



KBS 상세 분석

2026-05-12_조선족-경계에 서다_풀영상_ 창 547회_KBS 26.5.12._

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OVERALL SCORE

6.0/10

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).

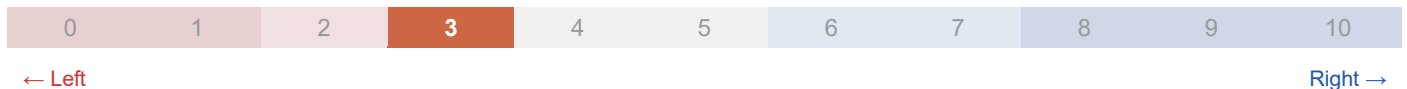
Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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)

3.2 / 10

Left-favoring



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

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



POLITICAL LANDSCAPE

The current government of the Republic of Korea is led by the Democratic Party of Korea (DP), with President Lee Jae-myung having been elected on June 3, 2025 with 49.4% of the vote. The main opposition party following the impeachment of former President Yoon Suk-yeol is the People Power Party (PPP), while the Rebuilding Korea Party (RKP), the Justice Party (JP), and the Reform Party (RP) hold seats in the National Assembly.

Party	CHES Left-Right Score	Seats	Government/Opposition	Core Position
Democratic Party of Korea (DP)	4.5 (centre-left)	~162	Government	Diplomatic dialogue, welfare expansion, prosecution reform
People Power Party (PPP)	7.5 (right-wing)	~107	Opposition	Hard-line stance toward North Korea, economic liberalisation, pro-US alliance
Rebuilding Korea Party (RKP)	3.5 (left-wing)	12	Opposition (progressive)	Prosecution reform, media independence, redistribution
Justice Party (JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-military US presence, labour rights, inter-Korean dialogue
Reform Party (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, anti-authoritarianism, criticism of PPP

The central conflicts in Korean politics consist of the DP–PPP confrontation over prosecution power reform, the political accountability dispute following Yoon Suk-yeol's impeachment, the direction of North Korea policy (dialogue versus sanctions), and the social debate over immigration and multicultural policy. The immigration issue operates somewhat independently of the traditional left-right divide, with tensions between labour market protectionism and responses to the demographic crisis.

KBS is a public broadcaster obligated by the Broadcasting Act to report fairly and in a balanced manner. Article 6 of the Broadcasting Act explicitly stipulates the fairness and public interest of broadcasting and requires that diverse opinions be reflected in a balanced way. The composition of the KBS Board of Directors has changed with shifts in political power, and since the DP came to power in 2025, there exists the possibility of structural bias as the board has been reorganised around figures of a progressive orientation.



CHAPTER 1 — PARTY POLITICAL BIAS

Assessment by Party

Party	Score (-5 to +5)	Programme Portrayal vs. Manifesto Position
Democratic Party of Korea (DP)	0	Not directly mentioned in the programme — Manifesto position (pro-immigration, multicultural policy): The overall tone of the programme aligns with DP's pro-immigration position, but the party name does not appear — Indirect alignment
People Power Party (PPP)	0	Not directly mentioned in the programme — Manifesto position (immigration restriction, social integration priority): The programme has a structure that links PPP-oriented immigration restrictionism with 'hate', but the party name does not appear — Indirect distortion
Rebuilding Korea Party (RKP)	0	Not mentioned in the programme
Justice Party (JP)	0	Not mentioned in the programme
Reform Party (RP)	0	Not mentioned in the programme

Party Bias Summary

- Most accurate portrayal: N/A (no parties directly mentioned)
- Strongest distortion: N/A (no direct mentions)
- Average deviation from 0: 0.0 (based on direct mentions)
- Conclusion: This programme does not directly mention specific parties, but its pro-immigration tone structurally aligns with the DP's immigration and multicultural policy direction, and framing immigration restrictionism as 'hate' has the effect of indirectly and morally dismissing PPP-oriented immigration restrictionism. Since there are no direct party mentions, assigning manifesto accuracy scores is not appropriate, but the political effect is pro-DP.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Basic Programme Information

- Title: KBS Documentary — Special on Immigration and Settlement of Ethnic Koreans in China (Joseonjok) in Korea (presumed)
- Date: Date unconfirmed from filename (estimated to have been produced in 2024–2025 based on content)
- Presenter/Reporter: Narrator (gender unconfirmed), multiple field reporters
- People Featured:

Actors	Function	Affiliation/Classification	Political Spectrum
Jo Sun-yeol (Sun-nyeo)	Care worker, ethnic Korean from China	Ethnic Korean from China (direct subject)	N/A
Choi Yong-gil	Construction worker, ethnic Korean from China	Ethnic Korean from China (direct subject)	N/A
Kim Mi-ryang	Hotel employee, second-generation ethnic Korean from China	Ethnic Korean from China (direct subject)	N/A
Professor Jeon Chun-hwa	Activist for rights of ethnic Koreans from China, professor	Advocate for ethnic Korean from China rights	Presumed progressive
Immigration/labour expert (anonymous)	Immigration policy researcher	Academia	Presumed centre-progressive
Multiple Yanbian ethnic Korean youths	Ethnic Korean youths residing in Yanbian	Ethnic Korean from China (direct subjects)	N/A
Daelim-dong administrative service provider	Visa agency worker	Ethnic Korean from China (direct subject)	N/A
Tumen village head Kim Gyeong-nam	Village head preserving traditional houses	Ethnic Korean from China (direct subject)	N/A

Main Topics

A documentary covering the history of immigration to Korea by ethnic Koreans from China (Joseonjok), their contributions in the workplace, issues of social prejudice and hate, and the identity and future choices of the new generation.

World-View Context

Ethnic Koreans from China are descendants of migrants from the 19th century through the Japanese colonial period and began entering Korea in earnest following the normalisation of Sino-Korean relations in 1992. Currently more than 660,000 reside in the country, constituting a core labour force in the so-called '3D industries' of construction, caregiving, and service work. Their favourability rating in Korean society stands at 8.4%, markedly lower than that of other diaspora groups (around 30%), and there are criticisms that negative portrayals in films and media have contributed to the formation of prejudice. The debate over immigration policy is intensifying amid the demographic crisis caused by low birth rates and an ageing population.

Required Perspectives for Balanced Coverage (8–10)



- The labour contributions and economic role of ethnic Koreans from China
- Prejudice against ethnic Koreans from China in Korean society and the problem of media distortion
- The impact on the domestic labour market from accepting ethnic Koreans from China (wage depression, job competition)
- The complexity of the visa system and legal status, and the need for improvement
- Community conflicts and cases of coexistence in areas of concentrated residence such as Daelim-dong
- The claims and concerns of participants in hate rallies (public safety, cultural clashes)
- The identity confusion and future prospects of second-generation and younger ethnic Koreans from China
- The government's official position on overall immigration policy and directions for institutional improvement
- The current situation of the Joseonjok community in China and the trend of declining emigration to Korea
- The diverse perspectives of ordinary Korean citizens (including both supportive and opposing views)

Review of Whether Each Perspective Was Addressed

[A] Addressed

Timestamp: 19:31–20:14 — Quote: "Even now, more than 80% of foreign workers on construction sites are ethnic Koreans from China." / "If the ethnic Korean workforce were to disappear in the metropolitan area, the caregiving market would collapse immediately." — Assessment: The economic contribution was addressed sufficiently with specific figures.

[B] Addressed

Timestamp: 29:56–30:22 — Quote: "There are also criticisms that misunderstandings and prejudice have spread as media has portrayed ethnic Koreans from China in distorted ways." — Assessment: The issue of negative portrayals in films was addressed through expert commentary, but presented only in a single direction without counterargument.

[C] Barely addressed

Timestamp: 28:51–29:07 — Quote: "It could be competition in the labour domain" — Assessment: Concerns about competition in the domestic labour market were mentioned only theoretically, and the framing shifted immediately to a rebuttal without substantive data or the voices of those directly affected.

[D] Partially addressed

Timestamp: 18:31–22:55 — Quote: "Ethnic Koreans with Chinese nationality needed a visa to stay in Korea." — Assessment: The issue of the two-tier visa system and the process of integration were addressed, but the opinions of policy experts on the specific problems with the current system or directions for improvement are absent.

[E] Partially addressed

Timestamp: 32:12–32:39 — Quote: "Around eight primary schools within a radius of about 1 km centred on Daelim Station..." — Assessment: The current situation of the Daelim-dong community was introduced, but a balanced account of conflict cases or coexistence efforts within the community is insufficient.

[F] Barely addressed

Timestamp: 31:13–31:52 — Quote: "Get out of the Republic of Korea quickly, you reds" / "Killing our citizens in Korea" — Assessment: Scenes of the hate rally were inserted only in a negative context, and the specific concerns or claims of the rally participants were not presented at all.

[G] Addressed

Timestamp: 38:51–44:50 — Quote: "Not being recognised in China and being pushed out in Korea too — that's what's truly upsetting." — Assessment: The identity struggles and future choices of Yanbian youths were addressed with relative depth.

[H] Very inadequate

Timestamp: 45:43–46:04 — Quote: "Ultimately, it is a matter of accepting new members from outside who can contribute to our society" — Assessment: The necessity of accepting immigration was presented only as a claim made by an expert, and the government's official policy position or opposing arguments are absent.

[I] Partially addressed



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Timestamp: 35:01–37:54 — Quote: "The centre of Yanbian. A city of 670,000 residents, roughly half of whom are ethnic Korean Chinese" — Assessment: The local situation in Yanbian was introduced, but the declining trend in emigration to Korea and the weakening of the Joseonjok community within China were not addressed.

