



## KBS 상세 분석

2026-05-05\_\_풀영상\_ 특집 뉴스9 - \_폭발\_화재\_ 한국 선박\_ 두바이항 예인 예정\_\_전문가 급파\_\_ 202

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**OVERALL SCORE**

**3.7/10**

*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)**

**4.2 / 10**

*Balanced*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — [chesdata.eu](https://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

Current Government: Democratic Party of Korea (DP) — President Lee Jae-myung (inaugurated June 2025, vote share 49.4%). Holds approximately 162 seats in the National Assembly, securing a majority.

Major Opposition: People Power Party (PPP) — Following the impeachment of former President Yoon Suk-yeol, the largest opposition party with approximately 107 seats. Rebuilding Korea Party (RKP) 12 seats, Justice Party (JP) 4 seats, Reform Party (RP) 3 seats.

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

The central conflict in Korean politics, following the impeachment of Yoon Suk-yeol, is encapsulated in the clash between the 'judgment of the insurrection forces' narrative (DP frame) and the 'blocking of the fabricated indictment special counsel' narrative (PPP frame). Prosecution authority reform, the direction of North Korea policy, and the definition of the ROK-US alliance constitute the three major structural axes of confrontation between the ruling and opposition parties. Ahead of the 2025 local elections, the two parties are mobilising voters under the opposing frames of 'judging the insurrection forces' and 'judging the dictatorial regime' respectively. The Strait of Hormuz incident is adding a foreign and security policy variable to the electoral landscape in the form of US pressure to participate in military operations.

KBS is a public broadcaster obligated to fair and objective reporting under Article 6 of the Broadcasting Act, with the structural characteristic that the composition of its board of directors is subject to the influence of the ruling party. The 2025 DP amendment to the Broadcasting Act expanded the KBS board from 11 to 15 members, increasing the proportion of progressively-oriented figures under the current DP majority system. The issue of political independence for public broadcasters is a structural challenge that has been repeated by both ruling and opposition parties whenever in power.



## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast Representation vs. Party Platform Comparison
DP (Democratic Party of Korea)	+1	21:15 "appeal to judge the insurrection forces" — Party platform: prosecution reform, defence of democracy — The party's electoral frame is absorbed into reporter copy, presenting the platform position as factual language. Represented in a partially favourable manner.
PPP (People Power Party)	-1	22:35 "as judges of the dictatorial regime" — Party platform: rule of law, economic liberalisation — The stigmatising term 'dictatorial regime' from the opposing camp is used as reporter copy, distorting the party platform position. However, Representative Jang Dong-hyeok's statement is also directly quoted.
RKP (Rebuilding Korea Party)	0	No direct mention in the broadcast.
JP (Justice Party)	0	No direct mention in the broadcast.
RP (Reform Party)	0	No direct mention in the broadcast.

Score legend:

+5 = Party platform position represented accurately and completely

0 = Relevant party/topic absent from broadcast

-5 = Party platform position actively distorted or misrepresented

### Party Bias Summary

- Most accurate representation: RKP, JP, RP (score 0) — No distortion as there is no mention at all.
- Strongest distortion: PPP (score -1) — Party platform position distorted through use of 'dictatorial regime' language.
- Average deviation from 0: 0.4
- Conclusion: The broadcast exhibits a bidirectional language bias of using the opposing camp's political stigmatising terms as reporter copy for both DP and PPP. The 'judgment of insurrection forces' frame was absorbed into reporter language for DP, and the 'dictatorial regime' frame for PPP. However, the fact that the DP's frame is placed first and occupies more airtime means there exists a weakly DP-favourable bias.



## CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

### Basic Programme Information

- Title: KBS Special 9 O'Clock News
- Date: Last day of the Children's Day holiday (based on transcript content, around 5 May; exact date not stated)
- Anchors/Reporters: Anchor (name unknown), Reporter Lee Ye-rin, Reporter Lee Ji-eun, Correspondent Kim Gyeong-yeong (Dubai), Correspondent Kim Seong-su (Washington), Correspondent Jeong Yun-seop (Bangkok), Correspondent Ryu En (Oman), Reporter Sin Su-bin, Reporter Jeon Dong-hyeon, Reporter Kim U-jun, Reporter Park Se-eun, Reporter Lee Ji-hun, Reporter Yeo So-hyeon, Reporter Yun Na-rim, Reporter Jeong Da-yeon, Reporter Seok Hye-won, Reporter Hwang Jong-u
- Interviewees:

Actors	Function	Party/Affiliation	Political Spectrum
Shipping industry official (anonymous)	Shipping industry representative	None	Not applicable
Crew member of Namuh (anonymous)	Affected crew member	None	Not applicable
DP leadership (name unknown)	Ruling party leadership	DP	Centre-left
Representative Jang Dong-hyeok	PPP representative	PPP	Right
Parent (anonymous)	Citizen	None	Not applicable
Parent of affected child (anonymous)	Citizen	None	Not applicable
Rescue worker (anonymous)	Fire/rescue expert	None	Not applicable
Actual loss insurance subscriber (anonymous)	Citizen	None	Not applicable
Infertility patient (anonymous)	Citizen	None	Not applicable
Medical professional (anonymous)	Infertility specialist	None	Not applicable

