

News Categorization, Framing and Persuasion Techniques: Annotation Guidelines

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1 Introduction

Monitoring online media in various languages is a fundamental capability for organisations and companies analysing and reporting on domain-specific matters in the news across countries. In particular, due to an ever-growing number of data to be processed and the interest to carry out an in-depth comparison of how the topics of interest are being embraced and presented across the different countries and different media there is a need to facilitate automation of the related media analysis processes. This document focuses on extending the analytical functionalities of media analysis solutions to: automated detection of framing dimensions [1, 2] and persuasion techniques [3, 4, 5], and visualisation of related statistics, etc. The prerequisite to develop AI-based solutions to implement these functionalities are human-annotated news article corpora that constitute the input for training respective models.

This document provides an overview of the task of annotating news articles and other web documents with: document category, framing dimensions, and persuasion techniques. It serves as guidelines for the annotators. It is a live document that gets continuously updated with interesting examples, changes related to the annotation process, etc.

The rest of this document is structured as follows. First, Section 2 provides a high-level overview of the annotation task. Next, Section 3 introduces the task of assigning documents a news category. Subsequently, Section 4 presents the framing dimensions accompanied with some examples. The persuasion techniques are introduced in Section 5. Finally, the web-based tool used to do the annotations is presented in Section 6.

2 Annotation Task Overview

The task consists of annotating for a given news article: (a) news category, (b) framing dimension(s), and (c) persuasion techniques contained in the text. The aforementioned tasks are summarized below.

- **News Categorisation:** determine whether the article is:
 - an opinion piece,
 - aims at objective news reporting, or
 - is a satire piece

- **Frame Detection:** determine one or more frames used in the article out of a pool of 15 domain-independent framing dimensions described in [1, 2]. Frames correspond to some specific aspects (e.g., economy, morality, safety, etc.) that are being mentioned in the context of the main topic of the article.
- **Persuasion Techniques Detection:** identify any of the 23 persuasion techniques, mainly derived from the taxonomy presented in [3], together with the text spans in an article, in which they occur

While news categorization and framing dimension(s) determination is a document-level annotation task, persuasion technique detection is an intra-document annotation task.

The entire annotation process is organized in the following way.

- there are at least 2 annotators per single news article or document,
- the topics of the news articles are revolving around main hot topics relevant for the EU and are extended dynamically based on the interest that emerges,
- once the news articles (documents) are annotated an Inter-annotator agreement will be computed,
- once all annotations are done a consolidator (curator) merges and resolves the identified conflicts that results in what is considered ground truth,
- regular weekly meetings are organised to align and resolve general-in-nature issues, problems, and to share experience, etc.

3 News Categorization

There are 5 possible news categories, each described below. It is important to emphasize that **ONLY ONE NEWS CATEGORY** should be assigned to a given news article.

3.1 Opinion

An article is an opinion piece whether it expresses what someone thinks or feels about something. It is a person's attempt to persuade readers to adopt a particular position on that event or to change another's thinking, feeling or actions. Opinions don't necessarily rest in fact or knowledge, though the most respected opinions generally do.

Examples:

- *'The government of Alberta has re-introduced its Education Act, which addresses the issue of student bullying in schools. The bill affirms that students are entitled to learning environments that are welcoming, caring, respectful and safe. The government is to be commended both for its process in engaging the community, and for the resulting new provisions.'*

3.2 Reporting

An article aims at objective news reporting when it involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. The generic structure of the reporting news acts to naturalise and to obscure the operation of underlying ideological positions.

Examples:

- *'Costa Rica's Juan Santamaria International Airport reopened on Thursday hours after a Boeing 757-200 cargo aircraft operated by DHL made an emergency landing and skidded off the runway, separating its tail, aviation authorities said.'*
- *'Shanghai —home to China's leading financial centre and some of its largest sea and airports —has been under lockdown for 12 days, and there's no sign of it ending.'*

3.3 Satire

A satirical piece is an article factually incorrect, with the intent not to deceive, but rather to call out, ridicule, or expose behaviour that is shameful, corrupt, or otherwise 'bad'. It deliberately exposes real-world individuals, organisations and events to ridicule. Satirical pieces use a variety of rhetorical devices, such as hyperbole, absurdity, and obscenity, in order to shock or unease readers and tend to mimic true articles, incorporating irony in an attempt to provide humorous insights.

Examples:

- *'Bank Of England Governor Mervyn King is a Queen, Says Fed Chairman Ben Bernanke. During last night's appearance on the American David Letterman Show, Fed Chairman Ben Bernanke let slip that Bank of England (BOE) Governor, Mervyn King, enjoys wearing women's clothing.'*
- *'According to tax filings obtained from the Clinton Foundation, former Secretary of State Hillary Clinton received a 225,000\$ speaking fee Wednesday night for telling her grandson a bedtime story.'*

- *‘Blinking repeatedly to ensure that what he was seeing outside was actually real, Amazon worker Tony Ureña emerged from his holiday overtime shift Monday to find 3,000 years had passed in the outside world.’*

3.4 Ignore

The article cannot be categorized since it presents some issues i.e. it is written in another language or in Esperanto, or is code(e.g. html), or is just a sequence of characters that do not make any sense etc.

3.5 Other

The article is not an opinion piece, it does not report objective news and it is not a piece of satire. Articles labeled as **Other** are subject to investigation of the curator, who decides what to do with them.

3.6 Hints when annotating News Category

Here are some useful hints for annotating News category.

- **Opinion versus Reporting:** in the case of news articles which contain citations and opinions of others (i.e., not of the author) the decision whether to label such article as opinion or reporting should in principle depend on what the reader thinks the intent of the author of the article was. In order to make this decision simpler, the following rules should be applied:
 - articles that contain even a single sentence (could be even the title) that is an opinion of the author or suggests that the author has some opinion on the specific matter should be labelled as **opinion**,
 - articles containing a speech or an interview with a **single** politician or expert, who provides her/his opinions should be labelled as **opinion**,
 - articles that "report" what a **single** politician or expert said in an interviews, conference, debate, etc. should be labelled as **opinion** as well,
 - articles that provide a comprehensive overview (spectrum) of what many different politicians and experts said on a specific matter (e.g., in a debate), including their opinions, and without any opinion of the author, should be labelled as **reporting**,
 - articles that provide a comprehensive overview (spectrum) of what many different politicians and experts said on a specific matter (e.g., in a debate), including their opinions, and with some opinion or analysis of the author (the author might try to tell a story), should be labelled as **opinion** ,
 - commentaries and analysis articles should be labelled as **opinion**

The borders between opinion and reporting might be sometimes blurred, there might not be a perfect answer, use your best judgement.

- A news article which contains some small text fragment, e.g., a sentence, which appears satirical **is not supposed to be annotated as satire**.
- It is important to read thoroughly the entire article since the fragment that triggers it to be an opinion might be just one single sentence, often appearing at the end (see one of the examples above).

4 Framing Dimensions

In the context of the task at hand we refer to the definition of framing introduced in [2]: "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described."

Framing dimension annotation is in principle done at the document level, however, in order to store the reference to the text fragment which is considered an evidence of using specific framing the annotator should select the respective text fragment and annotate it with the framing dimension label. It is important to emphasize at this stage that it is **SUFFICIENT TO ANNOTATE ONLY ONE text fragment PER FRAMING DIMENSION TYPE**. It is also irrelevant which text fragment (there could be many) that constitutes an evidence of using specific framing will be chosen for annotation.

An example of a text an annotation of three framing dimensions is shown below.

- **Economic**, **Policy prescription**, **Cultural identity**

*Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop **effective and well-enforced immigration policies** that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration exert influence over our economic and cultural make-up. In some ways, **immigration improves our economy** by adding laborers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions*

The remainder of this section provides the complete list of framing dimensions, which are accompanied by examples. The text fragments highlighted in yellow are evidence of using certain framing.

4.1 Economic

This type identifies parts of the articles referred to costs, benefits or other financial implications.

Examples:

- MAIN TOPIC: Migration

*"Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration exert influence over our economic and cultural make-up. In some ways, **immigration improves our economy** by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions"*

- MAIN TOPIC: Head of Japan's Central Bank

"The head of Japan's central bank is a very patient individual. When Haruhiko Kuroda became governor of the Bank of Japan (BOJ) nine years ago, he pledged that he would rid the world's third-largest economy of the deflationary pressures that had helped keep growth slow ever since 1990. His goal was to pump in enough money to create a 2 percent inflation rate that would raise wages and spending power. With commodity price inflation raising alarms globally, he finally looks set to achieve his goal. While the latest data is highly volatile, economists predict that Japan will finally start to see a 2 percent inflation rate—and possibly more—in upcoming months. So far the figures remain tame by global standards. While the U.S. Consumer Price Index rose by 8.5 percent in March compared to a year earlier, the highest rate of increase since 1981, Japan's index was up just 1.2 percent. But that includes a 52.7 percent fall in mobile phone charges after a government crackdown on the three-company cartel that virtually controls the sector. Other figures were eye-popping by Japan standards. Energy costs jumped 20.8 percent, the steepest rise since 1981, while cooking oil increased 34.7 percent. Another measure of inflation at the wholesale level, the Corporate Goods Price Index jumped 9.5 percent year-on-year in March, due in part to the dire situation in Ukraine."

4.2 Capacity and Resources

This type identifies parts of the articles referred to the availability of physical, human or financial resources, and capacity of current systems.

