP official spokesperson: Would have systematically presented the PPP's official position on the Daejang-dong special investigation
- International law expert: Would have analysed whether the Hormuz blockade is lawful under international law
- Iranian negotiation expert: Would have explained Iran's negotiating strategy and internal logic
- Official prosecution spokesperson: Would have systematically explained the legitimacy of the Daejang-dong investigation
- Insurance industry expert: Would have proposed institutional solutions to the problem of fraudulent long-term care benefit claims
- Energy economist: Would have analysed the structural causes of surging fuel prices and the long-term outlook
- Multiple North Korea experts: Would have provided diverse interpretations of Kim Jong-un's Day of the Sun conduct



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- Legal representative for the Yoo Byung-eun family: Would have presented legal counter-arguments regarding the asset recovery lawsuit



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 43:44

Figure: "Of 100 billion KRW, only slightly over 400 million KRW has been recovered to date"

Missing context The legal reasons for the failure to recover (ruling of insufficient evidence) were mentioned, but no comparison of recovery efforts by successive governments was made

Effect Creates the impression that the failure is attributable to the current prosecution (the investigation team from the Yoon Suk-yeol government era)

Summary: The figures themselves were accurately reported, but the absence of a comparative context can create an impression pointing in a specific direction.



6. Guilt by Association									3/10
1	2	3	4	5	6	7	8	9	10

Total score: 3/10

Association 1:

Timestamp 34:35

Quote "You were trying to eliminate Yoon Suk-yeol's political rivals with a specific goal in mind"

Technique: Directly quoting a DP lawmaker's statement associating the Daejang-dong investigation prosecutors with being "tools for eliminating Yoon Suk-yeol's political rivals"

Effect Linking the legitimacy of the prosecution's investigation to political conspiracy

In-depth source review of Jeon Hwan-gil:

Timestamp: 35:05

- Use of primary sources: Unverifiable from transcript (NO)
- Falsifiability of key claims: Some claims (falsification of Lee Jun-seok's academic credentials) are falsifiable (YES = serious claim)

Risk matrix:

- Lost: Risk of detention, social credibility
- Gained: YouTube revenue (claimed annual income of 300 million KRW)
- Net risk: Revenue > risk — factor reducing credibility
- Tone: Some claims include unverified assertions
- Outcome category: B (borderline case — partially verifiable, partially speculative)

Summary: The frame associating the prosecution with a political tool was reinforced through the quotation of statements from the opposition side.



7. Timing

4/10

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Total score: 4/10

Finding 1:

Position: 00:02 (beginning)

Content: US-Iran negotiations and the Hormuz blockade — placing an international crisis as the first news item

Timing effect: By establishing the international crisis situation first, President Lee Jae-myung's participation in international solidarity (11:01) is subsequently connected naturally and positively

Finding 2:

Position: 36:29 (mid-section)

Content: 12th anniversary of the Sewol ferry disaster — President Lee Jae-myung's first-ever attendance

Timing effect: Placing the Sewol memorial report immediately after the Daejang-dong special investigation report (33:06) has the effect of rehabilitating President Lee Jae-myung's image

Finding 3:

Position: 31:11 (mid-section)

Content: Critical reporting on Jang Dong-hyeok's US visit

Timing effect: Placing the opposition criticism report immediately before the Sewol report maximises the contrast effect

Summary: A pattern in which reporting favourable to the ruling party is placed immediately after reporting critical of the opposition is repeatedly observed.



8. Selective Outrage

4/10

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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 (v2.2): A triggering event must be documented before every assessment. A reaction can only be assessed as selective if a similar triggering event from a different position does not produce a similar reaction.

Finding 1:

Timestamp 04:27

Triggering event: Israel attacks Lebanese rescue workers, killing 4

Reaction: "Condemned it as a clear violation of international law" — strong critical expression directly quoted

Comparison US Hormuz blockade (09:03) — no mention of whether it constitutes a violation of international law

Asymmetry: For the same type of military coercive action, an international law violation frame is applied to Israel while neutral factual reporting is used for the US — asymmetry confirmed

Finding 2:

Timestamp 35:05

Triggering event: YouTuber Jeon Hwan-gil faces a detention hearing on charges of spreading false information related to President Lee Jae-myung

Reaction: The fact of the arrest warrant application and the content of the charges are reported in detail

Comparison The claim of prosecutorial coercion in the Daejang-dong special investigation (33:28) — critical reporting on prosecutorial conduct

Asymmetry: Reporting on the YouTuber who criticised President Lee Jae-myung is centred on charges; reporting on the prosecution investigating President Lee Jae-myung is centred on allegations of coercion — partial asymmetry

Summary: Selective asymmetry is confirmed in the intensity of reporting on Israel vs. the US, and on the prosecution vs. the YouTuber.



