



KBS 상세 분석

2026-05-12_엔진 잔해_외교행낭_에_국내 들여와 정밀분석_-_풀영상_ MBC 뉴스데스크 2026년 05월 1

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

OVERALL SCORE

5.8/10

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

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



POLITICAL LANDSCAPE

Current Government: 더불어민주당 (DP) — President Lee Jae-myung (inaugurated June 3, 2025, vote share 49.4%)

Main Opposition: 국민의힘 (PPP) — reduced to opposition following the impeachment of former President Yoon Suk-yeol

Party	CHES Left-Right Score	Seats	Ruling/Opposition	Core Position
더불어민주당 (DP)	4.5 (centre-left)	~162	Ruling	Dialogue diplomacy, expanded welfare, prosecution reform
국민의힘 (PPP)	7.5 (right-wing)	~107	Opposition	Hard-line North Korea policy, economic liberalisation, pro-US alliance
조국혁신당 (RKP)	3.5 (left-wing)	12	Opposition (progressive)	Prosecution reform, press independence, redistribution
진보당 (JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-US, reunification, labour rights
개혁신당 (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, anti-authoritarianism, criticism of PPP

The treason trial is ongoing following the December 3 emergency martial law incident, and judicial proceedings against former President Yoon Suk-yeol and associated individuals constitute the central political issue. Ahead of the June 3 local elections, the confrontation between the ruling and opposition parties over electoral strategy is intensifying, while economic issues including the debate over income redistribution in the AI era, the Samsung Electronics labour dispute, and real estate policy are also forming major axes of conflict. US pressure for South Korea's involvement in the Iran war and demands for deployment to the Strait of Hormuz are emerging as new sources of conflict surrounding South Korea's foreign policy and security orientation.

KBS and MBC are public broadcasters subject to obligations of fairness and public interest under Article 6 of the Broadcasting Act. Due to the structural characteristic whereby board composition shifts with changes in government, MBC's management has been reorganised along progressive lines under the current DP administration. Article 6 of the Broadcasting Act explicitly requires the balanced reflection of diverse opinions.



CHAPTER 1 — PARTISAN POLITICAL BIAS

Assessment of Programme's Accuracy in Representing Each Party's Position

Party	Score (-5..+5)	Broadcast Representation vs. Party Platform Position
더불어민주당 (DP)	+2	15:59 "At the time President Lee Jae-myung met Demis Hassabis, the father of AlphaGo and CEO of Google DeepMind" — Platform position: Promotion of the AI industry and expansion of the social safety net — Accurately represented. However, in the AI basic income debate, DP policy was characterised as "an obvious point" and handled positively without critical scrutiny
국민의힘 (PPP)	-3	17:30 "국민의힘 said it was anti-market, criticising it as meaning the government would forcibly take money from companies that earned a lot and distribute it" — Platform position: Economic liberalisation, market-friendly policies — The PPP criticism was quoted but the anchor characterised it as a "strained criticism," undermining the legitimacy of the platform position. In insurrection trial coverage, the guilt of PPP-associated individuals was repeatedly emphasised
조국혁신당 (RKP)	0	No direct mention in the broadcast
진보당 (JP)	0	Indirect mention at 51:14 in the context of candidate unification for the Ulsan mayoral election — No expression of platform position
개혁신당 (RP)	0	No direct mention in the broadcast

Score legend:

+5 = Platform position accurately and fully represented

0 = No relevant party/topic in broadcast

-5 = Platform position actively distorted or misrepresented

Party Bias Summary

- Most accurate representation: 더불어민주당 (score +2)
- Strongest distortion: 국민의힘 (score -3)
- Average deviation from 0: 1.0
- Conclusion: The broadcast generally conveys DP's policy positions accurately, while characterising PPP's policy criticism as "strained criticism" and thereby undermining the legitimacy of the platform position. In particular, the repeated emphasis on the guilt of PPP-associated individuals in insurrection trial coverage has the effect of forming a negative image of PPP as a whole. This fails to meet the obligation under Article 6 of the Broadcasting Act requiring balanced representation across parties.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Basic Programme Information