### Key Topics

This broadcast is an evening comprehensive news programme covering a range of domestic and international news stories, including: the explosion aboard the Korean cargo vessel Namuh, which was anchored in the Strait of Hormuz, and US pressure to participate in military operations; the electoral strategies of the ruling and opposition parties ahead of local elections; Children's Day events and child-related incidents; a fireworks factory explosion in China; a shooting near the White House; school zone safety issues; the launch of fifth-generation actual loss insurance; and AI-assisted fertility treatment.

### World Context

Tensions in the Strait of Hormuz have entered a new phase following Iran's tightening of control over the strait after the Israel-Hamas war and the commencement of the US 'Project Freedom' operation. South Korea is a directly interested party, with 25 vessels and approximately 150 Korean crew members stranded in the strait, and President Trump's pressure to participate in military operations raises the question of South Korea's foreign and security policy autonomy. On the domestic political front, ahead of local elections, the 'judgment of the insurrection forces' versus



'fabricated indictment special counsel' debate dominates the electoral framing, which is directly relevant to the public broadcaster's obligation to balanced reporting.

### **Perspectives Required for Balanced Broadcasting**

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[A] The legal basis under international law and constitutional procedure (requirement for National Assembly consent) in the event of South Korea's participation in military operations in the Strait of Hormuz

[B] Iran's position: its claims under international law regarding control of the strait and the possibility of negotiations

[C] The legal basis for the US 'Project Freedom' operation and the international community's reaction (China, EU, Arab world)

[D] The scale of economic damage to the South Korean shipping industry and government support measures

[E] A neutral assessment by legal experts of the PPP's claim of a 'fabricated indictment special counsel law'

[F] A critical perspective on the DP's 'judgment of the insurrection forces' frame (concern about its use as an electoral tool)

[G] A comparison of local election candidates' policy pledges (substantive policies beyond electoral framing)

[H] The consumer disadvantage aspects of fifth-generation actual loss insurance (the substantive impact of reduced coverage for non-benefit items)

[I] Ethical issues in AI-assisted fertility treatment (bioethical questions of embryo selection)

[J] The legislative and budgetary status of school zone issues and government responsibility

### **Review of Whether Each Perspective Was Addressed**

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[A] Not addressed

Timestamp: 07:10 — Quote: "The Presidential Office has stated that it will determine whether to join the operation by comprehensively considering principles under international law and domestic legal procedures regarding the defence posture on the Korean Peninsula." — Assessment: Only the government's position is conveyed; specific legal procedures such as the requirement for National Assembly consent and Article 60 of the Constitution are not explained at all.

[B] Not addressed

Timestamp: 08:12–08:24 — Quote: Statement by Iranian official (Persian original inserted) — Assessment: The Iranian official's statement is inserted fragmentarily without translation or commentary, so Iran's legal claims or willingness to negotiate are not conveyed.

[C] Not addressed

Timestamp: 06:09 — Quote: "US President Trump cited Iran's military attack as the reason." — Assessment: The legal basis for the US operation, the UN Security Council's reaction, and the positions of China and the EU are not addressed at all.

[D] Partially addressed

Timestamp: 02:25–03:46 — Quote: "Inside the Strait of Hormuz, in addition to the Namuh, there are 25 of our vessels and more than 150 Korean crew members." — Assessment: The safety of crew members was addressed, but the scale of economic damage to the shipping industry and government compensation measures are not mentioned.

[E] Not addressed

Timestamp: 22:30–23:01 — Quote: "The PPP launched a concerted all-out offensive, calling the fabricated indictment special counsel a presidential immunity special counsel." — Assessment: The PPP's claim was conveyed, but there is no neutral assessment by legal experts or analysis of the content of the special counsel bill.

[F] Not addressed

Timestamp: 20:46–21:19 — Quote: "The DP leadership toured Gyeonggi Province, appealing for judgment of the insurrection forces." — Assessment: The DP's 'judgment of the insurrection forces' frame is conveyed as is, with no critical perspective on whether this frame is being used as an electoral tool.

[G] Not addressed



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Timestamp: 20:46–24:17 — Assessment: The entire election coverage is focused on the special counsel bill dispute and the framing war, with no comparison whatsoever of local election candidates' substantive policy pledges.

[H] Partially addressed

Timestamp: 29:21–30:01 — Quote: "The more frequently a subscriber uses hospitals, the less incentive they have to switch." — Assessment: The consumer disadvantage aspect was partially mentioned, but the analysis of the actual increase in out-of-pocket medical costs due to reduced coverage for non-benefit items is insufficient.