Examples:

- MAIN TOPIC: Lab-grown meat and insects

"Dining on the likes of lab-grown meat or ground-up insects could lead to big savings in carbon emissions and water, as well as freeing up land for nature. That's the finding of a study calculating the environmental benefits of "greener" foods hitting our plates. Scientists say pressures on the planet could fall by more than 80% with such foods, compared with the typical European diet. But it's not yet clear if consumers will want to shift their eating habits. A host of non-conventional foods are being developed with the aim of providing food rich in protein and other nutrients, while being gentle on the planet by using less water and land. Scientists in Finland studied the nutritional profile of some of these products and looked at three measures of environmental pressure: the use of water, land and potential carbon emissions."

4.3 Morality

This type identifies parts of the articles referred to religious or ethical implications.

Examples:

- MAIN TOPIC: relationship between India and Pakistan

"In a development, a group of eminent pro-democracy intellectuals, politicians, journalists and activists have urged the new government in Pakistan to work towards better ties with India and other neighbouring countries. The group asked the Shehbaz Sharif regime to play a constructive role in defusing ethnic and religious conflicts, and strive for improved relations with the border nations. The group further noted that international relations were important to rebuild the country's economy and resolve other issues like terrorism. The groups of eminent

pro-democracy intellectuals, politicians, journalists and activists were speaking at a virtual conference organised by the South Asians against Terrorism and for Human Rights (SAATH) when they urged the new government to take action on the front. The group noted that the new regime formed after Imran Khan's exit as the PM should immediately engage with Baloch nationalists too. It said that the Sharif regime must find an "amicable" solution to violence in restive Baluchistan province."

4.4 Fairness and Equality

This type identifies parts of the articles referred to the balance or distribution of rights, responsibilities and resources.

Examples:

- MAIN TOPIC: Covid-19 consequences

"The echoes of the global pandemic are likely to ring on for years longer because governments have failed to tackle it together, finds a major new analysis that raises troubling questions for the climate crisis. A report just released by the International Science Council –a group made up of 200 bodies and led by New Zealand's former chief scientist, Professor Sir Peter Gluckman –explored three possible pandemic scenarios over the next five years. In the most likely of those, by 2027, Covid-19 will have become an endemic disease worldwide –and still be driving seasonal surges requiring updated vaccines and boosters. Most of the planet's unvaccinated population would still be concentrated in low-income states, where health systems could risk collapse and food security will have worsened. With recovery efforts spread unevenly between countries –and high-income countries' high vaccine uptake and access to antivirals sparing them from further major waves –the report painted a grim picture of exacerbated inequality across every part of society. In a yet more pessimistic 2027 scenario, less than 70 per cent of the world's population would be vaccinated –and hard measures like regional lockdowns and work-from-home policies would still be a reality in some countries. The world still faced damaging social upheaval in the form of long-term school closure and unemployment, while growing nationalism would hinder efforts to vaccinate the world and give rise to further conflict. Even amid aworsening climate crisis, many countries would move to reverse environmental reforms in attempts to overcome Covid-19's economic impact. Under the third and most optimistic scenario, global collaboration would have rendered Covid-19 a more manageable disease, and no longer an "acute priority". Vaccines were spread more equitably across the globe –covering more than 80 per cent of the population –while schools were no longer disrupted and restrictive health measures weren't needed."

4.5 Legality, Constitutionally and Jurisprudence

This type identifies parts of the articles referred to rights, freedoms, and authority of individuals, corporations and government.

Examples:

- MAIN TOPIC: US sanctions on Cuba

"US officials have announced plans to ease tough sanctions imposed on Cuba by former President Donald Trump. Under new measures approved by the Biden administration, restrictions on family remittances and travel to the island will be eased. The processing of US visas for Cubans

will also be speeded up. State Department spokesman Ned Price said the move would allow Cuban citizens to pursue a life free from "government oppression". The loosening of sanctions will see a cap on family remittances -funds sent by migrants in the US to family members in Cuba -removed. Previously migrants were prevented from sending more than \$1,000 every three months. Donations to non-family members will also be permitted under the new plans. But US officials emphasised that they will seek to ensure such payments don't reach "those who perpetrate human rights abuses" by using civilian "electronic payment processors". They also said that no bodies will be removed from the Cuba Restricted List, a State Department register of companies linked to the communist government in Havana with whom US citizens are barred from doing business."

4.6 Policy Prescription and Evaluation

This type identifies parts of the articles referred to discussion of specific policies aimed at addressing problems.

Examples:

- MAIN TOPIC: illegal migration

"Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration exert influence over our economic and cultural make-up. In someways, immigration improves our economy by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions."

- MAIN TOPIC: Alaska Oil resources

"The Biden administration on Monday overturned a controversial Trump-era policy that would have opened new swathes of Arctic Alaska to oil development. The Bureau of Land Management, part of the Department of Interior, resurrected Obama-era management policies in the National Petroleum Reserve in Alaska, a 23-million-acre (9.3 million hectare) area on the western side of Alaska's North Slope. Alaska's oil production has been declining for decades and reached a 45-year low last year. Those reinstated policies, contained in a plan presented in 2013, allow oil leasing in about half of the reserve while boosting protections for areas considered important to the Arctic ecosystem and to indigenous residents."

4.7 Crime and Punishment

This type identifies parts of the articles referred to effectiveness and implications of laws and their enforcement.

Examples:

- MAIN TOPIC: Innovation in the Indian bio-pharmaceutical sector

“In November 2021, Prime Minister Mr. Narendra Modi inaugurated the first Global Innovation Summit of the pharmaceutical sector. The summit will have 12 sessions, wherein national and international speakers will deliberate on a range of subjects, including regulatory environment, funding for innovation, industry-academia collaboration, and innovation infrastructure. To achieve self-reliance and minimise the country’s import dependency for essential bulk drugs, the Department of Pharmaceuticals had initiated the PLI Scheme to promote domestic manufacturing by setting up greenfield plants with minimum domestic value addition in four separate ‘Target Segments’ with a cumulative outlay of Rs. 6,940 crore (USD\$ 951.27 million) from FY21 to FY30. In June 2021, Finance Minister Ms. Nirmala Sitharaman announced an additional outlay of Rs. 197,000 crore (USD 26,578.3 million) that will be utilised over five years for the Production Linked Incentive (PLI) Scheme in 13 key sectors such as domestic production of active pharmaceutical ingredients (APIs), drug intermediaries and key starting materials. On March 29, Union Health and Chemical and Fertilisers Minister Mansukh Mandaviya announced that of the 53 drug raw materials for which India was dependent on imports, 35 are now being manufactured in India under the PLI Scheme. Strong IP laws is the panacea. The constant increase in the size of the Indian pharmaceutical market due to changing lifestyle and high demand for quality healthcare makes this sector as one of the promising contributors to the Indian economy. Strong IPRs will induce companies to introduce more advanced products, spur innovation globally and foster more rapid economic growth. The regulatory policies need to be improved, especially for patents and price control, to boost the growth and project India as the destination for the new generation pharmaceutical market. With strong IP laws, the chances of counterfeit drugs reaching the market are considerably lower as these laws provide greater means of tracking the supply chain through trademarks, trade secrets, and licensing agreements. This allows greater quality control and helps manufacturers retain public confidence in their products. Also, firms marketing patented products earn high margins that enables them to plough back more resources into R&D and come up with more useful discoveries.”

4.8 Security and Defence

This type identifies parts of the articles referred to threats to welfare of the individual, community or nation.

Examples:

- MAIN TOPIC: Finland and Sweden request to enter NATO

“At a news conference on Monday, Mr Erdogan said Turkey opposed the Finnish and the Swedish bids to join Nato, describing Sweden as a "hatchery" for terrorist organisations.”Neither of these countries have a clear, open attitude towards terrorist organisation. How can we trust them?” the Turkish president said. Turkey accuses the two Nordic nations of harbouring members of the Kurdistan Workers’ Party (PKK), a group it views as a terrorist organisation, and followers of Fethullah Gulen, who Ankara accuses of orchestrating a 2016 coup attempt. All member states must agree that a new country can join Nato, therefore Sweden and Finland require Turkey’s support in their bid to join the military alliance. Mr Erdogan said Swedish and Finnish delegations should not bother going to Ankara, Turkey’s capital, to convince it to approve their Nato bid. His government has also pledged to block applications from countries that have imposed sanctions on it. In 2019, both Nordic nations slapped an arms embargo on Ankara after its incursion into Syria. Speaking in parliament in Helsinki on Monday,

Finnish Foreign Minister Pekka Haavisto said he was surprised by Turkey's stance, but added that his government was not interested in "bargaining" with Mr Erdogan. Finland formally announced its bid to join Nato last week. It was joined by neighbour Sweden on Saturday in a move that will end the Scandinavian country's centuries-long military non-alignment. "Nato will strengthen Sweden, Sweden will strengthen Nato," Prime Minister Magdalena Andersson said at a briefing on Monday. She said Europe was now living in a dangerous new reality, referring to Russia's invasion of Ukraine. "We are leaving one era behind us and entering a new one," Ms Andersson told lawmakers during a debate in Stockholm, also on Monday."