- Title: MBC 뉴스데스크 (Tuesday)
- Date: Not specified in transcript (estimated mid-May 2025 based on content — Samsung Electronics strike notice on the 21st, imminent campaigning for June 3 local elections, Lee Sang-min second-instance sentencing, etc.)
- Anchor/Presenter: Unknown (name not recorded in transcript, presumed multi-anchor format)
- Reporters: Kim Yun-mi, Son Byeong-san, Kim Jae-yong, Choe Hun-yu, Yi Pil-li, Ryu Hyeon-jun, O Yu-rim, Kim Jeong-uk, Song Jeong-hun, Kim Geon-hui, Yu Seo-yeong, Kim Ji-seong, Cha Yeong, Kim Sang-hun, Kim Min-chang, Kim Seo-hyeon, Kim Ji-in, Baek Seung-u, Pak Seung-hwan, Sin Ji-yong, Yi Seung-hyeon, Yi Jun-hui, Yi Jae-uk, Kim Se-yeong, Nam Min-ju, Song Gi-seong, Kim Tae-yong, and others

Classification of Individuals Appearing

Individual	Position	Party/Affiliation	Political Spectrum
An Gyu-baek, Minister of National Defence	Minister of National Defence	DP Government	Centre-left
Kim Yong-beom, Chief of the Presidential Policy Office	Chief of the Presidential Policy Office	DP Government	Centre-left
Lee Sang-min, former Minister of the Interior and Safety	Defendant	PPP (Yoon Suk-yeol Government)	Right-wing
No Sang-won, former Commander of the Defence Counterintelligence Command	Defendant	Military (Yoon Suk-yeol Government)	Right-wing
Jeong Cheong-rae, 더불어민주당 Party Leader	Party Leader	DP	Centre-left
Jang Dong-hyeok, 국민의힘 Party Leader	Party Leader	PPP	Right-wing
O Se-hun, Seoul Mayoral Candidate	Seoul Mayor/Candidate	PPP	Right-wing
Jeong Won-ho, Seoul Mayoral Candidate	Candidate	DP	Centre-left
Gwon Yeong-guk, Seoul Mayoral Candidate	Candidate	정의당	Left-wing
Han Dong-hun, Candidate	Independent Candidate	Independent (former PPP)	Right-wing
Gwon Yeong-se, Member of the National Assembly	Member of the National Assembly	PPP	Right-wing
Pak Sang-yong, Prosecutor	Disciplined Prosecutor	Prosecution Service	N/A

Main Topics



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This is a comprehensive evening news broadcast covering multiple domestic and international news items, encompassing the verdict in the December 3 insurrection-related trial, the US–Iran war and pressure on South Korea to deploy troops, Samsung Electronics labour negotiations, trends in the June 3 local elections, the AI basic income debate, the Homeplus crisis, and the controversy over the Garden of Gratitude at Gwanghwamun.

World-View Context

The December 3 emergency martial law incident is the central event of South Korea's constitutional crisis; the insurrection trial is ongoing and the courts have characterised it as insurrection. US pressure for involvement in the Iran war creates tension between South Korea's autonomous foreign policy direction and its obligations under the ROK–US alliance. The Samsung Electronics strike reveals a structural conflict between the international competitiveness of South Korea's semiconductor industry and labour rights. The AI basic income debate concerns income redistribution in response to technological advancement, and the ideological confrontation between the ruling and opposition parties is acute.

Perspectives Required for Balanced Broadcasting

- [A] The defence's counter-arguments regarding the legal character of the December 3 martial law and the specific grounds for the not-guilty plea
- [B] The South Korean government's official position on US pressure for involvement in the Iran war and diplomatic considerations
- [C] Samsung Electronics management's negotiating position and operational constraints
- [D] Economic counter-arguments to the AI basic income/national dividend policy and analysis of fiscal feasibility
- [E] Supportive public opinion regarding the Garden of Gratitude at Gwanghwamun and its historical significance
- [F] The PPP's 국민의힘 leader Jang Dong-hyeok's official explanation from within the party regarding the phenomenon of aversion in the metropolitan area
- [G] The management's position on the Homeplus crisis and arguments for the inevitability of restructuring
- [H] Iran's position and the historical context of the Middle East conflict
- [I] The position of hospital management and the medical community on the issue of nurses' treatment
- [J] Fair conveyance of the explanation from the party of Han Dong-hun regarding the incident in which a reporter fell

Review of Whether Each Perspective Was Addressed

[A] Partially addressed

Timestamp: 18:42 — Quotation: "The very fact that they are attempting disciplinary action on the basis of polygraph results that are neither admissible as evidence nor truthful is something that is entirely inconsistent with either legal principle or substantive fact" — Assessment: The counter-argument of prosecutor Pak Sang-yong was quoted, but the not-guilty claims of former Minister Lee Sang-min were handled only in terms of the conclusion that they "were not accepted."