[J] Very inadequate

Timestamp: 28:07–28:47 — Quote: "KBS conducted a survey of 136 adults nationwide." — Assessment: Survey results were presented as figures, but the voices of ordinary citizens with negative perceptions did not appear at all in the form of direct interviews.



CHAPTER 3 — DETAILED ANALYSIS OF 15 CRITERIA

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. Expert Selection

7/10

1 2 3 4 5 6 7 8 9 10

Total score: 7/10

Expert 1: Professor Jeon Chun-hwa (Activist for rights of ethnic Koreans from China)

Timestamp	33:43–34:51
Statement	"I have been active for a long time in advocating for the rights of ethnic Koreans from China." / "They say they fear how far the hate will spread."
Classification	Activist for the rights of ethnic Koreans from China and professor

Missing counterargument: An immigration restrictionist or expert on domestic labour rights

Source In-Depth Review:

(a) Funding: A university-affiliated professor who simultaneously engages in advocacy for ethnic Korean rights — there is an institutional interest in a position favourable to ethnic Koreans from China.

(b) Mandate: Since advocacy for the rights of ethnic Koreans from China is an explicitly stated activity goal, it is structurally difficult to reconcile with neutral assessment.

D1 Conflict of interest: -1 — As an advocate for ethnic Korean rights, there is a professional interest in a pro-ethnic-Korean position

D2 Personal risk: +1 — A position advocating for a minority entails some social cost

D3 Expertise: +1 — A professor in the relevant field, but advocacy and academic neutrality are intermixed

D4 Consistency of opinion: +1 — Consistently maintained position over a long period

D5 Emotionalisation vs. data: -1 — Frequent use of emotional language such as "fearful" and "shocking"

D6 Source level: 0 — Primarily secondary interpretation

TOTAL: +1 → Traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: The programme presents this individual as a neutral expert under the title 'professor', but in substance they are an advocacy activist. This constitutes a structural bias under Criterion 12 (source selection).

Expert 2: Immigration/Labour Policy Researcher (anonymous)

Timestamp	18:08–18:28 / 45:43–46:04
Statement	"It was making the non-specialist sector of the Korean labour market the pathway for opening up." / "Ultimately, it is a matter of accepting new members from outside who can contribute to our society"
Classification	Immigration policy researcher (affiliation unknown)



Source In-Depth Review:

(a) Funding: Affiliated institution not disclosed, independence cannot be verified

(b) Mandate: Consistently makes statements in the direction of asserting the necessity of accepting immigration

D1 Conflict of interest: -1 — Affiliation unknown, position consistently supportive of immigration expansion

D2 Personal risk: 0 — Cannot be assessed

D3 Expertise: +1 — Presumed to be a researcher in the immigration policy field

D4 Consistency of opinion: +1 — Consistent position within the programme

D5 Emotionalisation vs. data: +1 — Makes some use of statistics

D6 Source level: 0 — Secondary interpretation

TOTAL: +2 → Traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Presenting an expert who advocates only for the necessity of immigration expansion while their affiliation is undisclosed as a neutral researcher violates the principle of source transparency.

Missing Expert Groups:

- Advocates for the protection of the domestic labour market (labour economists)
- Experts in immigration restriction policy
- Experts in public safety and social integration

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Professor Jeon Chun-hwa (Activist for rights of ethnic Koreans from China)	-1	+1	+1	+1	-1	0	+1	Yellow
Immigration/Labour Policy Researcher (anonymous)	-1	0	+1	+1	+1	0	+2	Yellow

Summary: Both experts who appeared hold positions favourable to accepting immigration, and no expert representing the opposing position appears at all. Both experts receive a yellow traffic light, indicating structural limitations in being presented as neutral experts.



2. Source Selection

7/10

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Claims without primary source = penalty points (rumour check)

Total score: 7/10

Source 1: National Health Insurance Service Research Report

Timestamp

19:46–19:53 — Statement: "Among the caregivers surveyed, 4 out of 10 were ethnic Koreans from China."

(a) Funding: Research commissioned by a state institution (National Health Insurance Service), public funding

(b) Structural conflict of interest: As an institution dealing with the shortage of caregiving personnel, there may be an institutional interest in highlighting the degree of dependence on ethnic Korean labour.

(c) Missing counterargument source: The position of domestic caregiver organisations or labour unions

Missing counter-source

Academic research or domestic labour market impact analysis reports supporting immigration restrictionism

Source 2: KBS Self-Commissioned Survey (136 adults nationwide)

Timestamp

28:07–28:47 — Statement: "KBS conducted a survey of 136 adults nationwide."

(a) Funding: Self-produced and conducted by KBS — a structure in which the broadcaster conducts its own survey to support its own coverage

(b) Structural conflict of interest: KBS producing a programme with a pro-ethnic-Korean direction while simultaneously conducting a survey to support it directly violates the principle of independence.