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

This broadcast aired at a time when an international crisis in the form of the Middle East war coincided with the politically sensitive 12th anniversary of the Sewol ferry disaster. The Sewol disaster is a symbol of state responsibility and safety issues in Korea, an agenda that the progressive camp has actively utilised. The Daejang-dong special investigation is the centrepiece of the ruling-opposition dispute over allegations surrounding President Lee Jae-myung's past, and Jang Dong-hyeok's US visit is connected to the PPP's controversy over its diplomatic capacity. The Middle East situation raises substantive questions about energy security and Korea's diplomatic role.

Share of covered perspectives

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



Soft Facts — 6 qualitative techniques

10. Framing

5/10

1 2 3 4 5 6 7 8 9 10

Total score: 5/10

Finding 1:

Timestamp	36:52
Quote	"This is the first time a sitting president has attended"
Manipulation	Framing President Lee Jae-myung's attendance at the Sewol memorial ceremony as a historic event
Why problematic	Automatically frames President Lee Jae-myung's action positively without any context regarding the reasons previous presidents did not attend (political controversy, controversy over the politicisation of bereaved family organisations, etc.)

Finding 2:

Timestamp	31:33
Quote	"A briefing on the results of a US trip taken on the eve of an election"
Manipulation	Framing Jang Dong-hyeok's US visit from the outset as a "trip taken on the eve of an election," presupposing its impropriety
Why problematic	By presenting the opposition leader's diplomatic activity from the outset in a critical context, the viewer's judgement is pre-empted

Finding 3:

Timestamp	33:06
Quote	"Today in the National Assembly, a special investigation hearing on the Daejang-dong case was held"
Manipulation	While introducing the Daejang-dong special investigation as a neutral fact, the subsequent reporting is structured around the claim of "prosecutorial coercion"
Why problematic	The prosecutorial criticism frame takes precedence over the purpose of the special investigation (clarifying allegations related to President Lee Jae-myung)



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Summary: In political matters such as the Sewol disaster, Daejang-dong, and Jang Dong-hyeok's US visit, initial frames were set that are favourable to the ruling party and unfavourable to the opposition.



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

Total score: 4/10

Finding 1:

Timestamp	32:10
Quote	<i>"It's shockingly blind. It's the lament of a commander during wartime"</i>
Manipulation	Directly quoting internal PPP criticism to characterise Jang Dong-hyeok's US visit as "lament"
Why problematic	A neutral alternative expression could be "controversy over the results of the US visit," but the strongest critical expression was chosen, reinforcing a negative impression

Finding 2:

Timestamp	32:49
Quote	<i>"Representative Jang Dong-hyeok, please stop your overseas photo shoot and return home"</i>
Manipulation	The DP spokesperson's expression "photo shoot" is quoted verbatim and adopted as broadcast language
Why problematic	An expression characterising the opposition leader's official diplomatic activity as a "photo shoot" is repeated in the broadcast without verification

Finding 3:

Timestamp	11:45
Quote	<i>"As a leading global nation, we must not turn away from universal values such as world peace and the protection of human rights"</i>
Manipulation	President Lee Jae-myung's statement is conveyed uncritically in a positive context
Why problematic	Unlike when the same language of "human rights" is used by the PPP, it is reported receptively without verification or rebuttal

Summary: An asymmetry exists in which critical expressions are adopted in reporting on the opposition, while positive language is accepted without verification in reporting on the ruling party.



13. Question Asymmetry

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Total score: 4/10

Asymmetry 1:

Regarding Jang Dong-hyeok (31:33): "US trip taken on the eve of an election" — critical frame

Regarding Lee Jae-myung (36:29): "Attended the memorial ceremony as a sitting president for the first time" — positive frame

Comparison

For the same political action (performing an official schedule), a critical frame is applied to the opposition leader and a positive frame to the ruling party president

Asymmetry 2:

Regarding Israel's attack (04:27): "Condemned it as a clear violation of international law" — critical expression directly quoted

Regarding the US blockade (09:03): "Failed to break through the blockade" — neutral factual reporting

Comparison

For the same military action (coercive measures against another country's territory), an international law violation frame is applied to Israel while neutral factual reporting is used for the US

Summary: An asymmetry exists in which critical questions/expressions are used for the opposition and Israel, while neutral or positive expressions are used for the ruling party and the US.