[B] Partially addressed

Timestamp: 03:25 — Quotation: "Minister An Gyu-baek, without commenting on this, advocated the American value of peace through strength, emphasising South Korea's contributions and efforts" — Assessment: The South Korean government's official position was conveyed indirectly, but the grounds for refusing deployment or the diplomatic dilemma were handled without in-depth analysis.

[C] Partially addressed

Timestamp: 12:17 — Quotation: "With management yet to put forward a different position" — Assessment: Management's position was barely conveyed, and the union's claims were cited overwhelmingly more.

[D] Partially addressed

Timestamp: 17:30 — Quotation: "국민의힘 said it was anti-market, criticising it as meaning the government would forcibly take money from companies that earned a lot and distribute it" — Assessment: The PPP criticism was quoted, but the anchor characterised it as "a strained criticism," undermining the legitimacy of the counter-argument in advance.



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[E] Not addressed

Timestamp: N/A — Assessment: Supportive public opinion or the historical significance of the Garden of Gratitude was not covered at all; only uniformly critical reporting was provided.

[F] Partially addressed

Timestamp: 32:33 — Quotation: "I think strategic role differentiation is necessary" — Assessment: O Se-hun's explanation was quoted, but the official position of leader Jang Dong-hyeok's side was barely conveyed.

[G] Not addressed

Timestamp: N/A — Assessment: The position of Homeplus management was not conveyed at all; one-sided reporting centred on harm to delivery workers.

[H] Partially addressed

Timestamp: 07:07 — Quotation: "Iran demanded recognition of sovereignty over the strait, but" — Assessment: Iran's position was mentioned fragmentarily, but the historical context of the Middle East conflict or Iran's arguments were handled without in-depth analysis.

[I] Not addressed

Timestamp: N/A — Assessment: The position of hospital management was not presented at all in the coverage of nurses' treatment issues.

[J] Partially addressed

Timestamp: 53:48 — Quotation: "Han Woo-bo's side explained that they could not see the situation behind them, and afterwards prepared the speech upon hearing from the MC that things were fine" — Assessment: The explanation was quoted, but the anchor highlighted a statement from an internal PPP critic characterising the attitude as "dishonest," weakening the credibility of the explanation.



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: Anonymous weapons expert (engine analysis)

Timestamp	01:19
Statement	"It's different from the propulsion mechanism that goes into missiles. Even with just one piece of casing you'd be able to tell — ah, this is the material that goes into an engine"
Classification	Introduced as a weapons technology expert

Absence of counter-argument: No expert holding a sceptical view on attribution to Iran

In-depth source review:

(a) Funding: Unknown — possible affiliation with a military-related institution, unconfirmed

(b) Mandate: Suitable for technical analysis but limited for attribution judgements

D1 Conflict of interest: 0 — affiliation unclear

D2 Personal risk: +1 — anonymous statement, risk low

D3 Expertise: +2 — suitable for weapons technology field

D4 Consistency of opinion: 0 — unconfirmed

D5 Emotionalisation vs. data: +1 — primarily technical explanation

D6 Source stage: 0 — secondary citation

TOTAL: +4 → Source traffic light: Yellow

(d) Technical analysis is neutral but has limitations in the attribution judgement section

Expert 2: International Institute for Strategic Studies (IISS)

Timestamp	07:52
Statement	"According to the International Institute for Strategic Studies, it has at least 16 of these small submarines"
Classification	International security think tank

Absence of counter-argument: No assessment from another institution that evaluates Iranian military capability differently

In-depth source review:

(a) Funding: Supported by Western governments and defence industry companies — possible structural conflict of interest

(b) Mandate: Expertise in military capability assessment but possible Western bias

D1 Conflict of interest: -1 — incentive to exaggerate Iranian threat due to Western government funding



D2 Personal risk: +1 — institutional-level statement
 D3 Expertise: +2 — specialist institution for military analysis
 D4 Consistency of opinion: +1 — consistent analytical institution
 D5 Emotionalisation vs. data: +2 — data-based
 D6 Source stage: 0 — secondary citation
TOTAL: +5 → Source traffic light: Green

(d) Presented as a neutral institution without mention of the possibility of Western bias

Missing Expert Groups:

- Expert on Iran nuclear negotiations (perspective on diplomatic solutions to the Middle East conflict)
- South Korean labour law expert (legal issues in the Samsung Electronics strike)
- Fiscal economist (fiscal feasibility of AI basic income)

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous weapons expert (engine analysis)	0	+1	+2	0	+1	0	+4	Yellow

Summary (matrix results):