(c) A sample of 136 people is extremely low in statistical representativeness, and the methodology has not been disclosed.

Missing counter-source

Immigration-related public opinion data from an independent polling institution

Summary: All sources cited in the programme were selected in a direction that supports pro-ethnic-Korean conclusions, and not a single source supporting the opposing position was cited. Using the KBS self-commissioned survey as evidence violates the principle of independence.



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

Total score: 7/10

Estimated speaking time:

- Ethnic Korean subjects (Sun-nyeo, Yong-gil, Mi-ryang, Yanbian youths, etc.): Approximately 22 minutes (46%)
- Pro-ethnic-Korean experts/activists: Approximately 8 minutes (17%)
- Narrator/reporter (narration): Approximately 14 minutes (29%)
- Hate rally participants (direct statements): Approximately 0.5 minutes (1%)
- Opposing position general public: 0 minutes (0%)
- Neutral experts: 0 minutes (0%)
- Other (music, ambient sound, etc.): Approximately 3.5 minutes (7%)

Summary: Approximately 63% of speaking time was allocated to ethnic Korean subjects and pro-ethnic-Korean experts, while direct statements from persons representing the opposing position are virtually non-existent. This is a serious imbalance in the distribution of speaking time that violates the balance principle of Article 6 of the Broadcasting Act.



4. SELECTIVE OMISSION

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Total score: 8/10

Omission 1:

Context

The specific claims and concerns of hate rally participants

Relevant timestamp: 31:13–31:52

Effect

By presenting only extreme slogans such as "get out, you reds" and "killing" from the statements of rally participants, the substantive concerns of these participants (public safety, cultural conflict, labour market competition, etc.) are entirely deleted. Viewers receive the impression that the opposing position originates solely from hate.

Omission 2:

Context

The experiences and voices of low-wage domestic workers

Relevant timestamp: 07:48–07:53 ("In the 2000s, ethnic Koreans from China filled the positions vacated by Korean workers")

Effect

The expression 'positions vacated by Korean workers' implies a competitive relationship, but the voice of domestic workers who actually lost jobs or experienced wage depression does not appear at all. This enables a one-sided account of economic impact.

Omission 3:

Context

Actual criminal cases or social problems related to ethnic Koreans from China

Relevant timestamp: 30:36–30:51 (crime rate statistics presented)

Effect

While presenting statistics showing that the crime rate per 1,000 population is lower than that of domestic citizens, detailed data on specific types of crime (e.g. illegal residence, crime concentrated in specific areas) or the voices of victims are completely omitted. There is also no explanation of the context and limitations of the statistics.

Summary: The programme systematically omits information unfavourable to ethnic Koreans from China (cases of harm to domestic citizens, the arguments of the opposing position, policy costs) to construct a single-directional narrative. This is directly at odds with the balance principle of Article 6 of the Broadcasting Act.

Missing Voices

- Low-wage domestic workers: Could have directly testified to wage depression and job competition resulting from the influx of ethnic Koreans from China.
- Hate rally participants or immigration restrictionists: Could have explained their reasons for attending the rally and their specific concerns.
- Expert critics of immigration policy: Could have analysed the social costs of indiscriminate immigration expansion.



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- Korean original residents of Daelim-dong: Could have conveyed complex feelings about changes in the community.
- Officials from the Ministry of Justice or Ministry of Employment and Labour: Could have explained the policy rationale and limitations of the current visa system.
- Crime victims or citizens concerned about public safety: Could have presented concerns based on actual experience prior to statistical rebuttals.
- Chinese government officials or experts on Joseonjok policy within China: Could have supplemented the Chinese perspective and the complexity of Joseonjok identity issues.



5. Numerical Manipulation

5/10

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

Total score: 5/10

Finding 1:

Timestamp 30:36–30:51

Figure: "Looking at crimes per 1,000 population, the general average for ordinary domestic citizens is over 20 cases. But ethnic Koreans from China are far lower than that, around 2 cases."

Missing context

① The source and survey year of this statistic are not specified. ② It is unclear whether the basis is 'suspects' or 'convictions'. ③ Only an overall average is presented without breakdown by type of crime. ④ It is unclear whether undocumented residents are included. ⑤ There is no analysis of the causes of the tenfold difference between 20 cases for domestic citizens and 2 cases for ethnic Koreans from China.

Effect

Used to completely deny public safety concerns by creating the impression that the crime rate of ethnic Koreans from China is markedly lower than that of domestic citizens, but the reliability and context of the statistics have not been verified.

Finding 2:

Timestamp 28:07–28:47

Figure: "KBS conducted a survey of 136 adults nationwide." / "In the case of ethnic Koreans from China, the favourability rating was just 8.4%."

Missing context

136 people is a sample with very low statistical representativeness. The sampling method, survey period, and margin of error are not presented at all. Presenting this figure as nationwide public opinion is an exaggeration.