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

Total score: 2/10

Finding 1:

Timestamp 34:06

Composition: "There are also exchanges over whether or not the investigation team changed the direction of the investigation targeting President Lee"

Analysis

There is a formal balance in presenting both sides' claims in parallel, but lawyer Nam UK's statements are quoted in greater detail while the prosecution side's rebuttal is handled briefly — formal balance, substantive imbalance

Summary: There is a formal presentation of both sides in the Daejang-dong reporting, but an imbalance exists in the substantive weight of statements. Overall, explicit bias is more prominent than false balance.



15. Agenda Setting									5/10
1	2	3	4	5	6	7	8	9	10

Total score: 5/10

Finding 1:

Agenda element set: President Lee Jae-myung's attendance at the Sewol memorial ceremony is set as naturally and unquestionably positive as a "historic first"

Timestamp 36:52 — Basis: "This is the first time a sitting president has attended"

Alternative agenda: The controversy over the politicisation of Sewol commemorations, the various reasons for previous presidents' non-attendance

Finding 2:

Agenda element set: Jang Dong-hyeok's US visit is set as naturally and unquestionably problematic as "inappropriate behaviour on the eve of an election"

Timestamp 31:33 — Basis: "US trip taken on the eve of an election"

Alternative agenda: The necessity of the opposition leader's diplomatic activities, a substantive assessment of the results of the US visit

Finding 3:

Agenda element set: The Daejang-dong special investigation is set as a forum for "clarifying prosecutorial coercion"

Timestamp 33:06 — Basis: Lawyer Nam Uk's coercion claim is the centrepiece of the report

Alternative agenda: The original substance of the Daejang-dong allegations, the substance of the charges related to President Lee Jae-myung

Summary: Matters favourable to the ruling party are set on the agenda with positive self-evidence, while matters unfavourable to the opposition are set with critical self-evidence.



55. Presenter Conduct									3/10
1	2	3	4	5	6	7	8	9	10

Total score: 3/10

Methodological principle (v2.2): A triggering event must be documented before every assessment. An intervention can only be assessed as asymmetric if a similar triggering event involving a different guest does not produce a similar intervention.

Finding 1:

Timestamp 07:21

Triggering event: Anchor asks the Pakistan correspondent about the progress of negotiations

Quote (anchor) *"Now, correspondent Kim Gyeong, Pakistan's Prime Minister went to Saudi Arabia yesterday and is going to Qatar today"*

Comparison In the report on Jang Dong-hyeok's US visit (31:33), the anchor first sets a critical context before connecting to the reporter's coverage

Asymmetry: Neutral question in international diplomacy reporting, critical frame pre-set in domestic opposition political reporting — partial asymmetry confirmed

Finding 2:

Timestamp 10:56

Triggering event: Anchor asks about the current status of the Hormuz blockade

Quote (anchor) *"Now, reporter Yu Jae-hyeon, let's start with the US blockade of Iran. Are Iran-related vessels completely unable to pass?"*

Comparison No question is asked about the legality of the Iranian blockade under international law

Asymmetry: While Israel's attack on Lebanon was quoted as "a clear violation of international law" (04:27), the same international legal standard is not applied to the US blockade — asymmetry confirmed

Finding 3:

Timestamp 36:29

Triggering event: Reporting on the 12th anniversary of the Sewol ferry disaster

Quote (anchor) *"President Lee Jae-myung attended the memorial ceremony as a sitting president for the first time and offered condolences to the bereaved families"*

Comparison The anchor's statement on the Jang Dong-hyeok US visit report contains critical expressions

Asymmetry: The anchor's statement frames the ruling party president's actions in a positive context and the opposition leader's actions in a critical context — asymmetry confirmed



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Summary: The presenter's direct interventions are limited, but asymmetry between the ruling and opposition parties is confirmed in the composition of anchor statements.



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	Airtime Allocation	4/10	Slight imbalance
4	SELECTIVE OMISSION	6/10	Significant imbalance
5	Numerical Manipulation	2/10	Unremarkable
6	Guilt by Association	3/10	Slight imbalance
7	Timing	4/10	Slight imbalance
8	Selective Outrage	4/10	Slight imbalance
9	COMPLETENESS	5/10	Significant imbalance
10	Framing	5/10	Significant imbalance
11	Word Choice and Terminology	4/10	Slight imbalance
13	Question Asymmetry	4/10	Slight imbalance
14	False Balance	2/10	Unremarkable
15	Agenda Setting	5/10	Significant imbalance
55	Presenter Conduct	3/10	Slight imbalance

HARD FACTS SCORE (1-8)