- MAIN TOPIC: Smart farm machinery

"Smart technology is increasingly being used to make farms more efficient and productive -for example, until now the labour-intensive harvesting of delicate food crops such as asparagus has been beyond the reach of machines. The latest generation of agricultural robots use artificial intelligence, minimising human involvement. They may help to plug a labour shortage or increase yield, but fear of the inherent security risk is growing, adding to concern over food-supply chains already threatened by the war in Ukraine and Covid. Chris Chavasse, the co-founder of Muddy Machines, which is trialling an autonomous asparagus-harvesting robot called Sprout, said: "There is a real risk that people anywhere in the world could try and take control of these machines," he said. "To get them to do whatever those people want, or just prevent them from operating." He said potentially someone could drive Sprout into a hedge or a ditch, or prevent it from working at all, so they are working with security researchers to address any vulnerabilities. Asparagus farming is unlikely to be a prime target, but Mr Chavasse believes malicious hackers could threaten "mission critical" agricultural infrastructure."

4.9 Health and Safety

This type identifies parts of the articles referred to health care, sanitation, public safety.

Examples:

- MAIN TOPIC: Lab-grown meat and insects

"The research, published in Nature Food, examined new foods that are expected to become a bigger part of our diets in future years, many of which rely on high-tech methods to "grow" animal and plant cells in bioreactors. The novel foods studied -some of which are still on the drawing board -were: Ground-up flies and crickets; Egg white from lab-grown chicken cells; A type of seaweed called kelp; Protein powders made from mushrooms or microbes; Edible algae; Milk, meat and berries grown from cells. Dr Asaf Tzachor of the University of Cambridge, who was not part of the research team, said while these are "promising" findings, the unwillingness of consumers to shift their diets might "postpone, or indeed prevent, this much-needed transition". Numerous studies have shown that moving towards a plant-based diet has benefits for both health and the planet. A recent report by the Intergovernmental Panel on Climate Change recommended a switch to balanced diets that are rich in plants like grains and vegetables, with a moderate intake of sustainably produced meat and dairy."

4.10 Quality of Life

This type identifies parts of the articles referred to threats and opportunities for the individual's wealth, happiness, and well-being.

Examples:

- MAIN TOPIC: Climate crisis

“The climate crisis-induced disasters are among the most relevant dangers to human survival. Children, in particular, are at the receiving end. Today, an estimated 2.2 billion children worldwide are growing up facing the impacts of the climate crisis, even though they have the right to healthy and nutritious food, good physical, mental and social health, and access to knowledge. The climate crisis directly threatens these basic rights of children. India is the third most disaster-prone country globally, next only to United States (US) and China, with children comprising 40% of its population. Any disasters impact the most vulnerable people and their children disproportionately.”

4.11 Cultural Identity

This type identifies parts of the articles referred to traditions, customs, or values of a social group in relation to a policy issue.

Examples:

- MAIN TOPIC: illegal immigration

“Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It’s true that all forms of immigration exert influence over our economic and cultural make-up. In some ways, immigration improves our economy by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it’s useful and educational to hear the varying positions.”

4.12 Public Opinion

This type identifies parts of the articles referred to attitudes and opinions of the general public, including polling and demographics.

Examples:

- MAIN TOPIC: Deployment of renewables in France

“Electric mobility is on the rise in France, but it is not growing as strongly as in other EU countries, such as the Netherlands and Norway, said Berghmans. This is partly due to delays in deploying charging infrastructure, as well as to insufficient incentives for the uptake of electric vehicles, he said. French citizens rely heavily on cars –with 75% using a car for their daily commute –and investments in cycling and public transport are lagging, he added. A carbon tax on fuel has been frozen since 2018, when a proposed hike triggered widespread protests and gave birth to the “gilets jaunes” movement. “The shadow of yellow vests still looms large. It’s likely Macron’s new government will remain extremely cautious about reintegrating the carbon tax to its arsenal of measures,” Lola Vallejo, climate programme director at Iddri, told Climate Home News. The country’s citizens’ assembly has identified mandatory minimum energy performance

standards for buildings as a key measure to force deep renovation of buildings but this measure has been watered down by the government, said Makaroff. “Renovation efforts are still timid considering the triple menace of climate change, the cost of living crisis, and the Russia-Ukraine war,” Vallejo said. “Public support for [this] is still insufficient and poorly targeted to the deep energy renovations that are needed to achieve climate targets,” said Berghmans. The government should offer more solutions and alternatives to poorer households, whose financial balances are directly impacted by rising fuel prices, he said.”

4.13 Political

This type identifies parts of the articles referred to considerations related to politics and politicians, including lobbying, elections, and attempts to sway voters.

Examples:

- MAIN TOPIC: Australian climate policies

“Still reliant on coal for most of its electricity, it is one of the dirtiest countries per capita -making up just over 1% of global emissions, but only 0.3% of the world’s population. It’s a massive global supplier of fossil fuels, and once that is factored in, it accounts for 3.6% of the world’s emissions. But it’s also one of the nations most at risk from climate change. In recent years, Australia has suffered severe drought, historic bushfires, successive years of record-breaking floods, and six mass bleaching events on the Great Barrier Reef. And it’s racing towards a future full of similar disasters, the latest UN Intergovernmental Panel on Climate Change (IPCC) report warns. The current government has angered allies with its short-term emissions reductions target -which is half what the IPCC says is needed if the world has any chance of limiting warming to 1.5C. But Australia is still wedded to fossil fuels and climate policy has famously played a role in toppling three prime ministers in a decade. Though most voters want tougher climate action, some coal towns lie in swing constituencies that are key to winning elections.”

4.14 External Regulation and Reputation

This type identifies parts of the articles referred to international reputation or foreign policy.

- MAIN TOPIC: Covid-19 cases in North Korea

“It seems North Korea is where much of the world was back in early 2020. Covid is spreading rapidly through the population which is not vaccinated, has no built-up immunity, and has limited options to treat the virus. The difference of course is that North Korea has had time to prepare for this and has seemingly done little to do so. Instead, it has focused on its strategy of preventing the virus from entering the country. It has turned down vaccines in the past saying it didn’t need them. Now it does need them, but it might be too late. Health experts say the urgent priority is getting antiviral drugs into the country to treat people who are suffering. But in order for this to happen, North Korea needs to accept help, and it is yet to ask for any. South Korea’s offers of vaccines and aid have gone unanswered. It is extremely unlikely the North would ever accept help from South Korea. It will be far more palatable if the offer comes from an international organisation such as the United Nations, even if that means South Korea’s supplies need to be redirected and packaged up in this way. It is a risk for North Korea to accept aid and medical care because it means they would have to let people into the country to

distribute and administer it. But the fact that it is reporting its daily deaths and case numbers is seen as an indication that it needs and wants help.”

4.15 Other

This type identifies parts of the articles referred to any coherent group of frames not covered by the above categories.

4.16 Hints when annotating Framing Dimensions

Here are some useful hints for annotating Framing dimensions.

- the main topic of an article can be considered as a framing dimension per se, i.e., it should be annotated,
- do not invest much time in deciding about the borders of the text span to annotate since the text span serves only as a link to the part of the text, where the specific framing is used.

5 Persuasion Techniques

Persuasive text is characterized by a specific use of language in order to influence readers. We distinguish the following high level 6 approaches: **Justification**, **Simplification**, **Distraction**, **Call**, **Attack on Reputation** and **Manipulative Wording**. In more detail:

- **Justification:** an argument made of two parts is given: a statement + justification,
- **Simplification:** a statement is made that excessively simplify a problem, usually regarding the cause, the consequence or the existence of choices,
- **Distraction:** a statement is made that changes the focus away from the main topic or argument,
- **Call:** the text is not an argument but an encouragement to act or think in a particular way,
- **Manipulative wording:** a statement is made that is not an argument or specific language is used, which contains words/phrases that are either non-neutral, confusing, exaggerating, loaded, etc., in order to impact the reader, for instance emotionally
- **Attack on reputation:** an argument whose object is not the topic of the conversation, but the personality of a participant, his experience and deeds, typically in order to question and/or undermine his credibility. The object of the argumentation can also refer to a group of individuals, organization, or an activity.

These are further subdivided in 23 specific techniques depending on a fine grained characterization of the underlying mechanism. Figure 1 and 2 summarise all these techniques.

High Level Overview of the Persuasion Techniques

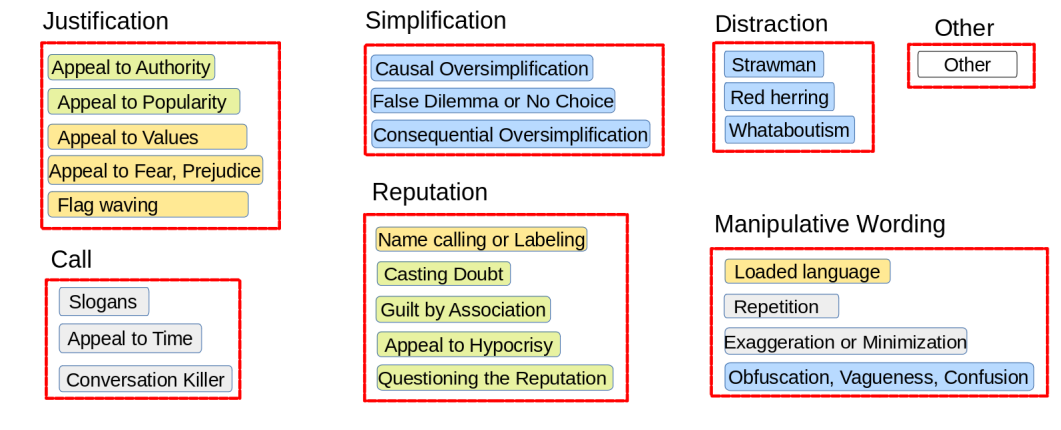


Figure 1: Techniques grouped by high level approaches

In the remainder part of this section, each persuasion technique is introduced and some examples are provided. We also provide some guidelines what part of the text needs to be annotated for each