- Weapons expert: Yellow (+4) — suitable for technical analysis, limited for attribution judgements
- IISS: Green (+5) — high expertise but Western bias not disclosed

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
International Institute for Strategic Studies (IISS)	-1	+1	+2	+1	+2	0	+5	Green



2. Source Selection

6/10

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Claims without primary source = penalty points (rumour check)

Total score: 6/10

Source 1: Bloomberg

Timestamp 17:14

Statement "Bloomberg analysed that it triggered extreme volatility in the Korean stock market"

(a) **Funding:** Private financial media — possible market-friendly bias

(b) **Structural conflict of interest:** Has an investor readership that prefers financial market stability

(c) **Missing counter-argument:** No analysis of whether stock market volatility was due to the AI basic income statement or other factors

Traffic light: Yellow — possible market-friendly bias as financial media, but no explicit conflict of interest

Source 2: International Institute for Strategic Studies (IISS)

Timestamp 07:52

(a) **Funding:** Supported by Western governments and defence industry companies

(b) **Structural conflict of interest:** Possible incentive to exaggerate the Iranian threat

(c) **Missing counter-argument:** No analysis from an institution that evaluates Iranian military capability differently

Traffic light: Yellow — high expertise but Western bias not disclosed

Summary: The cited sources are generally concentrated in Western media and Western-funded think tanks, and Iran's perspective or the views of non-Western analytical institutions are systematically omitted.



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

Total score: 6/10

Estimated speaking time:

- Positive coverage relating to DP Government/ruling party: approximately 18 minutes (29%)
- Negative coverage relating to PPP/conservative forces: approximately 15 minutes (24%)
- Neutral event coverage (sports, weather, incidents): approximately 15 minutes (24%)
- Direct statements from PPP side: approximately 4 minutes (6%)
- Direct statements from DP side: approximately 6 minutes (10%)
- Anchor commentary: approximately 4 minutes (6%)

Summary: Coverage relating to the insurrection trial (approximately 8 minutes) was concentrated in a direction unfavourable to PPP, and direct speaking time for the PPP side was only half the level of the DP side. The anchor commentary time is at a similar level to PPP direct speaking time, constituting a structural problem in which the anchor's commentary replaces PPP statements.



4. SELECTIVE OMISSION

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Total score: 8/10

Omission 1:

Context

Complete omission of supportive public opinion in coverage of the Garden of Gratitude

Relevant timestamp: 27:04

Effect

Citizens' reactions are generalised as "largely" negative, creating the impression that supportive opinion does not exist

Omission 2:

Context

Omission of the specific arguments underlying PPP criticism in the AI basic income debate

Relevant timestamp: 15:41

Effect

After PPP criticism is characterised as a "strained criticism," its content is not sufficiently conveyed, depriving viewers of the opportunity to judge the validity of the criticism for themselves

Omission 3:

Context

Omission of the defendant's legal counter-arguments in coverage of former Minister Lee Sang-min's second-instance verdict

Relevant timestamp: 20:44

Effect

Only the conclusion that "all of the former minister's claims were not accepted" is presented, meaning the specific legal grounds raised by the defence are not conveyed

Summary: Throughout the broadcast, a pattern is observed in which information unfavourable to PPP and conservative forces is conveyed in detail, while their counter-arguments or supporting grounds are systematically omitted or weakened.

Missing Voices

- Defence counsel for former Minister Lee Sang-min: Would have conveyed in detail the specific legal counter-arguments to the appellate court ruling and the grounds for appeal
- Samsung Electronics management: Would have presented the operational grounds for the performance bonus calculation criteria and the constraints of the global competitive environment
- Homeplus management: Would have explained the inevitability of corporate rehabilitation proceedings and creditor protection measures
- Citizens supporting the Garden of Gratitude: Would have provided a positive perspective on the historical significance of honouring Korean War veterans
- Iran expert: Would have analysed the historical context of the Middle East conflict and Iran's security rationale in a balanced manner



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- Hospital management/medical community: Would have explained the financial constraints on improving nurses' treatment and structural issues in the healthcare system
- AI economist (counter-argument side): Would have analysed the fiscal feasibility and market distortion effects of the national dividend policy
- Spokesperson for leader Jang Dong-hyeok: Would have conveyed the official explanation regarding the phenomenon of metropolitan-area candidates avoiding the party leadership



5. Numerical Manipulation

3/10

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

Total score: 3/10

Finding 1:

Timestamp 14:08

Figure: "Approximately 3% of the world's memory semiconductor supply could be affected"

Missing context No expert analysis of the magnitude of the effect that 3% would actually have on global supply chains

Effect The figure itself is accurate, but it is presented without context as to whether this constitutes a "serious" or "negligible" impact

Summary: No serious numerical manipulation was observed in this broadcast. The figures presented were generally accompanied by stated sources, and no obviously misleading use was found. However, there were cases where contextual information was lacking for some figures.