Effect

A small, non-representative sample is presented as nationwide public opinion to exaggerate the severity of negative perceptions of ethnic Koreans from China and use this as evidence of a prejudice problem.

Summary: The programme exhibits a dual pattern of numerical usage: presenting statistics that support pro-ethnic-Korean conclusions without citing sources or context, and presenting its own survey with a low-representativeness sample of 136 people as nationwide public opinion.



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

Total score: 5/10

Association 1:

Timestamp	29:43–29:53
Quote	"Who are you? Why do I have to tell you that just to collect something?" / "He killed the leader and swallowed the whole organisation whole"

Technique: The structure begins the discussion of 'media distortion' by directly inserting scenes of Joseonjok villains from films, but the scenes themselves have the paradoxical effect of reactivating the audience's association of Joseonjok with crime.

Effect	By exposing distorted images repeatedly under the pretext of 'criticising distortion', this can reinforce negative associations regardless of the intended critical purpose.
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Association 2:

Timestamp	31:13–31:52
Quote	"Get out of the Republic of Korea quickly, you reds" / "Killing our citizens in Korea and living in comfort"

Technique: By selectively editing the most extreme statements of hate rally participants, a guilt-by-association structure is formed that equates all citizens who have concerns about the influx of ethnic Koreans from China with extremists.

Effect	Immigration restrictionism as a whole becomes equated with hateful ideology, morally contaminating legitimate policy debate.
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Association Chain (N/A): There is no explicit association chain, but there is an implicit linking structure of film villain scenes → hate rally → prejudice.

Summary: The programme uses a dual guilt-by-association structure that repeatedly exposes negative images of ethnic Koreans from China under the pretext of 'criticising' them, while connecting the entire opposing position to extreme hate ideology.



7. Timing

6/10

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Total score: 6/10

Finding 1:

Position: 00:29–04:05 (opening)

Content: "Migrants who came from the Korean Peninsula in the 19th century brought the way of life of their homeland with them." / Footage of Tumen traditional hanok village

Timing effect: Filling the first 4 minutes of the programme with footage that stimulates ethnic solidarity and nostalgia sets the viewer's emotional frame. All subsequent contentious content is processed within this emotional frame.

Finding 2:

Position: 31:13–31:52 (mid-section, hate rally scene)

Content: Extreme slogans of hate rally → immediate transition to counter-rally and teachers' and residents' reactions

Timing effect: By placing the hate rally in the mid-section to deliver an emotional shock and immediately following with a rebuttal (counter-rally, expert criticism), a narrative is constructed in which the opposing position is morally defeated.

Finding 3:

Position: 45:19–48:07 (closing)

Content: "A new generation of compatriots has emerged who move in pursuit of opportunity without being limited by borders." / Closing with hopeful music

Timing effect: Closing the programme with a hopeful and positive message leaves viewers with the impression that 'accepting ethnic Koreans from China is future-oriented'. The conflicts and concerns raised earlier are treated as having been resolved.

Summary: The programme guides viewers toward a specific conclusion through a three-stage emotional design: opening (stimulating ethnic sentiment) → mid-section (constructing the moral defeat of the hate rally) → closing (hopeful integration message).



8. Selective Outrage

6/10

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

Total score: 6/10

Methodological principle (v2.7): A triggering event must be documented before every assessment. A reaction can only be assessed as selective when a comparable triggering event with the opposing position did not produce a comparable reaction.

Finding 1:

Timestamp 31:58–32:39

Triggering event: Hate rally participants chanting slogans in Daelim-dong

Reaction: "In response, teachers and local residents countered with an anti-hate rally." / "They entered someone's living space and incited and shouted unspeakable abuse, attacking them."

Comparison

Events where the concentrated residence of ethnic Koreans from China led to changes in the local culture or caused discomfort to domestic resident — Reaction: None

Asymmetry: Strong moral criticism language is used regarding the hate rally, while there is no critical reaction whatsoever to the discomfort or conflicts experienced by domestic residents due to the concentrated residence of ethnic Koreans from China.

Finding 2:

Timestamp 29:56–30:22

Triggering event: The portrayal of Joseonjok as villains in films

Reaction: "There are also criticisms that misunderstandings and prejudice have spread as media has portrayed ethnic Koreans from China in distorted ways." / "It is also very concerning that ethnic Koreans continue to be branded as a violent group."

Comparison

The harm suffered by domestic citizens from actual criminal cases related to ethnic Koreans from China — Reaction: None

Asymmetry: Strong concern is expressed about media distortion of ethnic Koreans from China, while there is no empathetic reaction whatsoever to actual cases of harm related to ethnic Koreans from China.

Summary: The programme displays a clear pattern of selective outrage — showing strong moral reactions to negative portrayals of and hate speech against ethnic Koreans from China, while consistently showing no reaction to the harm or concerns of domestic citizens arising from the influx of ethnic Koreans from China.