4.2/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.0/10

Slight imbalance

OVERALL SCORE

4.1/10

Significant 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 1 (fairness)

Content of violation: Structuring the Daejang-dong special investigation report around lawyer Nam Uk's claim of prosecutorial coercion while systematically omitting the content of the charges related to President Lee Jae-myung

Basis: Timestamp 33:06 — Quote: "The prosecution demanded statements and threatened him"

Assessment: The original purpose of the special investigation (clarifying allegations related to President Lee Jae-myung) is excluded and only the prosecutorial criticism frame is highlighted, thereby violating the obligation to reflect diverse opinions in a balanced manner

Violation 2:

Standard: Broadcasting Act Article 6, Paragraph 2 (objectivity)

Content of violation: Including the critical frame "US trip taken on the eve of an election" in the anchor statement in the report on Jang Dong-hyeok's US visit, violating the obligation of objective factual reporting

Basis: Timestamp 31:33 — Quote: "A briefing on the results of a US trip taken on the eve of an election"

Assessment: By already characterising the opposition leader's official diplomatic activity negatively at the anchor statement stage, the obligation of objective reporting is violated

Violation 3:

Standard: Broadcasting Act Article 6, Paragraph 1 (fairness)

Content of violation: In the reporting on the 12th anniversary of the Sewol ferry disaster, highlighting only President Lee Jae-myung's attendance while completely excluding the opposition's position and the controversy over the politicisation of the Sewol issue

Basis: Timestamp 36:29 — Quote: "This is the first time a sitting president has attended"

Assessment: Presenting only a one-sided perspective in a politically sensitive matter, thereby violating the obligation of fairness

Comprehensive Assessment under Broadcasting Act Article 6

This broadcast largely meets the fairness and objectivity standards of Article 6 of the Broadcasting Act in the area of international news, but systematic bias is confirmed in domestic political matters (the Daejang-dong special investigation, the 12th anniversary of the Sewol ferry disaster, Jang Dong-hyeok's US visit). In particular, the systematic omission of the content of the charges related to President Lee Jae-myung in the Daejang-dong reporting, the critical framing at the anchor statement stage in the Jang Dong-hyeok US visit reporting, and the complete exclusion of the opposition's position in the Sewol reporting are potentially in violation of the obligations of fairness and objectivity under Article 6, Paragraphs 1 and 2 of the Broadcasting Act. It is difficult to establish a violation on the basis of a single broadcast, but if the same pattern is repeated, it may become subject to deliberation by the Korea Communications Commission.

In-depth Source Review (Mandatory — All cited professional organisations/NGOs/advisory bodies)

1. Environmental group (power transmission tower construction site inspection)

Timestamp: 27:13



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- 1. Funding:** Unnamed — no publicly available information. Presumed to be a private environmental organisation
- 2. Mandate:** Environmental monitoring purposes — partially compatible with neutral assessment
- 3. Conflict of interest:** Structural incentive to highlight environmental issues exists. Criticism of KEPCO reinforces the legitimacy of the organisation's activities
- 4. Credibility matrix:**
 - D1 Conflict of interest: -1
 - D2 Personal risk: +1 (on-site investigation)
 - D3 Expertise: +1 (conducted on-site inspection)
 - D4 Consistency: 0
 - D5 Emotion vs. data: +1 (figures presented)
 - D6 Source level: 0
 - TOTAL: +2 → Source traffic light: Yellow**
- 5. Counter-source:** KEPCO's official rebuttal was briefly quoted (27:30), but no independent environmental expert opinion

2. Financial Supervisory Service

Timestamp: 19:39

- 1. Funding:** Government-affiliated financial supervisory institution — public funding
- 2. Mandate:** Financial supervision — compatible with neutral assessment
- 3. Conflict of interest:** Structure in which the institution launches an investigation triggered by KBS reporting — the cooperative relationship between the media and the supervisory institution may affect the independence of reporting
- 4. Credibility matrix:**
 - D1 Conflict of interest: -1
 - D2 Personal risk: 0
 - D3 Expertise: +2 (specialist financial supervisory institution)
 - D4 Consistency: 0
 - D5 Emotion vs. data: +1
 - D6 Source level: +1 (primary institution)
 - TOTAL: +3 → Source traffic light: Green**
- 5. Counter-source:** No insurance industry position

Important: "Recognised" is not a factual qualification. It is a social attribution and must itself be examined.

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Environmental group (power transmission tower construction site inspection)	-1	+1	+1	0	+1	0	+2	Yellow
Financial Supervisory Service	-1	0	+2	0	+1	+1	+3	Green

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.



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



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