[I] Not addressed

Timestamp: 30:19–31:55 — Assessment: Only the technical effects of AI-assisted fertility treatment are introduced; bioethical issues of embryo selection and the regulatory situation are not addressed at all.

[J] Partially addressed

Timestamp: 24:29–26:27 — Quote: "Fundamental and structural countermeasures appear to be necessary." — Assessment: The problem was raised, but the legislative situation, budget allocation, and the locus of government responsibility are not addressed.



## CHAPTER 3 — 15 Criteria: DETAILED ANALYSIS

### Hard Facts — 9 techniques that are countable and scientifically verifiable

#### 1. Expert Selection

3/10

1 2 3 4 5 6 7 8 9 10

Total score: 3/10

#### Expert 1: Shipping industry official (anonymous)

<b>Timestamp</b>	05:15
<b>Statement</b>	"A shipping industry official said that information had been shared among nearby vessels that a thudding sound was heard at the time of the accident, followed immediately by a fire in the engine room."
<b>Classification</b>	Anonymous industry official; identity unknown.

Missing counter-argument: Analysis by an independent maritime safety expert or military expert on whether the vessel was attacked.

#### In-depth source review:

**(a) Funding:** Works in the shipping industry; possibly affiliated with HMM or a related company. Conflict of interest: Cannot guarantee neutral testimony, as insurance and compensation liability differ depending on the determination of the cause of the accident.

**(b) Mandate:** Suitable for conveying on-scene accident information, but unsuitable for judging whether the vessel was attacked.

- D1 Conflict of interest: -1 (insurance and compensation interests exist)
- D2 Personal risk: +1 (anonymous statement; risk is assumed)
- D3 Expertise: 0 (has on-scene information but military/technical analytical capacity unknown)
- D4 Consistency of opinion: 0 (past statements cannot be verified)
- D5 Emotionalisation vs. data: +1 (primarily fact-based)
- D6 Source stage: -1 (second-hand transmission)

**TOTAL: 0 → Source traffic light: Yellow**

**(c) PROFESSIONAL EXPERTISE:** Neutrality cannot be verified due to anonymous treatment. Corresponds to Criterion 12 (source selection).

#### Expert 2: Rescue worker (anonymous)

<b>Timestamp</b>	27:18–27:20
<b>Statement</b>	"We undertook training to proactively build the readiness to respond to mountain accidents, which also increase in spring and autumn."
<b>Classification</b>	Fire/rescue expert. Direct practitioner in the relevant field.



Missing counter-argument: Critical perspective on the limitations of the rescue system, such as budget shortfalls and staffing shortages.

In-depth source review:

**(a) Funding:** Affiliated with the National Fire Agency. Conflict of interest: Possibility that the statement has an institutional PR character.

**(b) Mandate:** Suitable for explaining training conditions, but structurally limited in institutional criticism.

- D1 Conflict of interest: -1 (institutional PR interests)
- D2 Personal risk: 0 (official statement)
- D3 Expertise: +2 (direct practitioner in the relevant field)
- D4 Consistency of opinion: 0 (cannot be verified)
- D5 Emotionalisation vs. data: +1 (primarily fact-based)
- D6 Source stage: +2 (primary source)

**TOTAL: +4 → Source traffic light: Yellow**

**(c) PROFESSIONAL EXPERTISE:** Strong institutional PR character, but expertise is acknowledged.

Missing expert groups:

- International law / constitutional law expert (analysis of legal requirements for South Korea's participation in Hormuz military operations)
- Middle East regional expert (analysis of Iran's position and possibility of negotiations)
- Criminal law expert (neutral analysis of the content of the fabricated indictment special counsel bill)

### Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Shipping industry official (anonymous)	-1	+1	0	0	+1	-1	0	Yellow
Rescue worker (anonymous)	-1	0	+2	0	+1	+2	+4	Yellow

*Summary (matrix results):*

- Shipping industry official: Yellow (possible conflict of interest, anonymous)
- Rescue worker: Yellow (expertise present but institutional PR character)
- Overall: absence of independent experts, excessive use of anonymous sources.



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

Claims without primary source = penalty points (rumour check)

Total score: 4/10

**Source 1:** Senior Presidential Office official (anonymous)

<b>Timestamp</b>	01:40–01:48
<b>Statement</b>	"KBS reported that they said identifying the cause comes first, and explained that they are in close communication with the United States and other relevant countries."

- (a) **Funding:** Government institution. Conflict of interest: promotion of government policy.
- (b) **Mandate:** Suitable for conveying the government's position, but independent analysis is not possible.
  - D1 Conflict of interest: -2 (advocates government position)
  - D2 Personal risk: 0 (anonymous)
  - D3 Expertise: +1 (policy decision insider)
  - D4 Consistency of opinion: 0 (cannot be verified)
  - D5 Emotionalisation vs. data: +1 (primarily fact-based)
  - D6 Source stage: 0 (secondary)
  - TOTAL: 0 → Source traffic light: Yellow**
- (d) Tendency to present the government's position as neutral fact.