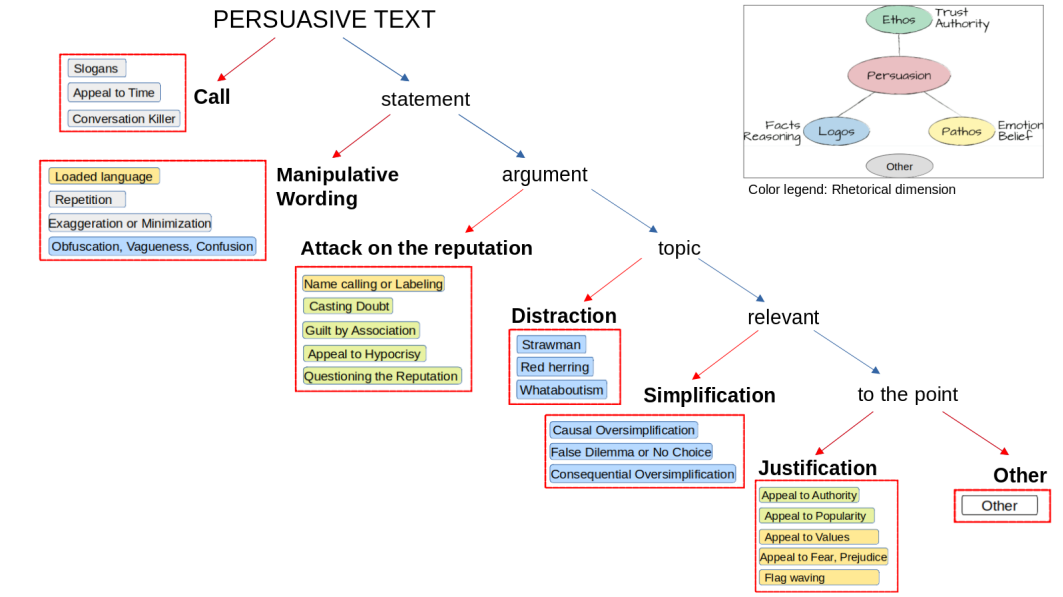


Figure 2: Decision diagram to determine which high level approach is used in a text

technique. The general rule is to annotate the minimum amount of text that can be considered as a trigger to spot the technique, even if it requires to understand the context that spans over more than one preceding sentence. Sometimes, the to-be-annotated text fragment might go beyond the boundaries of one single sentence though. Finally, one should bear in mind that in the very same text fragment more than one persuasion technique can be used, and we will exemplify such cases as well.

5.1 Attack on Reputation of Persons, Opponents and Objects

5.1.1 Name Calling or Labelling

A form of argument in which loaded labels are directed at an individual or group, typically in an insulting or demeaning way. Labelling an object as either something the target audience fears, hates, or on the contrary finds desirable or loves. This technique calls for a qualitative judgement that disregards facts and focuses solely on the essence of the subject being characterized. This technique is in a way also a manipulative wording, as it is used at the level of the nominal group rather than being a full-fledged argument with premise and conclusion. For example, in the political discourse, typically one is using adjectives and nouns as labels that refer to political orientation, opinions, personal characteristic, and association to some organisations, as well as insults. What distinguishes it from the Loaded Language technique, is that it is only concerned about the characterization of the subject.

Examples:

- "My opponent is a **flip-flop** man who cannot make up his mind. He changes mind with the breeze! How could anyone follow such a **weak-willed flip-flopper**?"

- *"'Fascist' Anti-Vax Riot Sparks COVID Outbreak in Australia."*
- *"Don't get a rotten APPLE. Trust what is inside ANDROID"* [COMMERICAL]
- *"La piccola attivista svedese era diventata un fenomeno mediatico globale, mentre oggi sembra scomparsa dalla scena"* [ITALIAN]
- *"Giuseppe Conte a Di Battista, ecco tutti i grillini che dovrebbero "arrossire" per le loro passate posizioni filo putiniane"* [ITALIAN]
- *crétins nationalistes* [FRENCH]
- *apprentis médecins aux agendas obscurs* [FRENCH]

WHAT TO ANNOTATE: The noun phrase, adjective that constitutes the label and/or name. If quotation marks are used they should be included in the annotation as well. In the examples above the text fragments to be annotated are highlighted in yellow.

5.1.2 Guilt by Association (Reductio ad Hitlerum)

Attacking the opponent or an activity by associating it with a another group, activity or concept that has sharp negative connotations for the target audience. The most common example, which has given its name to that technique is making comparisons with Hitler and Nazi regime. However, it is important to emphasize, that this technique is not restricted to comparisons to that group only. More precisely, this can be done by claiming a link or an equivalence between the target of the technique to any individual or group or event in the presence or in the past, which has or had an unquestionable negative perception (e.g. was considered a failure), or is depicted in such way.

Examples:

- *"Do you know who else was doing that ? Hitler!"*
- *"Only one kind of person can think in that way: a communist."*
- *"He talks like an EU official!"*
- *"Manohar is a big supporter for equal pay for equal work. This is the same policy that all those extreme feminist groups support. Extremists like Manohar should not be taken seriously – at least politically."*
- *"That company is aligned with eugenics movement."*
- *"Only Hitler would do something like that"*

- *Washington ha nutrito i movimenti nazisti in Ucraina per molti anni.* [ITALIAN]
- *Les nazis ont fait la même chose avec les juifs* [FRENCH]
- *Stowarzyszenia Kultury Chrześcijańskiej im. Ks. Piotra Skargi to organizacja, założona m.in. przez Arkadiusza Stelmacha i Sławomira Olejniczaka – obaj panowie są także współzałożycielami Fundacji Ordo Iuris, znanej w Polsce z radykalnych działań prokatolickich* [POLISH]
- *Ci zaś, którzy nie pamiętają PRL, mogą sobie skojarzyć styl telewizji Jacka Kurskiego z Chinami albo innymi krajami Wschodu.* [POLISH]

WHAT TO ANNOTATE: The part of text that refers to an entity and a mention of someone else (considered evil/negative) doing the same or similar thing that is considered negative. The mention of the activity of target entity might be implicit. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: The main difference between **Name calling and labelling** and **Guilt by Association** is that the former is an insult/praise by using a specific term only (without reference to any idea/action), e.g. *the "nazi" president*, whereas the latter explicitly associates an idea/action pursued by the person attacked with somebody else doing similar thing, e.g. *He has a plan that reminds on the plan the nazis had.*

5.1.3 Casting Doubt

Casting doubt on the character or personal attributes of someone or something in order to question their general credibility or quality, instead of using a proper argument related to the topic. This can be done for instance, by speaking about the target's professional background, as a way to discredit their argument. Casting doubt can also be done by referring to some actions or events carried out or planned by some entity that are/were not successful or appear as (probably) resulting in not achieving the planned goals.

Examples:

- *"A candidate talks about his opponent and says: Is he ready to be the Mayor?"*
- *"This task is quite complex. Is his professional background, experience and the time left sufficient to accomplish the task at hand?"*
- *"If you have nothing to hide, you have nothing to fear."*
- *"Poco più del 5% degli immigrati vengono in Italia a lavorare. Quindi: perché li facciamo entrare? A cosa diavolo servono?"* [ITALIAN]

- *Das Etikett „Desinformation“ ist nur ein Deckmantel für autoritäre Zensur unter neuem Namen* [GERMAN]
- *Zadziwiająco, że PiS nie potrafi sięgnąć po pieniądze z Funduszu Odbudowy, a mami nam oczywistym odszkodowaniem od Berlina.* [POLISH]
- *qui a longtemps été ambivalente sur le sujet* [FRENCH]
- *le complexe pharmaceutique a caché à propos des vaccinations* [FRENCH]

WHAT TO ANNOTATE: Only the text fragment that questions the credibility and the object whose credibility is being questioned. There is no need to include the full context. In the examples above the text fragments to be annotated are highlighted in yellow.

5.1.4 Appeal to Hypocrisy (Tu quoque)

The target of the technique is attacked on its reputation by charging them with hypocrisy or inconsistency. This can be done explicitly by calling out hypocrisy directly, or more implicitly by underlying the contradictions between different positions that were held or actions that were done in the past. A special way of calling out hypocrisy is by telling that someone who criticizes you for something you did, also did it in the past, hence the names of this technique (which "also you" in Latin).

Examples:

- *"How can you demand that I eat less meat to reduce my carbon footprint if you yourself drive a big SUV and fly for holidays to Bali?"*
- *"My parents used to speed on the highway, so they don't have any right to tell me to slow down."*
- *"Che fine hanno fatto quelli che, alle nostre latitudini, per quasi due anni hanno denunciato un'inesistente dittatura sanitaria? Come mai nessuno lancia petizioni, hashtag, foto e sit-in di protesta contro le violazioni dei diritti umani del regime di Pechino?"* [ITALIAN]
- *"Guardateli, sono tutti lì a stendere tappeti rossi a Giggino Di Maio, fino a poche settimane fa derubricato a inadeguato bibitaro e oggi elevato a statista di assoluto spessore"* [ITALIAN]
- *"une Banque centrale ne lutte pas contre l'inflation mais l'utilise à son profit."* [FRENCH]
- *"Depuis l'invasion de l'Ukraine par la Russie, le voilà humaniste."* [FRENCH]

- *Prorządowe media zdążyły jednak przekierować uwagę na ten swoisty „sukces” władzy — brak ręki w rzece. Tysiące martwych ryb, skażenie Odry i opieszałość rządu w reakcji na ekologiczną katastrofę zeszły na dalszy plan.* [POLISH]

WHAT TO ANNOTATE: The text phrase embracing certain activity, and another one which is used as an argument of carrying out the former as being hypocrite. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: This technique is related to **Whataboutism**, but the latter focuses on distracting from the topic, not on attacking the opponent directly. This technique can be seen as a specific type of **Casting Doubt**.