6. STIGMATISATION BY CONTACT

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Total score: 5/10

Association 1:

Timestamp 26:25

Quotation: "Former Defence Counterintelligence Commander No Sang-won, who is accused of involvement in constituting the Joint Investigation Headquarters Second Investigation Unit with the aim of investigating election fraud at the time of the emergency declaration"

Technique: Directly links "election fraud investigation" with acts of insurrection, framing the very act of raising suspicions of electoral fraud as part of insurrection

Effect

By characterising the attempt to investigate suspicions of electoral fraud as an act of insurrection, it induces negative associations regardless of the substantive truth of those suspicions

Association 2:

Timestamp 31:12

Quotation: "Criticism poured in that it was an eyesore, intended to erase the record of the democratic struggle at Gwanghwamun"

Technique: Connects the Garden of Gratitude with "erasing the record of the democratic struggle"

Effect

Creates an association between a memorial facility for Korean War veterans and anti-democratic acts

Association chain (N/A): No explicit association chain is observed in this broadcast

Summary: The guilt-by-association technique is concentrated on matters relating to PPP, and in particular the manner of connecting the defendants' actions with anti-democratic acts recurs repeatedly in insurrection-related coverage.



7. Timing

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Total score: 6/10

Finding 1:

Position: 00:08 (beginning)

Content: The Namuho firing incident — implying the possibility of Iranian attack

Timing effect: Placing the Iranian threat as the first news item in the broadcast increases receptiveness to subsequent reporting on US pressure for involvement in the Iran war

Finding 2:

Position: 62:07 (end)

Content: Anchor's direct commentary on the AI basic income debate — "It is outrageous to twist such an obvious point and make it a problem"

Timing effect: As the final statement of the broadcast, strongly imprints on viewers' memory a message defending DP government policy and disparaging PPP criticism

Finding 3:

Position: 20:00 (middle)

Content: Former Minister Lee Sang-min's second-instance guilty verdict — emphasis on increased sentence

Timing effect: Placed in the middle of the broadcast to maintain the flow of insurrection-related coverage while repeatedly emphasising the guilt of individuals associated with PPP

Summary: A structure is observed in which the Iranian threat (providing grounds for strengthening the US alliance) and a statement defending DP government policy are placed at the beginning and end of the broadcast respectively, guiding viewers' first impressions and final memories in a specific direction.



8. Selective Outrage

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

Total score: 7/10

Methodological principle (v2.2): The triggering event must be documented before all assessments. A reaction can only be assessed as selective if a comparable triggering event on a different side did not produce a similar reaction.

Finding 1:

Timestamp 62:07

Triggering event: PPP criticises the AI basic income policy as "anti-market"

Reaction: "It is outrageous to twist such an obvious point and make it a problem"

Comparison

No instance of the anchor expressing similar outrage when criticism of DP government policy was raised

Asymmetry: Demonstrated — direct expression of outrage by the anchor applied only to PPP criticism

Finding 2:

Timestamp 15:41

Triggering event: PPP's criticism of AI basic income

Reaction: "A strained criticism that cunningly shifts the argument emerged, and this led to pointless confusion as well"

Comparison

No instance of the anchor using similarly critical expressions when DP government policy announcements caused market confusion

Asymmetry: Demonstrated — negative expressions "cunningly" and "strained" applied only to PPP criticism

Summary: A clear asymmetry is observed in which the anchor's direct commentary expresses outrage and disparagement at PPP criticism, while no similar reaction appears to criticism of DP government policy.