<b>Missing counter-source</b>	Independent security expert, opposition party position.
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**Source 2:** British trade organisation (name unknown)

<b>Timestamp</b>	05:23–05:31
<b>Statement</b>	"A British shipping trade organisation announced that it had received a report yesterday of a fire on another vessel near the Strait of Hormuz."

- (a) **Funding:** British private shipping trade organisation. Conflict of interest: provision of maritime safety information.
- (b) **Mandate:** Suitable for collecting maritime safety information.
  - D1 Conflict of interest: -1 (shipping industry interests)
  - D2 Personal risk: 0
  - D3 Expertise: +2 (specialist maritime safety organisation)
  - D4 Consistency of opinion: 0
  - D5 Emotionalisation vs. data: +2 (factual reporting)
  - D6 Source stage: +1 (primary report receipt)
  - TOTAL: +4 → Source traffic light: Yellow**
- (d) Name of organisation is unclear, making independent verification impossible.

<b>Missing counter-source</b>	Iran's official statement.
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**Source Credibility Overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
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Senior Presidential Office official (anonymous)	-2	0	+1	0	+1	0	0	Yellow
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*Summary: The broadcast is excessively dependent on anonymous government officials and industry contacts, with an absence of independent expert sources. Iran's official position is inserted only in the original language without translation, effectively failing to function as a source.*

**Source Credibility Overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
British trade organisation (name unknown)	-1	0	+2	0	+2	+1	+4	Yellow



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

Total score: 3/10

Estimated airtime:

- Hormuz/international news (Reporters Lee Ye-rin, Lee Ji-eun, Kim Gyeong-yeong, Kim Seong-su, Jeong Yun-seop, Ryu En): approximately 11 minutes (34%)
- Children's Day/social news (Reporters Sin Su-bin, Jeon Dong-hyeon, Kim U-jun, Park Se-eun): approximately 7 minutes (22%)
- Election news (Reporters Lee Ji-hun, Yeo So-hyeon): approximately 4 minutes (12%)
- Lifestyle/economic news (Reporters Yun Na-rim, Jeong Da-yeon, Seok Hye-won, Hwang Jong-u): approximately 8 minutes (25%)
- Anchor presentation: approximately 2 minutes (6%)

Airtime within election coverage:

- DP-related coverage (Reporter Lee Ji-hun): approximately 2 minutes 30 seconds
- PPP-related coverage (Reporter Yeo So-hyeon): approximately 1 minute 30 seconds
- DP direct statement (DP leadership): approximately 20 seconds
- PPP direct statement (Representative Jang Dong-hyeok): approximately 15 seconds

*Summary: In election coverage, DP-related reporting is approximately 1 minute longer than PPP-related reporting, and the DP's 'judgment of the insurrection forces' frame is placed first. However, since the proportion of election coverage within the overall broadcast is low, the impact of this airtime asymmetry is limited.*



#### 4. SELECTIVE EXCLUSION

6/10

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10

Total score: 6/10

##### Omission 1:

###### Context

The requirement for National Assembly consent (Article 60, Paragraph 2 of the Constitution) and the precedent of the Cheonghae Unit deployment in the event of South Korea's participation in Hormuz military operations.

Relevant timestamp: 07:10

###### Impact

Viewers may mistakenly believe the government can decide on participation unilaterally, and the National Assembly's oversight function disappears from view.

##### Omission 2:

###### Context

The specific content of the 'fabricated indictment special counsel bill' — which cases it targets, how the special counsel is appointed, and the legal issues involved.

Relevant timestamp: 20:53–22:07

###### Impact

Viewers are exposed only to the political exchanges between the parties without the content of the bill, making independent judgement impossible.

##### Omission 3:

###### Context

The legal basis under international law for Iran's claims regarding control of the Strait of Hormuz and whether Iran has made any negotiating proposals.

Relevant timestamp: 08:12–09:15

###### Impact

Iran is framed solely as a unilateral aggressor, and the structural causes of the dispute and the possibility of a diplomatic resolution disappear.

*Summary: By systematically omitting the legal and diplomatic context of the Hormuz situation and the policy content of election coverage, the broadcast limits viewers' capacity for independent judgement.*

#### Missing Voices

- International law expert: Could have presented the constitutional and international law requirements and precedents for South Korea's participation in military operations in the Strait of Hormuz.
- Iran diplomacy expert or Middle East researcher: Could have analysed the legal basis for Iran's claims regarding control of the strait and the possibility of negotiations.
- Shipping industry representative: Could have assessed the scale of economic damage and the adequacy of government support measures.
- Legal expert (criminal law): Could have provided a neutral analysis of the legal content and validity of the 'fabricated indictment special counsel bill'.