5.1.5 Questioning the Reputation (Smears/Poisoning the Well)

This technique is used to attack the reputation of the target by making strong negative claims about it, focusing specially on undermining its character and moral stature rather than relying on an argument about the topic. Whether the claims are true or false is irrelevant for the effective use of this technique. Smears can be used at any point in a discussion. One particular way of using this technique is to preemptively call into question the reputation/credibility of an opponent, before he had any chance to express himself, therefore biasing the audience perception - hence one of the names of that technique is "poisoning the well".

The main difference between Casting Doubt (introduced earlier) and Questioning the reputation technique is that the former focuses on questioning the capacity, capabilities and credibility, while the latter targets undermining the overall reputation, moral qualities, behaviour, etc.

Examples:

- *"My opponent has a record of lying and trying to cover her dishonest dealings with a pleasant smile. Don't let her convince you to believe her words."*
- *I hope I presented my argument clearly. Now, my opponent will attempt to refute my argument by his own fallacious, incoherent, illogical version of history.*
- *Gli Stati Uniti e l'Europa, nel loro stile storico, pensano ancora in termini coloniali* [ITALIAN]
- *Tusk miał nietęgą minę, bo w pewnym sensie zagoniono go do roboty, do czego on się specjalnie nigdy nie garnął, ale grzecznie się uśmiechał za ten usłyszany zwrot, „drogi Donaldzie”. To „drogi” można rozumieć dosłownie, Tuskowe urzędowanie sporo Unię kosztowało, ale nie wszystko potoczyło się w Polsce tak, jakby Unia sobie tego życzyła.* [POLISH]
- *L'on a un peu l'impression d'assister à un spectacle de marionnettes* [FRENCH]
- *Boris Johnson avec une régularité enviable se trouve à l'épicentre de scandales de grande envergure* [FRENCH]

WHAT TO ANNOTATE: Only the text fragments that refer to something negative being mentioned about the person/group/object. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: This technique can also be seen as a specific type of **Casting Doubt**.

5.2 Attack on the argument

5.2.1 Justification

Justifications consist of two parts: a statement (to propose/support or not to propose/support something) and a justification for it, which can be an appeal to values, nationalism, popularity, fear, etc. In this context, it is of paramount importance to understand that sole occurrence of words and phrases referring to fear, values, nationalism, etc. DOES NOT per se qualify the respective text snippet to be labeled as some type of JUSTIFICATION persuasion technique. What is being justified has also to be present in the text, even if it appears in a broader context or is implicit.

Flag Waiving

Justifying or promoting an idea by exhaling the pride of a group or highlighting the benefits for that specific group. The stereotypical example would be national pride, hence the name of the technique, however, the target group it applies to might be any group, e.g., related to race, gender, political preference, etc. The connection to nationalism, patriotism or benefit for an idea, group or country might be fully undue and is usually based on the presumption that the recipients already have certain beliefs, biases, and prejudices about the given issue. It can be seen as an appeal to emotions instead to logic of the audience aiming to manipulate them to win an argument. As such, this technique can also appear outside the form of well constructed argument, by simply making mentions that make resonate with the feeling of a particular group and as such setting up a context for further arguments.

Examples:

- *"Patriotism mean no questions."*
- *"Entering this war will make us have a better future in our country."*
- *"We should make America great again, and restrict the immigration laws."*
- *"Se proprio abbiamo bisogno di immigrati che lavorano - pochissimi - allora facciamo entrare solo quelli, non le nonne e i nipoti: perché altrimenti è immigrazione di ripopolamento. Di sostituzione etnica."* [ITALIAN]
- *Już nigdy nie pozwolimy, by na polskiej ziemi stanęła noga rosyjskiego żołnierza – dmie w sztandar narodowej dumy premier.* [POLISH]
- *La République est une et indivisible ; elle doit l'être aussi dans sa représentation sur les écrans.* [FRENCH]

- *Nous sommes un grand pays et pas seulement un morceau d'Europe* [FRENCH]

WHAT TO ANNOTATE: The part of the text that refers to patriotism or other group-related values, and the conclusion/action it is supposed to support if it is present in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Authority

This technique gives weight to an argument, an idea or information by simply stating that a particular entity considered as an authority, e.g. a person or an organisation, is the source of the information. The entity mentioned as an authority may, but does not need to be an actual valid authority in the domain-specific field to discuss a particular topic or to be considered and serve as an expert. What is important, and makes it different than simply sourcing an information, is that the tone of the text indicates that it capitalises on the weight of an alleged authority in order to justify some information, claim or conclusion. Reference to a valid authority is not a logical fallacy, a reference to an invalid authority is, and both are captured within this label. In particular, a self-reference as an authority falls under Appeal to Authority too.

Examples:

- *"Richard Dawkins, an evolutionary biologist and perhaps the foremost expert in the field, says that evolution is true. Therefore, it's true."*
- *"If Napoleon said so it must be true then."*
- *"According to Serena Williams, our foreign policy is the best on Earth. So we are in the right direction."*
- *Since the Pope said that this aspect of the doctrine is true we should add it to the creed.*
- *Tous les vaccinés du monde entier sont des "Transhumains", d'après une décision de la Cour Suprême des Etats Unis* [FRENCH]
- *Comme le dit André Bercoff, il faudrait donner à Poutine un prix Nobel de médecine pour avoir fait disparaître la COVID en moins d'une semaine* [FRENCH]
- *Nie „zbawiajmy” świata kosztem Polski, pięknie pisał Prymas Tysiąclecia* [POLISH]
- *Eksperci są zgodni – fizyki nie da się oszukać, z rewolucją klimatyczną trzeba będzie pójść na całość* [POLISH]

WHAT TO ANNOTATE: The part of the text that refers to the authority (and potentially some of his/her statement/opinion/action), and the conclusion it supports, in case the latter is present in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Popularity (Bandwagon)

This technique gives weight to an argument or idea by justifying it on the basis that allegedly "everybody" (or the large majority) agrees with it or "nobody" disagrees with it. As such the target audience is encouraged to gregariously adopt the same idea by considering "everyone else" as an authority, and to join in and take the course of the same action. Here, "everyone else" might refer to the general public, key entities and actors in a certain domain, countries, etc. Analogously, an attempt to persuade the audience not to do something because "nobody else is taking the same action" falls under our definition of appeal to authority.

Examples:

- *"Everyone is going to get the new smart phone when it comes out this weekend."*
- *"Would you vote for Putin as president? 70% say yes"*
- *"Because everyone else goes away to college, it must be the right thing to do. "*
- *"Les Allemands dans leur majorité soutiennent le projet [FRENCH]*
- *"La France et les Français voient avec angoisse leur pouvoir d'achat diminuer sous le régime Macron [FRENCH]*
- *Nessuno qui sta negando che la temperatura del pianeta stia aumentando [ITALIAN]*
- *Aż 65% badanych uważa, że niepełnoletność matki nie jest argumentem zezwalającym na aborcję [POLISH]*

WHAT TO ANNOTATE: The part of the text that refers to something that a majority does or seems that seems to be widely supported and/or is popular together with the conclusion it is supposed to support. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Values

This technique gives weight to an idea by linking it to values seen by the target audience as positive. These values are presented as an authoritative reference in order to support or reject an argument. Examples of such values are, for instance: tradition, religion, ethics, age, fairness, liberty, democracy, peace, transparency, etc. When such values are mentioned outside the context of a proper argument by simply using certain adjectives or nouns as a way of characterising something or someone, then, in such cases, such references fall under another label, namely, Loaded Language, which is a form Manipulative Wording.

Examples:

- *"We always did it according to the ten commandments."*

- *"It's standard practice to pay men more than women so we'll continue adhering to the same standards this company has always followed."*
- *"L'Europe, ce sont des valeurs économiques, des valeurs juridiques, mais aussi des valeurs morales. Dans ce cas, l'Ukraine n'a pas sa place en Europe, à moins qu'elle ne tourne le dos à son histoire"* [FRENCH]
- *"L'offensive actuelle de Vladimir Poutine est donc inacceptable au regard du droit international"* [FRENCH]
- *"perché l'accoglienza non può, né deve, essere assolutamente prioritaria rispetto alla salute pubblica e alla salute dei lavoratori "* [ITALIAN]
- *"Tradycyjne teksty hinduistyczne potępiają aborcję "* [POLISH]

WHAT TO ANNOTATE: The part of the text that refers to values, and include the conclusion it is supposed to support, in case the latter is included explicitly in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to fear, prejudice

This technique aims at promoting or rejecting through the repulsion of the audience towards this idea (e.g., via exploiting some preconceived judgements) or towards its alternative. The alternative could be the status quo, in which case the current situation is described in a scary way with Loaded Language. If the fear is linked with the consequences of a decision, it is often the case that this technique is used simultaneously with Appeal to Consequences (see Simplification techniques), and if there are only two alternatives which are stated explicitly, then it is used simultaneously with False Dilemma technique.