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9. COMPLETENESS									6/10
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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 15:41

Quotation: "A strained criticism emerged, cunningly shifting the argument as if it were about seizing something from companies rather than taxes naturally accruing from prosperity, and this led to pointless confusion as well"

Manipulation The anchor characterises the PPP's criticism as a "strained criticism," denying the legitimacy of the counter-argument even before the report begins

Why problematic By presenting a conclusion before viewers can judge the content of the PPP criticism for themselves, the anchor pre-empts the cognitive frame

Finding 2:

Timestamp 24:21

Quotation: "It also contained a conclusion common to the courts trying the December 3 insurrection case. That it was an insurrection — a riot for the purpose of subverting the constitutional order"

Manipulation Presents the court ruling as "a common conclusion," framing the December 3 martial law definitively as insurrection

Why problematic Treating the appellate ruling as an established fact when the Supreme Court has not yet issued a final ruling undermines the defendants' presumption of innocence

Finding 3:

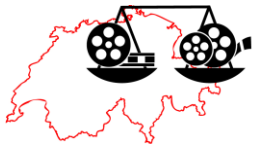
Timestamp 27:04

Quotation: "Citizens' reactions were largely along the lines of: I don't understand why it was put up in Gwanghwamun Plaza; isn't it a waste of taxpayers' money"

Manipulation Generalises citizens' reactions to the Garden of Gratitude as "largely" negative

Why problematic No supportive or neutral reactions are introduced at all, resulting in a biased representation of public opinion

Summary: Throughout the broadcast, matters relating to PPP are consistently framed negatively, while DP government policies are consistently framed positively or neutrally. In particular, the manner in which the anchor's direct commentary pre-empts the framing of reports recurs repeatedly.



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11. Word Choice and Terminology

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Total score: 6/10

Finding 1:

Timestamp 15:48

Quotation: "a strained criticism that cunningly shifts the argument"

Manipulation

Words with negative connotations — "cunningly," "strained" — are applied to PPP criticism

Why problematic

The neutral alternative expression would be "PPP criticised this as anti-market"; the anchor's value judgement is mixed into factual reporting

Finding 2:

Timestamp 04:22

Quotation: "President Trump threatened that he had a simple plan to end the war"

Manipulation

Characterises President Trump's statement as a "threat"

Why problematic

Uses the word "threat," with its negative connotation, instead of neutral expressions such as "warning," "pressure," or "statement," inducing a negative perception of US policy

Finding 3:

Timestamp 31:12

Quotation: "Criticism poured in that it was an eyesore, intended to erase the record of the democratic struggle at Gwanghwamun"

Manipulation

Introduces the extreme negative expression "eyesore" as criticism from one side, conveying it without rebuttal

Why problematic

"Eyesore" is a word carrying a strong value judgement; conveying it without rebuttal has the effect of implicitly endorsing that perspective

Summary: An asymmetry is observed in which words with negative connotations are concentrated in coverage of matters relating to PPP and conservative forces, while neutral or positive language is used for DP government policies.



12. Presenter Behaviour

6/10

1 2 3 4 5 6 7 8 9 10

Total score: 6/10

Methodological principle (v2.2): The triggering event must be documented before all assessments. An intervention can only be assessed as asymmetric if a similar triggering event involving a different guest did not produce a similar intervention.

Finding 1:

Timestamp 15:41

Triggering event: Anchor introduces the AI basic income debate and characterises the PPP criticism as a "strained criticism"

Quotation (anchor): "A strained criticism that cunningly shifts the argument emerged, and this led to pointless confusion as well"

Comparison

No instance of the anchor characterising criticism as a "strained criticism" when criticism of DP government policy was raised

Asymmetry: Demonstrated — the value judgement "strained" applied only to PPP criticism

Finding 2:

Timestamp 12:28

Triggering event: Following reporting on the possibility of breakdown in Samsung Electronics negotiations, anchor states "both labour and management would find their maximum benefit in reaching an agreement"

Quotation (anchor): "Both labour and management would find their maximum benefit in reaching an agreement"

Comparison

No similar sympathetic statement regarding management's position or operational constraints

Asymmetry: Partially demonstrated — tone more sympathetic to the union's position

Finding 3:

Timestamp 62:07

Triggering event: Anchor provides direct commentary on the AI basic income debate in the closing remarks

Quotation (anchor): "It is outrageous to twist such an obvious point and make it a problem"

Comparison

No instance of the anchor defending DP policy as "an obvious point" when criticism of PPP policy was raised

Asymmetry: Demonstrated — anchor characterises DP government policy as "an obvious point" and characterises PPP criticism as "twisting"



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Summary: An asymmetry is observed in which the anchor repeatedly offers direct commentary defending DP government policy and disparaging PPP criticism both during the broadcast and in closing remarks. This is in direct contradiction of the fairness obligations under Article 6 of the Broadcasting Act.