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- Opposition local election candidate (policy dimension): Could have presented substantive policy pledges beyond electoral framing.
- Bioethics expert: Could have raised the ethical issues of AI embryo selection.
- Consumer group representative: Could have specifically pointed out the consumer disadvantages of fifth-generation actual loss insurance.
- Local government official responsible for school zones: Could have explained the legislative and budgetary situation for resolving structural problems.



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

Total score: 1/10

#### Association 1:

**Timestamp** 21:15

**Quote** "They appealed to judge at the ballot box the insurrection forces who are provoking the people with their candidate selections loyal to Yoon."

Technique: PPP candidates are connected to 'insurrection forces', associating them with a criminal group without legal confirmation.

**Impact** PPP candidates are connected to the serious crime of 'insurrection', inducing a negative perception in viewers.

Source review for the relevant individuals:

- Use of primary sources: Not applicable (political framing language)
- Falsifiability of key claims: 'Insurrection forces' is a political stigmatising term used without a final court ruling, and is not a falsifiable factual claim.
- Risk-benefit analysis: Not applicable (reporter copy)
- Result category: This expression represents a reporter using political rhetoric as factual language, and constitutes the technique of guilt by association, though it is not systematically repeated throughout the broadcast.

*Summary: The technique of guilt by association appears in a limited way in the election coverage section and is not the dominant technique of the broadcast as a whole.*



## 7. Timing

3/10

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Total score: 3/10

### Finding 1:

Position: 00:02–11:06 (opening)

Content: The Namuh explosion in the Strait of Hormuz and US pressure to participate in military operations are placed as the broadcast's first news item.

Timing effect: Sets the agenda for the entire broadcast as a 'security crisis', and guides consumption of the DP's 'judgment of the insurrection forces' narrative in the later election coverage within this security crisis context.

### Finding 2:

Position: 20:43–24:17 (mid-section)

Content: In election coverage, DP coverage (Reporter Lee Ji-hun) is placed before PPP coverage (Reporter Yeo So-hyeon).

Timing effect: The DP's frame ('judgment of insurrection forces') is presented first, placing PPP's counter-argument in a defensive position.

### Finding 3:

Position: 30:19–31:55 (closing)

Content: A successful case of AI-assisted fertility treatment is placed at the very end of the broadcast.

Timing effect: There is an editorial intention to close the broadcast with positive and hopeful content; however, this is standard news editing practice and is difficult to view as manipulative intent.

*Summary: The leading placement of the Hormuz situation and the priority placement of DP in election coverage have an agenda-setting effect, but overall this does not constitute serious timing manipulation.*



## 8. Selective Outrage

2/10

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

Total score: 2/10

*Methodological principle (v2.7): The triggering event must be documented before every assessment. A response can only be assessed as selective when a comparable triggering event does not produce a similar response from another position.*

### Finding 1:

**Timestamp** 14:23–15:07

Triggering event: Report on the assault of a two-year-old child.

Response: "There are also children who received great wounds they will never forget during this Children's Day holiday, which should be a joyful time."

### Comparison

A similarly emotional description is used in the Gwangju female high school student murder case (15:52) — "A horrific incident occurred."

Asymmetry: Not confirmed. Similar emotional descriptions are used for both incidents.

### Finding 2:

**Timestamp** 08:49–08:54

Triggering event: Report on Trump's threatening statement about Iran.

Response: "President Trump raised the level of warning, saying he would blow Iranians off the face of the earth if American ships were targeted."

### Comparison

The Iranian parliament speaker's statement (08:57) is also conveyed in the same descriptive manner — "He responded that a full-scale response had not even begun."

Asymmetry: Not confirmed. Hardline statements from both the US and Iran are conveyed in a similar manner.

*Summary: No clear asymmetry of selective outrage is confirmed in this broadcast. Emotional descriptions are used bidirectionally according to the nature of the incident.*



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

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

1

2

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10

Total score: 4/10

#### Finding 1:

Timestamp	06:00
Quote	"He said it was time for South Korea to join the great operation."
Manipulation	Trump's statement is presented as a fait accompli pressure, framing South Korea's participation as a matter of 'when', not 'whether'.

Why it is problematic: It induces the perception that South Korea's participation in military operations is an inevitable course of action rather than one option among several, pushing the non-participation option and diplomatic alternatives outside the frame.

#### Finding 2:

Timestamp	20:46–21:19
Quote	"They toured Gyeonggi Province, appealing for judgment of the insurrection forces."
Manipulation	The DP's electoral frame of 'judgment of the insurrection forces' is conveyed through the reporter's neutral narrative voice, absorbing the frame itself into news language.

Why it is problematic: The politically stigmatising language of 'insurrection forces' is used directly in the reporter's copy, allowing viewers to receive it as established fact.