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

7/10

1 2 3 4 5 6 7 8 9 10

Total score: 7/10

Finding 1:

Timestamp	00:29–04:05
Quote	<i>"Migrants who came from the Korean Peninsula in the 19th century brought the way of life of their homeland with them."</i>
Manipulation	Ethnic Koreans from China are framed as 'a people who left their homeland', emphasizing their ethnic and cultural continuity with Korea.

Why it is problematic: This frame places all subsequent discussion on the premise that 'because they are the same people, we must embrace them', making it structurally difficult to conduct a neutral examination of immigration policy.

Finding 2:

Timestamp	12:34–12:41
Quote	<i>"Jobs that Koreans found arduous opened up, and in order to earn money immediately upon arriving in Korea, they had to enter through those vacancies first."</i>
Manipulation	The labour of ethnic Koreans from China is framed as 'filling positions that Koreans avoided', thereby pre-emptively foreclosing the possibility of competition with the domestic labour market.

Why it is problematic: The expression 'vacancies' implies a premise that denies a competitive relationship, which is an unverified economic claim.

Finding 3:

Timestamp	31:58–32:01
Quote	<i>"In response, teachers and local residents countered with an anti-hate rally."</i>
Manipulation	The hate rally is defined as 'hate', while the counter-rally is framed as the natural reaction of 'local residents'.

Why it is problematic: The claims of the hate rally participants are dismissed without examination of their content under the label of 'hate', while the counter-rally is presented as a legitimate civic response.

Summary: The entire programme is structured around a single narrative frame of 'ethnic solidarity → labour contribution → victim of prejudice', and perspectives that deviate from this frame are systematically excluded.



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

Total score: 6/10

Finding 1:

Timestamp	18:05–18:08
Quote	<i>"These are people who have roots in our Korean people"</i>
Manipulation	The inclusive first-person plural 'our' is used to linguistically integrate ethnic Koreans from China into the same group as Koreans.

Why it is problematic: The neutral alternative would be "Chinese nationals of Korean ethnic descent", and 'our' is an emotionally charged term that undermines neutrality in policy discussions.

Finding 2:

Timestamp	31:13–31:15
Quote	<i>"Get out of the Republic of Korea quickly, you reds"</i>
Manipulation	Only the most extreme statements from the hate rally are selectively quoted to represent the entire rally as extremism.

Why it is problematic: This is cherry-picking — editing only the most inflammatory statement from among the various claims of rally participants to make the entire opposing position appear irrational.

Finding 3:

Timestamp	29:56–29:59
Quote	<i>"There are also criticisms that misunderstandings and prejudice have spread as media has portrayed ethnic Koreans from China in distorted ways."</i>
Manipulation	The words 'distorted', 'misunderstandings', and 'prejudice', all with negative connotations, are used in succession to define negative perceptions of ethnic Koreans from China as inherently irrational.

Why it is problematic: Even though some concerns may be based on actual experience, categorising all of them as 'distortion' and 'prejudice' forecloses legitimate criticism.

Summary: The programme consistently uses emotionally inclusive language such as 'compatriots', 'our', and 'roots' for ethnic Koreans from China, while employing a dual linguistic strategy of defining the opposing position as 'hate', 'prejudice', and 'distortion'.



12. Presenter Behaviour

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Methodological principle (v2.7): A triggering event must be documented before every assessment. An intervention can only be assessed as asymmetric when a comparable triggering event occurred with a different guest but did not produce a comparable intervention.

Finding 1:

Timestamp 13:12–13:14

Triggering event: Sun-nyeo is explaining her career as a care worker

Quote (presenter) "So how long have you been doing that kind of caregiving work? It's care volunteering, isn't it?"

Comparison No comparable attentive questioning was provided to hate rally participants or persons representing the opposing position. The hate rally scene was inserted as footage only, without interview.

Asymmetry: While direct subjects among ethnic Koreans from China are given ample opportunity to narrate their experiences, persons representing the opposing position are excluded from the pool of interview subjects entirely.

Finding 2:

Timestamp 15:55–15:57

Triggering event: Yong-gil is narrating his experience of a fall accident

Quote (narrator) "Knowing that life abroad wouldn't be easy, why did they come to Korea?"

Comparison No comparable empathetic narration is used for the difficulties of domestic workers or the harm experienced by domestic citizens from the influx of ethnic Koreans from China.

Asymmetry: Emotionally empathetic narration is inserted for the hardships of ethnic Koreans from China, while comparable difficulties faced by domestic citizens are excluded from the narrative.

Finding 3:

Timestamp 47:16–47:18

Triggering event: The concluding stage of the programme

Quote (narrator) "What is the reason they came to want to stay by our side?"

Comparison Throughout the entire programme, the symmetrical question of 'why do some Koreans have concerns about the influx of ethnic Koreans from China?' is never raised.

Asymmetry: Only a question that positively concludes the willingness of ethnic Koreans from China to settle in Korea is presented, with no symmetrical exploration of the opposing position.