Examples:

- *"Either we go to war or we will perish."* [it is also Black&White fallacy]
- *"We must stop those refugees as they are terrorists."*
- *"If we don't bail out the big automakers, the US economy will collapse. Therefore, we need to bail out the automakers."*
- *It is a great disservice to the Church to maintain the pretense that there is nothing problematical about AL. A moral catastrophe is self-evidently underway and it is not possible honestly to deny its cause.*
- *"Ormai gli abitanti di Kiev e di Odessa sono casualmente implicati come carne da cannone. E se si va avanti così, in futuro si teme lo saremo anche noi."* [ITALIAN]

- *"Il Covid è stato solo l'inizio."* [ITALIAN]
- *Według najnowszych danych agencji badawczej Inquiry, aż 47 proc. respondentów w tej grupie deklaruje, że nie będzie się szczepić. Czy naprawdę w Polsce jesteśmy gotowi ryzykować życiem i zdrowiem naszych dzieci?* [POLISH]
- *La guerre de Graham entraînerait des centaines de milliers, ou plus probablement, des millions de morts* [FRENCH]
- *faisant fit de l'héritage historique de la France en apportant la honte sur nos origines sans se soucier des conséquences et nourrissant le terreau d'une prochaine guerre civile* [FRENCH]

For the sake of clarity on labelling a text fragment as JUSTIFICATION persuasion technique, let us consider the two following text snippets:

1. *"Putin said: "Russia has to carry out a special military operation in Ukraine since otherwise the Ukrainian nazi forces will invade Russia and they already planned to destroy and bomb some cities ..."*
2. *"Putin is using fear to support the rationale behind the special military operation in Ukraine"*

The first text snippet should be labelled as **Justification: Appeal to fear** (Putin is appealing to fear in order to justify his actions), while the second text snippet should be labelled as an **Attack on Reputation** (Putin is being criticized by the author of the article to use fear to support his actions). It is essential to understand these nuances in order to annotate correctly.

WHAT TO ANNOTATE: The part of the text that refers to the fears, prejudices, e.g., of something that might happen. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.2 Distraction

Misrepresentation of Someone's Position (Strawman)

This technique consists in making an impression of refuting an argument of the opponent's proposition, whereas the real subject of the argument was not addressed or refuted, but instead replaced with a false one. Often, this technique is referred to as misrepresentation of the argument. First, a new argument is created via the covert replacement of the original argument with something that appears somewhat related, but is actually different, distorted, exaggerated, or misrepresented version of the original proposition, which is referred to as "standing up a straw man". Subsequently, the newly created "false" argument (the strawman) is refuted, which is referred to as "knocking down a straw man". Often, the strawman argument is created in such a way that it is easier to refute, and thus, creating an illusion of having defeated an opponent's real proposition. Fighting a strawman is easier than fighting against a real person, which explains the origin of the name of this technique. In practice it appears often as an abusive reformulation or explanation of what the opponent "actually" mean or want.

Examples:

- *"Referring to your claim that providing medicare for all citizens would be costly and a danger to the free market, I infer that you don't care if people die from not having healthcare, so we are not going to support your endeavour."*
- *the corporate (i.e. private sector) players in global governance are determined to have their agenda accepted everywhere — which is none other than to grant themselves full powers over the planet.*
- *Jak słyszeliśmy dzisiaj prezydenta Niemiec, który mówi, że Nord Stream 2 to jest formuła reparacji czy spłaty długu za okropności, jakie zostały wyrządzone przez Niemcy Rosjanom w czasie drugiej wojny światowej, muszę powiedzieć, że nabiera to nowego znaczenia. Jeśli ten projekt tak miałby być traktowany, to Niemcy są gotowe do dyskusji o reparacjach dla Polski.* [POLISH]
- *un gouvernement démissionnaire qui nous fait comprendre chaque jour son manque d'intérêt pour nos vies* [FRENCH]
- *La banque centrale pourrait imprimer jusqu'à la fin des temps si elle le souhaitait, et c'est essentiellement ce qu'elle a fait* [FRENCH]

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

Introducing irrelevant Information (Red Herring)

This technique consists in diverting the attention of the audience from the main topic being discussed, by introducing another topic. The aim of attempting to redirect the argument to another issue is to focus on something the person doing the redirecting can better respond to or to leave the original topic unaddressed. The name of that technique comes from the idea that a fish with a strong smell (like a herring) can be used to divert dogs from the scent of someone they are following. A straw man is also a specific type of a red herring in the way that it distracts from the main issue by painting the opponent's argument in an inaccurate light.

Examples:

- *"I have worked hard to help eliminate criminal activity. What we need is economic growth that can only come from the hands of leadership."* [Defending one's own policies regarding public safety]
- *"Lately, there has been a lot of criticism regarding the quality of our product. We've decided to have a new sale in response, so you can buy more at a lower cost!"*
- *"L'enquête avait révélé qu'Elena Baturina, femme d'affaires et veuve de Iouri Loujkov – avec lequel Donald Trump a lui-même tenté, sans succès, de faire affaire dans les années 1990 –, aurait versé 3,5 millions de dollars à la société Rosemont Seneca Thornton"* [FRENCH]

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

Switching topic (Whataboutism)

A technique that attempts to discredit an opponent's position by charging them with hypocrisy without directly disproving their argument. Instead of answering a critical question or argument an attempt is made to retort with a critical counter-question which expresses a counter-accusation, e.g., mentioning double standards, etc. The intent is to distract from the content of a topic and switch the topic actually.

Examples:

- *"A nation deflects criticism of its recent human rights violations by pointing to the history of slavery in the United States."*
- *"Qatar spending profusely on Neymar, not fighting terrorism."*
- *"Quant à savoir s'il s'agit de la meilleure stratégie pour garantir l'habitabilité de la planète, c'est une toute autre question"* [FRENCH]
- *"Bien sûr, les actions militaires sont toujours horribles et sont d'autant plus condamnables lorsqu'elles touchent des populations civiles. Toutefois, l'offensive Russe en Ukraine, est-elle plus que l'invasion américaine en Irak en 2003? Ces événements ont eux aussi causé des décès de civils sans pourtant soulever l'ire de la bien-pensance occidentale"* [FRENCH]

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

CAUTION: There is a fine distinction between Tu Quoque and Whataboutism: Tu Quoque highlights the hypocrisy of double standards on a very same topic, while Whataboutism introduces irrelevant information to the main topic, which can among other, but not necessarily, aim to highlight some form of general hypocrisy or incompetence.

For instance: *"in the wake of the failure, the president is calling for us to resign, but won't do it himself"* is Tu Quoque, while *"This president, which wasn't even elected, is not able to handle this crisis"* is Whataboutism.

5.2.3 Simplification

Causal Oversimplification

Assuming a single cause or reason when there are actually multiple causes for an issue.

This technique has the following logical form(s):

Y occurred after X; therefore, X was the only cause of Y

X caused Y; therefore, X was the only cause of Y
(although A,B,C...etc. also contributed to Y.)

Examples:

- *"President Trump has been in office for a month and gas prices have been skyrocketing. The rise in gas prices is because of President Trump."*
- *"School violence has gone up and academic performance has gone down since video games featuring violence were introduced. Therefore, video games with violence should be banned, resulting in school improvement."*
- *"Dabei geht es der EU aber lediglich darum, weitere legale Eingangswege nach Europa einzurichten, um so zu billigen Arbeitskräften zu kommen“, erklärte heute, Donnerstag, Harald Vilimsky, freier Delegationenleiter im Europaparlament. [GERMAN]*
- *la raison pour laquelle les prix de l'essence sont en hausse c'est à cause de la Russie. [FRENCH]*
- *Cette corruption rampante est là pour cacher au public des vérités scientifiques [FRENCH]*

WHAT TO ANNOTATE: The minimal text fragment that matches the logical pattern above or a false conclusion drawn therefrom (see second example) should be annotated, although, often not all parts of the pattern above are explicitly mentioned in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

False dilemma or No Choice (Black & White Fallacy, Dictatorship)

Sometimes called the “either-or” fallacy, a false dilemma is a logical fallacy that presents only two options or sides when there are many options or sides. In an the extreme case, tell the audience exactly what actions to take, eliminating any other possible choices (Dictatorship)

This technique has the following logical form:

(a) Black and white fallacy:

There are only two alternatives A and B to a given problem/task. It can't be A.
Therefore, the only solution is B (since A is not an option).

(b) Dictatorship

The only solution to a given problem/task is A.

Examples:

- *"Either we raise new taxes, or the roads will become unusable."*
- *"There is no alternative to Pfizer Covid-19 vaccine."*
- *Była zastępczyni rzecznika praw obywatelskich w rozmowie z Interią stwierdziła, że „potrzebna jest partia, która w sposób pryncypialny podejdzie do kwestii walki z katastrofą klimatyczną i bezkompromisowo do praw zwierząt”. - Bez weganizmu taka perspektywa nie będzie możliwa - oceniła. [POLISH]*
- *L'élimination physique de Vladimir Poutine est la seule solution pour arrêter le conflit [FRENCH]*

WHAT TO ANNOTATE: The minimal text fragment that matches the logical pattern above should be annotated, although, often not all parts of the pattern above are explicitly mentioned in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Consequential Oversimplification (Slippery slope)

An argument/idea is rejected and instead of discussing whether it makes sense and/or is valid, the argument affirms, without proof, that accepting the proposition would imply accepting other propositions that are considered negative.