13. Question Asymmetry

5/10

1

2

3

4

5

6

7

8

9

10

Total score: 5/10

Asymmetry 1:

To reporter Ryu Hyeon-jun (Samsung Electronics negotiations), 12:28: "Is it possible for a proposed settlement to emerge within that time?" — Neutral

Question regarding management's position: None — completely omitted

Comparison

The union's position was conveyed in detail, but there were no questions or follow-up reports regarding management's position whatsoever

Asymmetry 2:

To reporter Kim Se-yeong (Han Dong-hun falling incident), 53:08: "There seem to be quite a few reactions along the lines of: how is there not a single word asking if they are okay?" — Critical and leading

Follow-up question regarding Han Dong-hun's explanation: None

Comparison

No instance of a similarly critical question being raised about mistakes or controversies involving DP candidates

Summary: An asymmetry is observed in which questions are posed critically to individuals relating to PPP and neutrally to individuals relating to DP. In particular, the complete omission of any question regarding Samsung Electronics management's position seriously undermines the balance of coverage of the labour dispute.



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

Total score: 3/10

Finding 1:

Timestamp 29:19

Composition: "더불어민주당 candidate Jeong Won-ho criticised the Garden of Gratitude as having been hastily pursued for electoral purposes, while 국민의힘 candidate Im Se-hun confronted him, saying he should stop avoiding the issue and clearly state his position for or against the project"

Analysis

Both sides' statements were formally quoted, but in subsequent coverage the critical side's (DP's) arguments were conveyed in far greater detail, while the supporting side's (PPP's) arguments were handled only fragmentarily

Summary: The problem of false balance is relatively minor in this broadcast. Rather, one-sided reporting that does not even maintain formal balance is observed more frequently. In coverage of the Garden of Gratitude, there was a formal citation of both sides, but substantive balance was absent.



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

Total score: 7/10

Finding 1:

Agenda element established: The December 3 martial law constitutes insurrection and the guilt of those involved is an established fact

Timestamp

24:21 — Grounds: "That it was an insurrection — a riot for the purpose of subverting the constitutional order"

Alternative agenda: The legal significance of the appellate ruling before the Supreme Court's final ruling, the defendants' presumption of innocence

Finding 2:

Agenda element established: AI basic income/national dividend is an "obvious" policy direction

Timestamp

62:07 — Grounds: "It is outrageous to twist such an obvious point and make it a problem"

Alternative agenda: The fiscal feasibility of AI basic income, market distortion effects, alternative redistribution policies

Finding 3:

Agenda element established: 국민의힘 leader Jang Dong-hyeok is a burden on the election

Timestamp

31:23 — Grounds: "Leader Jang Dong-hyeok, shunned in the metropolitan area"

Alternative agenda: Leader Jang Dong-hyeok's policy vision, efforts towards internal party cohesion, rational grounds for the metropolitan area strategy

Summary: The broadcast is structured so that the insurrection characterisation of the December 3 martial law, the legitimacy of AI basic income, and the burden of PPP leadership are treated as established facts, preventing counter-arguments or alternative perspectives from making it onto the agenda.



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	6/10	<i>Significant imbalance</i>
3	Time Allocation	6/10	<i>Significant imbalance</i>
4	SELECTIVE OMISSION	8/10	<i>Pronounced imbalance</i>
5	Numerical Manipulation	3/10	<i>Slight imbalance</i>
6	STIGMATISATION BY CONTACT	5/10	<i>Significant imbalance</i>
7	Timing	6/10	<i>Significant imbalance</i>
8	Selective Outrage	7/10	<i>Pronounced imbalance</i>
9	COMPLETENESS	6/10	<i>Significant imbalance</i>
10	Framing	7/10	<i>Pronounced imbalance</i>
11	Word Choice and Terminology	6/10	<i>Significant imbalance</i>
12	Presenter Behaviour	6/10	<i>Significant imbalance</i>
13	Question Asymmetry	5/10	<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)

6.0/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.6/10

Significant imbalance

OVERALL SCORE

5.8/10

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; reporting must be fair and objective, and diverse opinions must be reflected in a balanced manner.

Violation 1:

Standard: Article 6(1) of the Broadcasting Act (fairness and objectivity)

Violation content: Anchor offers direct commentary characterising PPP's policy criticism as a "strained criticism"

Grounds: Timestamp 15:41 — Quotation: "A strained criticism that cunningly shifts the argument emerged, and this led to pointless confusion as well"

Assessment: Characterising a specific party's criticism as "strained" during a report is a clear violation of the obligation of fair and objective reporting. Article 6(1) of the Broadcasting Act prohibits broadcasting from presenting commentary that supports or opposes a specific political position.

