The original (qualitative) coding schedule
according to Kempf, Reimann & Luostarinen (1996)

War propaganda		**Peace journalism**	

1. Conceptualization of the conflict

W 1	Support of war & military logic	P 1	Questioning of war and military logic
W 1.1	Construction of conflict as a competitive process	P 1.1	Questioning of the competitive character of the conflict
W 1.2	Emphasis on military values	P 1.2	Questioning of militarism and military values
W 1.3	Designation of military force as an appropriate means of conflict resolution	P 1.3	Questioning of the adequacy and/or effectivity of military force
W 1.4	Refutation of peaceful alternatives	P 1.4	Demands for peaceful alternatives

2. Evaluation of the war parties' rights and intentions

W 2	Antagonism	P 2	Balance
W 2.1	Demonization of rights of the enemy and demonization of his intentions	P 2.1	Respecting of rights of the enemy and unbiased description of his intentions
W 2.2	Idealization of one's own rights and intentions	P 2.2	Realistic and self-critical evaluation of one's own rights and intentions
W 2.3	Denial of common interests or of possibilities for cooperation	P 2.3	Critical distance to both war parties, emphasis on their common interests and support of anti-war oppositions, signals of peace readiness and mediation efforts

3. Evaluation of the war parties' actions

W 3	Confrontation	P 3	Cooperation
W 3.1	Justification of one's own side's actions and underlining of one's own rightness	P 3.1	Self-critical evaluation of one's own side's actions
W 3.2	Condemnation of the opponent's actions	P 3.2	Unbiased evaluation of the opponent's actions
W 3.3	Conversion of outrage at the war into outrage at the enemy	P 3.3	Critical evaluation of both sides' actions, emphasis on both sides casualties and/or description of the benefit that both sides could gain from ending the war rechannel outrage at the enemy against war itself

4. Emotional involvement in the conflict

W 4	Destructive emotions	P 4	Constructive emotions
W 4.1	Denial of threat to the enemy	P 4.1	Recognition of threat to the enemy
W 4.2	Confidence in own side's victory	P 4.2	Recognition of the price of victory
W 4.3	Stimulation of the feeling to be threatened by the enemy	P 4.3	Reduction of the feeling to be threatened by the enemy
W 4.4	Stimulation of mistrust against the enemy, his allies and neutral rhird parties that try to mediate the conflict	P 4.4	Depiction of perspectives for reconciliation

5. Social identification and personal entanglement

W 5	Confrontationist social commitment	P 5	Cooperative social commitment
W 5.1	Incentives for identification with one's own side's victims as "worthy", dismission of the opponent's victims as "unworthy" or minimization of suffering on both sides	P 5.1	Incentives for identification with both sides' victims as victims of the war itself
W 5.2	Incentives for identification with one's own side's (non-elite) actors, dehumanisation of the opponent's actors and/or dehumanisation of those who strive for a peaceful settlement of the conflict	P 5.2	Impartiality towards both sides' (non-elite) actors and/or incentives for identification with those who strive for a peaceful settlement of the conflict
W 5.3	Incentives for identification with one's own side's elite, dehumanisation of the opponent's elite and/or dehumanisation of elites that strive for a peaceful settlement of the conflict	P 5.3	Impartiality towards both sides' elites sand/or incentives for identification with elites that strive for a peaceful conflict resolution.

6. Two-sided messages

# 6.1	Anticipation of criticism
# 6.2	Rejection of the anticipated information

7. Double bind communication

# 7.1	Inherent contradictions
#7. 2	Emotional involvement with both contradictory messages