This technique has the following logical form:

if A will happen then B, C, D, ... will happen

In the above definition:

- A is something one is trying to REJECT
- B, C, D are perceived as some potential negative consequences happening if A happens.

The core essence behind the "Slippery Slope" (Consequential Oversimplification) is an assertion one is making of some "first" event/action leading to a domino-like chain of events that have some significant negative effects and consequences that appear to be ludicrous.

The slippery slope is characterized by **ignoring and/or understating the likelihood of the sequence of events from the the first event leading to the end point** (last event) of the slope.

In order to take into account symmetric cases, i.e., using consequential oversimplification to PROMOTE/SUPPORT certain action in a similar way (some authors in literature consider it as well this way), we will also consider Slippery slope used in the context of leading to positive outcomes. So encouraging people to undertake a certain course of action, with the promise of a major positive event in the end is also to be considered as a kind of "inverted" Slippery Slope, to put it in other words a "Stairway to heaven".

Consequently, in the logical form:

if A will happen then B, C, D, ... will happen

- A A is something one is trying to SUPPORT
- B, C, D are perceived as some potential positive consequences happening if A happens.

Examples (Rejection):

- *"If we allow same-sex marriage, we will soon see marriage between siblings or even marriages between humans and animals!"*
- *"If we let our government ban certain guns, they will eventually ban all guns."*
- *If we legalize pot, then that will lead to every drug in the world becoming legal.*
- *Today, women want the vote. Tomorrow, they'll want to be doctors and lawyers, and then combat soldiers.*
- *"Dziś Wielki Dzień Pszczół. Ginie ich miliony przez zmiany klimatyczne. A jeśli nadal będziemy je zabijać, np. używając neonikotynoidów to wkrótce będziemy ołchodzić Dzień Wspomnienia o Pszczołach."* [POLISH]
- *"If you give a mouse a cookie, then he's going to ask for a glass of milk. When you give him the milk, he'll probably ask you for a straw. When he's finished, he'll ask for a napkin, then..."*
- *"I really shouldn't eat this slice of pizza because if I do I'll probably lose all control and go off my diet, and then I'll keep gaining weight and eventually get diabetes".*
- *"If we begin to restrict freedom of speech, this will encourage the government to infringe upon other fundamental rights, and eventually this will result in a totalitarian state where citizens have little to no control of their lives and decisions they make."*
- *"If you allow the students to redo this test, they are going to want to redo every assignment for the rest of the year."*
- *"If we let this child bring the permission slip late, there is no reason to ever set a deadline for anything again!"*
- *"If we increase the number of immigrants that we let into the country, we will eventually end up letting in anyone who wants to immigrate, and then the whole country will be destroyed."*
- *"Cette banqueroute de l'Etat permettra de « justifier », avec des airs faussement navrés, la liquidation du modèle social et la vente à l'encan de ce qui reste du patrimoine national."* [FRENCH]
- *"dès que les températures montent, la panique s'installe dans le pays et de nouvelles interventions étatiques liberticides se multiplient."* [FRENCH]

Examples (Support):

- *"If we stop buying gas from Russia, Russia will go bankrupt, and this will lead to the end of the war in Ukraine, which will start the process of Ukraine joining NATO"*
- *"If only the European leaders could take the fate of the European countries into their own hands, instead of letting them drift into the Atlantist swamps, the conflict would end immediately"*

WHAT TO ANNOTATE: The entire text fragment which matches the above logical pattern should be annotated. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.4 Call

Slogans

A brief and striking phrase that may include labeling and stereotyping. Slogans tend to act as emotional appeals.

Examples:

- *"Our "unity in diversity" contrasts with the divisions everywhere else."*
- *"Make America great again!"*
- *"Immigrants welcome, racist not!", "No border. No control!"*
- *"Alle multikulturellen Gesellschaften sind dem Untergang geweiht."* [GERMAN]
- *"Stop Ukrainizacji Polski!"* [POLISH]
- *"Quand on veut, on y met les moyens !" [FRENCH]*
- *"« Zéro Covid » [FRENCH]*

WHAT TO ANNOTATE: The slogan only (no need to annotate the conclusion it supports), and in case it is surrounded by quotation marks, include them as well. In the examples above the text fragments to be annotated are highlighted in yellow.

Conversation killer (Thought-terminating cliché)

Words or phrases that discourage critical thought and meaningful discussion about a given topic. A form of loaded language, often passing as folk wisdom, intended to end an argument and quell cognitive dissonance.

Examples:

- *"Just Say No."*

- *"That's just your opinion."*
- *"You can't change human nature."*
- *"La situazione non tornerà mai più a quella di prima."* [ITALIAN]
- *"Taka jest prawda i koniec."* [POLISH]
- *"To niepodważalny fakt, że dane te są prawdziwe"* [POLISH]
- *"Fin de la discussion"* [FRENCH]
- *"rien de plus flagrant"* [FRENCH]

WHAT TO ANNOTATE: A minimal text span that triggers ending the conversation, discussion, etc. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Time (Kairos)

Argument centred around the idea that the time has come for a particular action. The very timeliness of the idea is part of the argument. The call to "Act Now!"

Examples:

- *"If majority of the population does not get vaccinated within a month the pandemic will kill us!"*
- *"This is no time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism. Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice."* [Martin Luther King, 1963]
- *"Should we vaccinate the entire population in the context of the current pandemic? This is the right time to do it, and this is the right thing."*
- *"A meno che la Russia non venga rapidamente sconfitta in Ucraina, l'Occidente collettivo non sarà in grado di affrontare il cambiamento climatico in tempo per salvare la civiltà'."* [ITALIAN]
- *"Greta Thunberg przekonywała w piątek na wiecu w Glasgow, że konieczne są natychmiastowe i drastyczne cięcia emisji gazów cieplarnianych, aby zatrzymać zmiany klimatu, gdyż świat dosłownie płonie"* [POLISH]

- *"Johnson et Macron avaient convenu que c'était maintenant un « moment critique pour le déroulement du conflit » et qu'il y avait une « opportunité de renverser le cours de la guerre »"* [FRENCH]
- *"Il est urgent d'arrêter cette course folle qui entraîne un désenchantement des citoyens"* [FRENCH]

Please note that in the last example the word “it” is the reference to the action mentioned in the first sentence, therefore there is no need to annotate the first sentence (“minimal text length” principle).

WHAT TO ANNOTATE: A minimal text span referring to the argument of time that calls for some action. Both the call and the action should be annotated. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.5 Manipulative Wording

Loaded Language

Using specific words and phrases with strong emotional implications (either positive or negative) to influence and convince the audience that an argument is valid/true. This fallacy is also known as euphemisms, appeal to/argument from emotive language, or loaded language.

Examples:

- *"How stupid and petty things have become in Washington"*
- *"They keep feeding these people with trash. They should stop."*
- *Die Hexenjagd gegen die Wahrheit* [GERMAN]
- *"Oni się chcą tylko nachapać i nakraść."* [POLISH]
- *"racolait les foules"* [FRENCH]

WHAT TO ANNOTATE: Only the phrase containing loaded words, the context in which they appear SHOULD NOT be annotated (see examples above). As a general rule one should consider to tag longer text fragment if and only if each of the words adds more emotional "load" to the text fragment.

For instance, the word *invasion* can be considered loaded language. The phrase *Russian invasion* is even more loaded through the addition of the word *Russian*. However, if one extends the phrase to *Russian invasion on Ukraine*, the added fragment *in Ukraine* does not bring more load. Therefore, the correct annotation of loaded language for the complete phrase is *Russian invasion in Ukraine*

Obfuscation, Intentional vagueness, Confusion

Using words which are deliberately not clear so that the audience may have its own interpretations. For example when an unclear phrase with multiple or unclear definitions is used within the argument and, therefore, it does not support the conclusion. Statements that are imprecise and intentionally do not fully or vaguely answer the question posed fall under this category too.

Examples:

- *"It is a good idea to listen to victims of theft. Therefore if the victims say to have the thief shot, then you should do that."* ["listen to" is equivocated here]
- *"We will hex-develop the blockchain with AI-based interconnectors to maximize ROI."* [use of nonsense words]
- *"Feathers can not be dark, because all feathers are light!"*
- *The signijicance of the passage of time, right? The signijicance of the passage of time. So when you think about it, there is great signijicance to the passage of time.*
- *Nous sommes entrés dans un monde extrêmement complexe qui ne peut plus être maîtrisé tant les implications sont nombreuses et variées, avec des échelles de temps et des boucles de rétroaction tout aussi complexes.* [FRENCH]
- *Nie należy pogłębiać tematu, tak jak wykonawca nie pogłębił kanału, więc zamiast statków będą tam pływać kajaki.* [POLISH]

WHAT TO ANNOTATE: The minimal text fragment that introduces confusion, it could be a word, but also a longer piece of text that requires to be read in order to understand the confusion it causes. In the examples above the text fragments to be annotated are highlighted in yellow.

Exaggeration or Minimisation

Either representing something in an excessive manner: making things larger, better, worse (e.g., "the best of the best", "quality guaranteed") or making something seem less important or smaller than it really is (e.g., saying that an insult was just a joke), downplaying statements and ignoring arguments and accusations made by an opponent.