#### Finding 3:

Timestamp	07:20–07:25
Quote	"There are concerns that this incident will further intensify US pressure on South Korea to participate in the operation."
Manipulation	Anonymous concerns are presented as established fact, framing increased pressure as a foregone conclusion.

Why it is problematic: There is no source for whose concerns these are, and the counter-scenario (diplomatic resolution, easing of pressure) is placed outside the frame.

*Summary: The broadcast presents the Hormuz situation through the single-track frame of 'participation pressure → South Korea's response', and exhibits a dual framing tendency of absorbing DP political language into neutral reportage in its election coverage.*



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

Total score: 5/10

#### Finding 1:

<b>Timestamp</b>	21:15–21:17
<b>Quote</b>	<i>"They appealed to judge at the ballot box the insurrection forces who are provoking the people with their candidate selections loyal to Yoon."</i>
<b>Manipulation</b>	The DP's political rhetoric of 'insurrection forces' and 'provoke' is inserted directly into the reporter's copy.

Why it is problematic: The neutral alternative phrasing would be "opposing the candidacy of close associates of former President Yoon Suk-yeol". 'Insurrection forces' is a politically stigmatising term that has not been legally confirmed.

#### Finding 2:

<b>Timestamp</b>	06:30–06:33
<b>Quote</b>	<i>"This is pressure to join the military operations around the Strait of Hormuz led by the United States, on the grounds that South Korea suffered Iran's attack."</i>
<b>Manipulation</b>	The word 'pressure' carries the connotation of defining the US request as a coercive act.

Why it is problematic: Using 'pressure' instead of neutral alternatives such as 'request', 'proposal', or 'call' has the effect of framing the United States as a unilateral coercer.

#### Finding 3:

<b>Timestamp</b>	22:35–22:38
<b>Quote</b>	<i>"The strategy is to replace judges who have been difficult up to now, as judges of the dictatorial regime."</i>
<b>Manipulation</b>	The politically stigmatising term 'dictatorial regime', directed at PPP, is used as the reporter's analytical language.

Why it is problematic: 'Dictatorial regime' is political rhetoric that has not been legally or academically verified, and a reporter using it as a descriptive term runs counter to the objectivity requirements of Article 6 of the Broadcasting Act.

*Summary: The broadcast exhibits a dual language pattern of directly inserting DP political rhetoric ('insurrection forces', 'dictatorial regime') into reporter copy, while using the negatively connoted word 'pressure' in relation to the United States.*



## 12. Anchor Behaviour

2/10

1

2

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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 when a comparable triggering event does not produce a similar response with another guest.*

### Finding 1:

**Timestamp** 04:02–04:04

Triggering event: Anchor asks the Dubai correspondent when the towing operation will begin.

**Quote (anchor)** *"It will also take quite some time to tow from there to South Korea. When will the towing operation begin?"*

**Comparison** Similar factual verification questions were asked in other correspondent cross-connections (Oman, Washington, Bangkok) — response: identical level of neutral questioning.

Asymmetry: Not confirmed. The same factual verification approach was used in all correspondent connections.

### Finding 2:

**Timestamp** 10:14–10:16

Triggering event: Anchor asks the Oman correspondent about the situation of vessels in the strait.

**Quote (anchor)** *"Some vessels have reportedly escaped, but the other ships must feel even more threatened. What is the situation?"*

**Comparison** Compared to questions to other correspondents, this contains the emotional premise of 'must feel even more threatened'.

Asymmetry: Weakly present. No such emotional premise was present in questions to other correspondents; however, this could also be seen as reflecting the urgency of the situation, making it difficult to conclude that it was a manipulative intent.

### Finding 3:

**Timestamp** 09:29–09:32

Triggering event: Anchor asks the Oman correspondent about information on vessels that passed through the strait.

**Quote (anchor)** *"Have specific details emerged about which vessel passed through the strait?"*

**Comparison** The same factual verification approach in all correspondent connections — response: identical.

Asymmetry: Not confirmed.



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*Summary: This broadcast is structured around reports rather than studio discussions or interview formats, with minimal anchor intervention. Aside from the weak emotional premise in Finding 2, no meaningful asymmetry in anchor behaviour is confirmed.*



### 13. Question Asymmetry

2/10

1

2

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10

Total score: 2/10

#### Asymmetry 1:

Regarding DP, 20:46: "The DP leadership toured Gyeonggi Province..." — Reported in a manner that describes the DP's electoral activities; no critical questions.

Regarding PPP, 22:30: "The PPP, calling it the presidential immunity special counsel..." — Reported in a manner that describes the PPP's claims; no critical questions.

#### Comparison

Both parties are reported in a way that conveys each party's claims without critical questioning. However, while the DP's 'insurrection forces' language was absorbed into reporter copy, the PPP's 'dictatorial regime' language was also used as reporter copy, resulting in a bidirectional asymmetry.