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Summary: The presenter and narrator consistently display an empathetic and attentive attitude toward ethnic Korean subjects, while persons representing the opposing position are structurally excluded from the pool of interview subjects, with asymmetry inherently built into the structure.



13. Question Asymmetry

6/10

1

2

3

4

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6

7

8

9

10

Total score: 6/10

Asymmetry 1:

To Sun-nyeo, 13:12: "So how long have you been doing that kind of caregiving work?" — A gentle, experience-eliciting type

To hate rally participants: No questions — No interview at all

Comparison

While ethnic Korean subjects are provided open-ended questions that give them ample opportunity to narrate their experiences and emotions, no questions whatsoever are posed to persons representing the opposing position.

Asymmetry 2:

To Mi-ryang, 21:43–21:56: "You received notification of cancellation of your accepted job offer just before your first day at a company where you had struggled to pass the final selection." — A narrative question highlighting an experience of harm

To domestic workers: No questions — No interview at all

Comparison

The institutional harm suffered by ethnic Koreans from China is investigated in depth through specific cases, while comparable experiences of harm suffered by domestic citizens are excluded from the scope of coverage.

Summary: The programme provides open-ended and empathetic questions to ethnic Korean subjects that allow them to fully express their experiences and emotions, while persons representing the opposing position are structurally excluded from being interview subjects, causing question asymmetry to arise structurally.



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

Total score: 3/10

Finding 1:

Timestamp 28:51–29:07

Construction: "There are theories that when a specific group becomes too large in a society, people perceive it as a threat. It could be competition in the labour domain" → immediately transitions to "In practical terms, for the past 30 years, these individuals have filled the parts of Korean society that have gone unmet"

Analysis

The structure of briefly mentioning the opposing position theoretically and then immediately rebutting it resembles formal balance, but it is a false balance that does not give the opposing position any substantive opportunity to speak. However, this programme is closer to abandoning balance altogether rather than employing false balance.

Summary: This programme is closer to a structure that has abandoned balance altogether rather than employing false balance. The attempts to even formally present the opposing position are extremely limited, so the frequency of application of the false balance technique is low.



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

Total score: 7/10

Finding 1:

Agenda element set: The contribution of ethnic Koreans from China to Korean society is a self-evident fact.

Timestamp

19:59–20:14 — Basis: "If ethnic Koreans were to leave, I think a considerable number of skilled construction sites would struggle." / "The caregiving market would collapse immediately."

Alternative agenda: Policy directions for reducing dependence on ethnic Koreans from China and cultivating domestic labour, or solutions to the labour shortage through automation and technological innovation

Finding 2:

Agenda element set: Negative perceptions of ethnic Koreans from China originate from prejudice caused by media distortion.

Timestamp

30:29–30:32 — Basis: "So how different is reality from what people believe?"

Alternative agenda: The possibility that some negative perceptions are based on actual experience, or analysis of the substantive causes of cultural conflict

Finding 3:

Agenda element set: Accepting immigration is inevitable as a solution to the low birth rate and ageing population crisis.

Timestamp

45:43–46:04 — Basis: "Ultimately, it is a matter of accepting new members from outside who can contribute to our society and enabling them to participate and contribute to our society."

Alternative agenda: The social costs of immigration expansion, cases of failed social integration, and responses to the demographic crisis other than immigration

Summary: The programme sets as its agenda three premises — 'ethnic Korean contribution = self-evident', 'negative perceptions = prejudice', 'acceptance of immigration = inevitable' — and excludes counterarguments to these from the agenda itself.



CHAPTER 4 — OVERALL EVALUATION

OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	7/10	<i>Pronounced imbalance</i>
2	Source Selection	7/10	<i>Pronounced imbalance</i>
3	Distribution of Speaking Time	7/10	<i>Pronounced imbalance</i>
4	SELECTIVE OMISSION	8/10	<i>Pronounced imbalance</i>
5	Numerical Manipulation	5/10	<i>Significant imbalance</i>
6	Guilt by Association	5/10	<i>Significant imbalance</i>
7	Timing	6/10	<i>Significant imbalance</i>
8	Selective Outrage	6/10	<i>Significant imbalance</i>
9	COMPLETENESS	6/10	<i>Significant imbalance</i>
10	Framing	7/10	<i>Pronounced imbalance</i>
11	Word Choice and Concepts	6/10	<i>Significant imbalance</i>
12	Presenter Behaviour	4/10	<i>Slight imbalance</i>
13	Question Asymmetry	6/10	<i>Significant imbalance</i>
14	False Balance	3/10	<i>Slight imbalance</i>
15	Agenda Setting	7/10	<i>Pronounced imbalance</i>

HARD FACTS SCORE (1-8)

6.2/10

Serious deviation from the impartiality standard. High degree of deviation

SOFT FACTS SCORE (9-14)

5.8/10

Significant imbalance

OVERALL SCORE

6.0/10

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 Article 6 of the Broadcasting Act

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

Violation 1:

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

Content of violation: Persons representing the opposing position on the immigration and settlement of ethnic Koreans from China (hate rally participants, domestic workers, immigration restriction experts) were completely excluded from being interview subjects.

