

Escalation-oriented aspects:	De-escalation-oriented aspects:
------------------------------	---------------------------------

1. Conceptualization of the (conflict-) situation

E 1	Polarization (or respectively support of war) & confrontationist (or respectively military) logic	D 1	Query of polarization (or respectively warfare) & confrontationist (or respectively military) logic
E 1.1	Zero-sum or at least win-lose orientation (construction of conflict as a competitive process); conflict resolution is regarded as impossible; agreements are interpreted as "giving in"; compromise is devalORIZED	D 1.1	Win-win orientation (or at least questioning win-lose) and/ or presentation of structures for possible cooperation (construction of the conflict as a cooperative process)
E 1.2	Emphasis on military values	D 1.2	Cooperative values and/or questioning militarism and military values
E 1.3	Designation of (military) force as an appropriate means of conflict resolution and/or downgrading of doubt in its appropriateness	D 1.3	Emphasis on negative effects of (military) force and/or questioning its appropriateness
E 1.4	Refutation, questioning or downgrading peaceful alternatives; focus on violence reduces the prospect of peace and/or obstacles to peace are emphasized or portrayed as overwhelming	D 1.4	Perspectives on, demands for and/or agreement with peaceful alternatives
E 1.5	Emphasis on antagonism	D 1.5	Emphasis on openness to all sides or at least abandonment of dividing the protagonists into two camps

2. Evaluation of the war parties' rights and intentions

E 2	Antagonism	D 2	Balance
E 2.1	Demonization of the opponent, denial of his rights and/or demonization of his intentions	D 2.1	Respecting of opponent's rights and/or unbiased description of his intentions
E 2.2	Idealization of one's own rights and intentions	D 2.2	Realistic and self-critical evaluation of one's own rights and intentions
E 2.3	Denial of common interests or emphasis on incompatibility of interests, culture etc.	D 2.3	Emphasis on common interests and/or description of the (concrete) benefits that both sides could gain from ending the war

3. Evaluation of the war parties' actions

E 3	Confrontation	D 3	Cooperation
E 3.1	Justification of one's own side's actions and underlining of one's own rightness ----- demonstration of uniformity and /or downgrading differences within one's own party	D 3.1	Self-critical evaluation of one's own side's actions ----- focus on plurality of behavioral options within one's own party
E 3.2	Condemnation of the opponent's actions ----- disregarding plurality on "their" side	D 3.2	Less confrontative or unbiased evaluation of the opponent's actions ----- focus on plurality of "their" behavioral options
E 3.3	Antagonistic behavior is emphasized, possibilities for cooperation or common gain from ending the war are denied, cooperation between conflict parties is not taken serious and/or ----- the role of third parties is interpreted more as exerting (moral, economic or military) pressure (win-lose) than as mediating (win-win)	D 3.3	(Supporting) description of cooperative behavior, of possibilities for cooperation or common gain from ending the war and/or ----- the role of third parties is interpreted as mediating (win-win) rather than exerting (moral, economic or military) pressure (win-lose)

Escalation-oriented aspects:	De-escalation-oriented aspects:
------------------------------	---------------------------------

4. Emotional involvement in the conflict

E 4	Destructive emotions	D 4	Constructive emotions
E 4.1	A focus on "their" viciousness and dangerousness & accentuation of "our" strength create a balance between threat and confidence which promotes willingness to engage in struggle (or war)	D 4.1	Unbiased assessment of "their" intentions & behavior and emphasis on the price of victory deconstruct threat and confidence and promote "our" willingness for peace
E 4.2	Mistrust of the opponent and/or neutral third parties who try to mediate in the conflict is encouraged (e.g. by depicting the party as untrustworthy, prone to violating treaties, etc.)	D 4.2	Respect for "their" rights and unbiased assessment of "their" behavior reduce mistrust
E 4.3	A focus on "their" atrocities and "our" justness transforms outrage at war into outrage at the enemy	D 4.3	Empathy with both sides victims, emphasis on both sides casualties and unbiased evaluation of both sides behavior redirects outrage at the war
E 4.4	Interpunctuation of the conflict, demonization of "their" intentions and/or justification of "our" behavior jeopardize empathy with "their" situation: if they behave well, they have nothing to fear	D 4.4	Empathy for "their" situation opens up a new perspective: if we can find a solution (together) that takes all sides' needs into account, reconciliation will become possible
E 4.5	Denial of possibilities for cooperation and/or blaming the opponent for the failure of cooperation jeopardizes rebuilding of trust	D 4.5	Emphasis on cooperative experiences (also in the past) rebuilds trust

5. Social identification and personal entanglement (Distance / dehumanization vs. social identification)

E 5	Confrontative social commitment	D 5	Cooperative social commitment
E 5.1	Humanizes "our" political or military leaders an/or dehumanizes "their" leaders	D 5.1	Refrains from identification with escalation-oriented political or military leaders on all sides
E 5.2	Humanizes "our" soldiers and/or dehumanizes "their" soldiers	D 5.2	Refrains from identification with military personnel on all sides
E 5.3	Humanizes "our" victims and/or ignores or dehumanizes "their" victims	D 5.3	Humanizes or at least respects victims of the war on all sides
E 5.4	Humanizes "our" civil population for its loyalty and sacrifice and/or ignores or dehumanizes "their" civil population for its nationalism etc	D 5.4	Humanizes or at least respects members of civil society and/or refrains from identification with supporters of the war on all sides
E 5.5	Humanizes "their" anti-war opposition and/or ignores or dehumanizes "our" anti-war opposition	D 5.5	Humanizes or at least respects those who strive for a peaceful conflict resolution on all sides
E 5.6	Devalorizes positive (emotional) reactions to the prospect of peace	D 5.6	Emphasizes positive (emotional) reactions to the prospect of peace

6. Motivational logic

E 6	Motivation for war	D 6	Motivation for peace
E 6.1	War as a bulwark against destruction and/or peace as a risk	D 6.1	Peace as an alternative to destruction and/or war as a risk
E 6.2	War as a bridge to a brighter future and/or peace as a risk	D 6.2	Peace as a bridge to a brighter future and/or war as a risk

Manipulative propaganda techniques

Harmonization of referential levels
--

1	Repetition of the same content on different referential levels
2	Circularity of the "proof"

Double-bind communication

1	Inherent contradictions
2	Emotional involvement with both contradictory messages

Two-sided messages

1	Anticipation of criticism
2	Rejection of the anticipated information