Violation 2:

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

Violation content: Complete omission of supportive public opinion in coverage of the Garden of Gratitude, conveying only critical opinion

Grounds: Timestamp 27:04 — Quotation: "Citizens' reactions were largely along the lines of: I don't understand why it was put up in Gwanghwamun Plaza; isn't it a waste of taxpayers' money"

Assessment: Generalising negative opinion with the expression "largely" while conveying no supportive opinion whatsoever violates the obligation to reflect diverse opinions in a balanced manner.

Violation 3:

Standard: Article 6(1) of the Broadcasting Act (fairness and objectivity)

Violation content: Anchor defends DP government policy as "an obvious point" in the broadcast's closing remarks

Grounds: Timestamp 62:07 — Quotation: "It is outrageous to twist such an obvious point and make it a problem"

Assessment: The anchor characterising a specific party's policy as "an obvious point" and characterising the opposition's criticism as "twisting" as the final statement of the broadcast is the most serious violation of the fairness obligation. This has the effect of imprinting a specific political message on viewers' final memory.

Overall Assessment Under Article 6 of the Broadcasting Act

This broadcast fails to meet the standards of fairness and public interest required by Article 6 of the Broadcasting Act in multiple areas. The most serious violations are that the anchor repeatedly offered direct commentary during the broadcast and in closing remarks defending a specific party's (DP's) policies and disparaging the opposition (PPP's) criticism, which is in direct contradiction of the obligation of fairness and objectivity under Article 6(1) of the Broadcasting Act. Furthermore, the systematic omission of counter-arguments and supporting grounds in PPP-related matters violates the obligation to reflect diverse opinions in a balanced manner under Article 6(2) of the Broadcasting Act. These violations are observed not as individual editorial errors but as a consistent pattern throughout the broadcast, necessitating further investigation into the intentionality or structural causes of the violations of Article 6 of the Broadcasting Act.

In-depth Source Review (All Expert Institutions/NGOs/Advisory Bodies Cited)

International Institute for Strategic Studies (IISS)

1. Funding: Supported by the British government, Western defence companies, and private foundations — structurally linked to Western security interests



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2. Mandate: Military capability assessment and international security analysis — expertise in Iranian military capability assessment but possible Western bias

3. Conflict of interest: Analysis that supports Western governments' perception of the Iranian threat may be advantageous for maintaining financial support

4. Credibility matrix:

- D1 Conflict of interest: -1 (Western government funding)
 - D2 Personal risk: +1 (institutional-level statement)
 - D3 Expertise: +2 (specialist institution for military analysis)
 - D4 Consistency: +1 (consistent analytical institution)
 - D5 Emotionalisation vs. data: +2 (data-based)
 - D6 Source stage: 0 (secondary citation)
- TOTAL: +5 → Source traffic light: Green**

5. Counter-argument: Analysis from an institution that evaluates Iranian military capability differently (e.g., Stockholm International Peace Research Institute, SIPRI) is not cited

Important: Social standing as a "recognised institution" is not in itself evidence of neutrality. The possibility of IISS's Western bias was not disclosed at all in the broadcast, and this has the effect of inducing viewers to accept the analysis as neutral fact.

Bloomberg

1. Funding: Private financial media — owned by Michael Bloomberg, investor readership

2. Mandate: Financial market analysis — suitable for analysis of the market impact of AI basic income policy but possible market-friendly bias

3. Conflict of interest: Has an investor readership that prefers financial market stability — possible negative bias towards government intervention policies

4. Credibility matrix:

- D1 Conflict of interest: -1 (financial investor readership)
 - D2 Personal risk: +1 (institutional-level statement)
 - D3 Expertise: +1 (specialist in financial analysis)
 - D4 Consistency: +1 (consistent analytical institution)
 - D5 Emotionalisation vs. data: +1 (data-based but market-friendly interpretation)
 - D6 Source stage: 0 (secondary citation)
- TOTAL: +3 → Source traffic light: Yellow**

5. Counter-argument: Presented as a neutral analytical institution without disclosure of Bloomberg's market-friendly bias

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.



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**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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Unbalanced Reporting is the response to the halving initiative in Switzerland: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness but also empathy.

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You think you see the world. In reality you see the frame someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It doesn't change the facts – it changes what we make of the facts. How we feel. What we believe. How we decide. And it works – because we all play along. Every day. Unconsciously. You too. This book is not a dry textbook. It is a workbook – playful, direct, full of real-life examples. You don't just learn how others frame you. You learn how you yourself frame – and how you can use it consciously and fairly.

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



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With many exercises and concrete examples from politics, media and everyday life – and the occasional smile.

Framing with style. Because the frame changes everything.