Basis: Timestamp 31:13–31:52 — Quote: "Get out of the Republic of Korea quickly, you reds" (only extreme slogans edited and inserted, no interview)

Assessment: Article 6(2) of the Broadcasting Act requires that "diverse opinions be reflected in a balanced manner", but this programme does not meet this requirement by completely blocking substantive speaking opportunities for the opposing position.

Violation 2:

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

Content of violation: A self-conducted KBS survey of 136 people was presented as "nationwide adults" public opinion, undermining statistical objectivity.

Basis: Timestamp 28:07–28:47 — Quote: "KBS conducted a survey of 136 adults nationwide."

Assessment: 136 people is a statistically insufficient sample to represent nationwide public opinion, and a broadcaster conducting its own survey to support its own coverage and presenting it as an objective basis violates the principle of fairness.

Violation 3:

Standard: Article 6(3) of the Broadcasting Act (prohibition of discriminatory reporting toward specific groups)

Content of violation: By defining the claims of hate rally participants as 'hate' without examining their content and completely excluding their specific concerns from the programme, citizens with a particular political position were treated in a discriminatory manner.

Basis: Timestamp 31:13–32:39 — Quote: "In response, teachers and local residents countered with an anti-hate rally."

Assessment: Whether the claims of rally participants constitute hate must be judged through examination of their content, and it violates the principle of fair reporting for the programme to pre-emptively define this as 'hate' and exclude the content.

Overall Assessment Under Article 6 of the Broadcasting Act

This programme violates the standards of fairness and balance required by Article 6 of the Broadcasting Act in three respects. First, the complete exclusion of interviews with persons representing the opposing position violates the obligation to reflect diverse opinions in a balanced manner. Second, presenting a self-commissioned survey of 136 people as nationwide public opinion violates the obligation for objective reporting. Third, defining the claims of hate rally participants as 'hate' without examining their content and excluding them constitutes discriminatory reporting toward a specific group. However, the fact that this programme was produced in a documentary format and holds public value in illuminating the human experiences of ethnic Korean subjects must be considered, though this does not justify the violations of Article 6 of the Broadcasting Act.

Source In-Depth Review (Mandatory — all cited specialist institutions/NGOs/advisory bodies)



1. National Health Insurance Service Research Report

- 1. Funding:** Commissioned by a state institution (National Health Insurance Service), public funding
- 2. Mandate:** Purpose is to assess the current state of caregiving personnel; there may be an institutional interest in highlighting the degree of dependence on ethnic Korean labour.
- 3. Conflict of interest:** As an institution managing the shortage of caregiving personnel, there is an interest in research results that justify the current structure of dependence on ethnic Koreans from China.
- 4. Credibility Matrix:** D1 Conflict of interest: -1 / D2 Personal risk: +1 / D3 Expertise: +2 / D4 Consistency: +1 / D5 Emotionalisation vs. data: +2 / D6 Source level: +1 → Total: +6 → Traffic light: Green
- 5. Counter-source:** The position of domestic caregiver organisations or labour unions was not cited.

2. KBS Self-Commissioned Survey (136 adults nationwide)

- 1. Funding:** Self-produced and conducted by KBS
- 2. Mandate:** A structure in which the broadcaster conducts its own survey to support its own coverage, violating the principle of independence.
- 3. Conflict of interest:** KBS producing a programme with a pro-ethnic-Korean direction while simultaneously directly conducting a survey to support it is a serious conflict of interest.
- 4. Credibility Matrix:** D1 Conflict of interest: -2 / D2 Personal risk: 0 / D3 Expertise: -1 (sample of 136, methodology undisclosed) / D4 Consistency: 0 / D5 Emotionalisation vs. data: -1 / D6 Source level: -1 → Total: -5 → Traffic light: Red
- 5. Counter-source:** Public opinion data on immigration from an independent polling institution (Gallup, Korea Research, etc.) was not cited.

Important: The authority of 'a survey by public broadcaster KBS' is a social attribution and does not resolve the structural problems of a 136-person sample, undisclosed methodology, and self-conflict of interest. This source receives a red traffic light and should not be used in the programme as a basis for nationwide public opinion.

Legal and Methodological Notes

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



APPENDIX 1: NATIONAL BROADCASTING LAW

Legal Basis South Korea — KBS / MBC

Legislation

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

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

Relevant Provisions

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

Broadcasting Review Regulations

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

Regulatory Authorities

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

Public Broadcasters

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



EBS (Educational Broadcasting System)

Public corporation

Textbook sales + advertising

Complaint Procedures

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

Comparison Switzerland — South Korea

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



APPENDIX 2: SCIENTIFIC REFERENCES

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