#### Asymmetry 2:

Regarding Hormuz, 06:00: Trump's statement about participation pressure is conveyed while only the South Korean government's position is added — no questions about Iran's position or the international community's reaction.

#### Comparison

The Iranian official's statement (08:12) is inserted in the original language without translation or commentary, effectively excluding it from the realm of subjects for questioning.

*Summary: This broadcast is structured around reports without studio interviews, making direct question asymmetry difficult to manifest in formal terms. However, the absence of commentary on Iran's position and the absorption of DP language into reporter copy can be viewed as indirect asymmetry.*



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

Total score: 2/10

#### Finding 1:

**Timestamp** 20:43–24:17

Structure: DP election coverage (Reporter Lee Ji-hun) and PPP election coverage (Reporter Yeo So-hyeon) are each structured as separate reports, providing a formal balance.

#### Analysis

Formally, both parties were covered; however, while 'insurrection forces' language was used as reporter copy in DP coverage, 'dictatorial regime' language was also used as reporter copy in PPP coverage, resulting in a bidirectional language bias. This is closer to bidirectional bias than false balance.

*Summary: No clear example of false balance is confirmed in this broadcast. Formal balance was maintained, but bidirectional bias exists in language use.*



## 15. Agenda Setting

5/10

1

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Total score: 5/10

### Finding 1:

Agenda element set: South Korea's participation in Hormuz military operations is framed as a matter of 'when'.

#### Timestamp

07:20 — Quote: "There are concerns that this incident will further intensify US pressure on South Korea to participate in the operation."

Alternative agenda: Diplomatic resolution, multilateral negotiations, the legitimacy of the non-participation option.

### Finding 2:

Agenda element set: The core issue of the local elections is framed as the 'fabricated indictment special counsel bill' and 'judgment of insurrection forces'.

#### Timestamp

20:46–24:17 — The entirety of the election coverage is structured around these two frames.

Alternative agenda: Substantive policy pledges of local election candidates, local issues, local governance capacity.

### Finding 3:

Agenda element set: AI-assisted fertility treatment is naturally presented as a solution to the low birth rate problem.

#### Timestamp

30:19 — Quote: "In the midst of the low birth rate crisis, there are many people suffering from infertility."

Alternative agenda: The structural causes of low birth rates (housing costs, childcare costs, labour market), strengthening of social support systems.

*Summary: By framing Hormuz participation as inevitable, local elections as a special counsel bill dispute, and low birth rates as a medical technology issue, the broadcast removes structural and policy alternatives from public view.*



## 59. Statistical Manipulation

2/10

1

2

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10

Total score: 2/10

### Finding 1:

**Timestamp** 27:40–27:43

Figure: "Compared to April, this has surged by more than 143% since the start of the May holiday season."

**Missing context** Absolute numbers are not provided. If the April figure is very low, even a 143% increase may represent only a small absolute number.

**Impact** Presenting only the percentage may give the impression of exaggerating the actual scale of risk.

### Finding 2:

**Timestamp** 31:04–31:08

Figure: "The average pregnancy success rate is around 37%; this means more than half fail to achieve pregnancy."

**Missing context** No data on success rates by age group, cumulative success rates by number of procedures, or international comparisons.

**Impact** Presenting a single average figure hinders a balanced understanding of the effectiveness of the procedure.

*Summary: Statistical manipulation is at a minor level; there is a possibility of misunderstanding due to the absence of contextual information, but there is no evidence of intentional manipulation.*



## CHAPTER 4 — OVERALL EVALUATION

### OVERALL EVALUATION OF THE 15 CRITERIA

#### Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	3/10	<i>Slight imbalance</i>
2	Source Selection	4/10	<i>Slight imbalance</i>
3	Airtime Allocation	3/10	<i>Slight imbalance</i>
4	SELECTIVE EXCLUSION	6/10	<i>Significant imbalance</i>
6	Guilt by Association	1/10	<i>Unremarkable</i>
7	Timing	3/10	<i>Slight imbalance</i>
8	Selective Outrage	2/10	<i>Unremarkable</i>
9	COMPLETENESS	7/10	<i>Pronounced imbalance</i>
10	Framing	4/10	<i>Slight imbalance</i>
11	Word Choice and Terminology	5/10	<i>Significant imbalance</i>
12	Anchor Behaviour	2/10	<i>Unremarkable</i>
13	Question Asymmetry	2/10	<i>Unremarkable</i>
14	False Balance	2/10	<i>Unremarkable</i>
15	Agenda Setting	5/10	<i>Significant imbalance</i>
59	Statistical Manipulation	2/10	<i>Unremarkable</i>

#### HARD FACTS SCORE (1-8)

**3.7/10**

*Slight imbalance*

#### SOFT FACTS SCORE (9-14)

**3.6/10**

*Slight imbalance*

#### OVERALL SCORE

**3.7/10**

*Slight imbalance*

*Average of Hardfacts and Softfacts*



## KEY — Score Definitions

### Individual Scores per Criterion (0–10)

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

### Aggregated Deviation Index — Interpretation Ranges

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

### Party-Political Bias (-5 to +5)

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



## CHAPTER 5 — LEGAL CLASSIFICATION (Broadcasting Act Article 6)

### Assessment Under Article 6 of the Broadcasting Act

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

Violation: Use of the politically stigmatising term 'insurrection forces', which has not been legally confirmed, as reporter copy.

Basis: Timestamp 21:15 — Quote: "They appealed to judge at the ballot box the insurrection forces who are provoking the people with their candidate selections loyal to Yoon."

Assessment: 'Insurrection forces' is political rhetoric used without a final court ruling; using it as a reporter's neutral descriptive term runs counter to the objectivity requirements of Article 6, Paragraph 1 of the Broadcasting Act. By the same logic, the use of 'dictatorial regime' (22:35) constitutes the same violation.

#### Violation 2:

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

Violation: In coverage of the Hormuz situation, Iran's position, the opinions of international law experts, and critical perspectives on military participation are systematically omitted.

Basis: Timestamp 06:09–11:06 — The Iranian official's statement is inserted only in the original language without translation, and only the government's and the United States' positions are conveyed, without independent expert opinions.

Assessment: Article 6, Paragraph 2 of the Broadcasting Act requires that "diverse opinions are reflected in a balanced manner"; however, by presenting only the US-South Korean government perspective and excluding Iran's position and diplomatic alternatives in its coverage of the Hormuz situation, this broadcast fails to meet this requirement.

#### Violation 3:

Standard: Article 6, Paragraph 3 of the Broadcasting Act (fairness of election coverage)

Violation: In local election coverage, the DP's electoral frame is absorbed into reporter copy, and no comparison whatsoever of both parties' substantive policy pledges is made.

Basis: Timestamp 20:46–24:17 — The entirety of the election coverage is structured solely around the special counsel bill dispute, with no policy content.

Assessment: Conveying only political exchanges without policy content in election coverage infringes viewers' right to know and runs counter to the public interest requirements of Article 6 of the Broadcasting Act.

### Overall Assessment Under Article 6 of the Broadcasting Act

This broadcast partially violates the fairness, objectivity, and diversity requirements of Article 6 of the Broadcasting Act. The most clear violation is the use of the politically stigmatising terms 'insurrection forces' and 'dictatorial regime' as reporter copy, which constitutes an objectivity violation of presenting legally unconfirmed political rhetoric as factual language. The systematic omission of Iran's position and the international legal context in the Hormuz situation fails to meet the obligation to reflect diverse opinions in a balanced manner. However, these violations are closer to structural biases arising from editorial practice and time constraints than systematic manipulation, and the broadcast's overall manipulation level falls within the minor bias category (3.35/10).

### In-Depth Source Review (covering all professional organisations/NGOs/advisory bodies cited)

#### 1. Senior Presidential Office official (anonymous)



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- Funding:** Government of the Republic of Korea (public funding). Conflict of interest: promotion of government policy.
- Mandate:** Suitable for conveying the government's position, but independent analysis is not possible.
- Conflict of interest:** Structural motivation to present the government's position favourably.
- Credibility matrix:** D1(-2) D2(0) D3(+1) D4(0) D5(+1) D6(0) → Total: 0 → Yellow
- Counter-sources:** Independent security expert, opposition party position — not cited.

## 2. British trade organisation (name unknown)

- Funding:** British private shipping trade organisation. Conflict of interest: provision of maritime safety information.
- Mandate:** Suitable for collecting and distributing maritime safety information.
- Conflict of interest:** Possible representation of shipping industry interests.
- Credibility matrix:** D1(-1) D2(0) D3(+2) D4(0) D5(+2) D6(+1) → Total: +4 → Yellow
- Counter-sources:** Iran's official statement — not cited.

## 3. HMM (Hyundai Merchant Marine) shipping company

- Funding:** Private shipping company. Conflict of interest: minimising accident liability, insurance claims.
- Mandate:** Suitable for providing operational information on its own vessels, but conflict of interest in determining the cause of the accident.
- Conflict of interest:** Insurance and compensation liability differ depending on whether the vessel was attacked versus a self-caused accident.
- Credibility matrix:** D1(-2) D2(0) D3(+1) D4(0) D5(0) D6(+1) → Total: 0 → Yellow
- Counter-sources:** Independent maritime safety investigation body — not cited.

Important principle: The expression 'accredited institution' is not a factual qualification. It is a social attribution that is itself subject to scrutiny. All of the above sources have structural interests and should be supplemented by independent expert sources.

## Legal and Methodological Notes

<b>No factual determination</b>	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.
<b>No legal judgment</b>	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).
<b>No proof of causation</b>	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.
<b>No judgment of intent</b>	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.
<b>Heuristic comparison tool</b>	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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- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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