Examples:

- *"Democrats bolted as soon as Trump's speech ended in an apparent effort to signal they can't even stomach being in the same room as the president."*

- *"Why did you fight her? I was not fighting with her; we were just playing."*
- *From the seminaries, to the clergy, to the bishops, to the cardinals, homosexuals are present at all levels, by the thousand.*
- *Wladimir Putin, der Präsident Russlands, ist die am meisten verteuflte Person in der westlichen Welt seit Osama bin Laden und Adolf Hitler.* [GERMAN]
- *"Aborcja to tylko zabieg medyczny"* [POLISH]
- *"danger gigantesque et historique"* [FRENCH]
- *"l'incompétence médiatique est à son paroxysme"* [FRENCH]
- *"Conte non voterà la fiducia a Draghi, ha scommesso sulle elezioni ma lo aspetta un crollo. Siamo in una situazione surreale, dovevamo occuparci di problemi reali del paese."* [ITALIAN]

WHAT TO ANNOTATE: The text fragment that provides the description that downplays or exaggerates the object of criticism. The latter should be included in the annotated text as well. In the examples above the text fragments to be annotated are highlighted in yellow.

Repetition

A fallacy by which the speaker uses the same word, phrase, story, or imagery repeatedly with the hopes that the repetition will lead to persuade the audience.

Examples:

- *"Hurtlocker deserves an Oscar. Other films have potential, but they do not deserve an Oscar like Hurtlocker does. The other movies may deserve an honorable mention but Hurtlocker deserves the Oscar."*
- *"Stupid people are so annoying. They prove their stupidity by saying stupid things."*

WHAT TO ANNOTATE: All text fragments that repeat the same message or information that was introduced earlier. The first occurrence of the message/information is to be annotated as well. If it is not clear what exactly to annotate, e.g., repetitions are present in the same sentence like in the second example above, then the entire sentence should be annotated. Furthermore, it is important to emphasize that a repetition of something per se is not always a persuasion technique, but could sometimes be used only to refer to a topic/issue being discussed. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.6 Other

This category is to be used when encountering a piece of text which appears to the annotator to have a persuasive character, but does not fall under any of the categories listed before.

WHAT TO ANNOTATE: The text fragment considered as an attempt of persuasion. Since this category is open ended, there are no strict rules here.

5.3 Hints for Annotation of Persuasion Techniques

This Section contains some hints for the annotation of persuasion techniques.

- By default one should apply the "conservative" approach to the annotation of persuasion techniques, i.e., if one has doubts whether given text fragment contains a persuasion technique then it is NOT TO BE ANNOTATED.
- By default one should select the minimal amount of text to annotate in case of doubts whether to include a longer text fragment or not.
- One should AVOID PERSONAL BIAS, i.e., ones OWN EMOTIONS AND OPINIONS on the specific topic being discussed in text HAVE NOTHING TO DO WITH the ANNOTATION of the articles!
- One should NOT CONFUSE PERSUASION TECHNIQUE DETECTION WITH FACT CHECKING. A given text fragment might contain a claim which is known to be true, which does not imply there are no persuasion techniques to annotate in this particular text fragment.
- It is of utmost importance to read thoroughly the annotation guidelines and to stick to the definitions provided therein since frequently annotators tend to interpret the names of the persuasion techniques as the sole guidance, which might result in overusing certain persuasion technique labels. We have observed this phenomenon in particular in the context of annotating Simplification persuasion techniques, where the annotators often make some assumptions based on their prior experience in the context of media analysis. Not everything that looks like "simplification" falls under the definition of Simplifications in the persuasion technique taxonomy at hand.
- often one might have a good feeling to have spotted a persuasion technique, but it is not clear which one to choose from a certain family of technique, in such cases one SHOULD USE THE GENERIC TYPES:, i.e., Attack on reputation, Justification, Simplification, Distraction, Call, Manipulative wording, etc.
- Often, authors of news articles and other documents use irony (not covered by the the taxonomy of persuasion techniques described in this document), which in most cases serves a purpose that is covered by the current persuasion technique taxonomy, most frequently to attack the reputation of someone/something. In such cases the respective persuasion technique type should be used, or Other if it does not fall under any other type.
- Annotations may overlap or be nested, and it is a frequent phenomenon.
- One may come across articles without any persuasion techniques therein, so don't look for something which is not there!

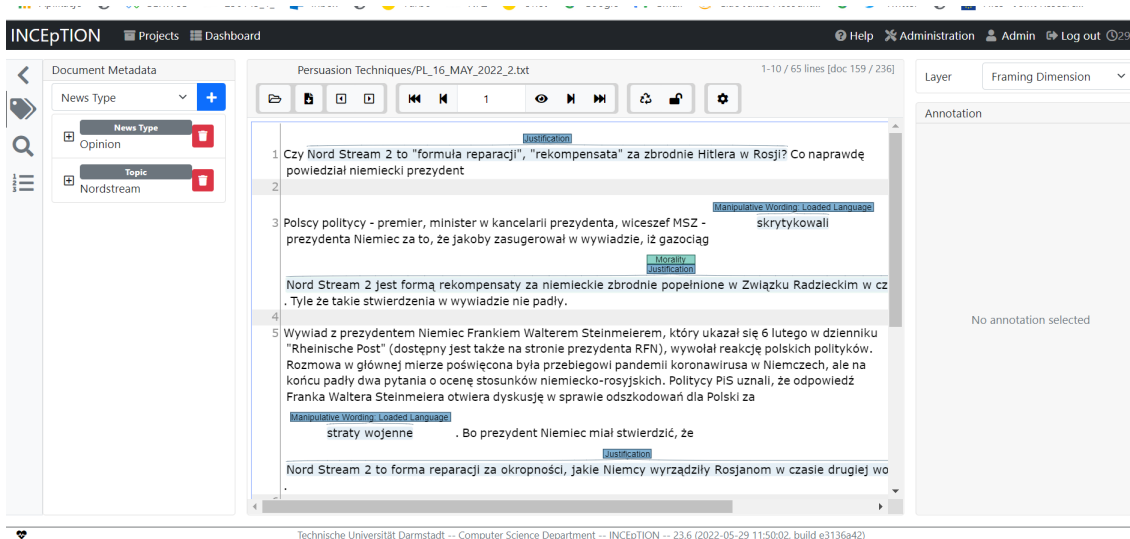


Figure 3: Inception main screen.

- One **SHOULD NOT EXPLOIT EXTERNAL KNOWLEDGE** to decide whether given text fragment should be tagged as a persuasion technique.

In the remaining part of this section we provide some examples that should come in handy when encountering certain dilemmas.

6 Inception - the Annotation Tool

This Section provides the essential information on the Inception¹ annotation tool used to carry out the annotations. The Inception instance for the project can be access via a web browser at: <https://alpha.emm4u.eu/inception>. The prerequisite is an ECAS account to get authenticated. The main screen of Inception is shown in Figure 3.

In the remainder of this Section we describe briefly all the steps on how to use Inception.

6.1 Annotation

1. **Access Inception:** using this link: <https://alpha.emm4u.eu/inception>
2. **Select the project:** on the first page. There are two alternatives:
 - **Propaganda:** For the trial annotations (and toying)
 - **Persuasion techniques:** For the official annotations
3. **Start annotations:** Click on the project to start the annotations and select the **Annotations** button (see Figure 4).

¹<https://inception-project.github.io/>

4. **Select the document(s):** s in your assigned language (see Figure 5): German, English, French, Italian, Polish, Russian, etc.
5. **Decide on what to annotate:** For each document you must annotate the news type, the topic, the framing dimensions and the persuasion techniques.
6. **Annotating News Type and Topic:** the annotations are done at document level and on the left part of the screen it will be possible to select one of these two options (see Figure 6). Click on the **PLUS** and the list of categories and topics will be shown respectively (see Figure 7) to select from.

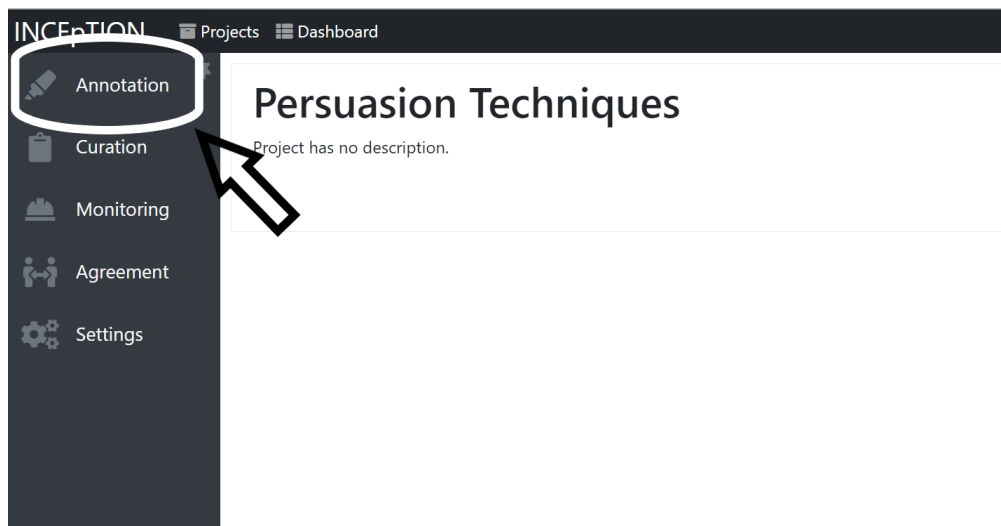


Figure 4: Access to the annotations

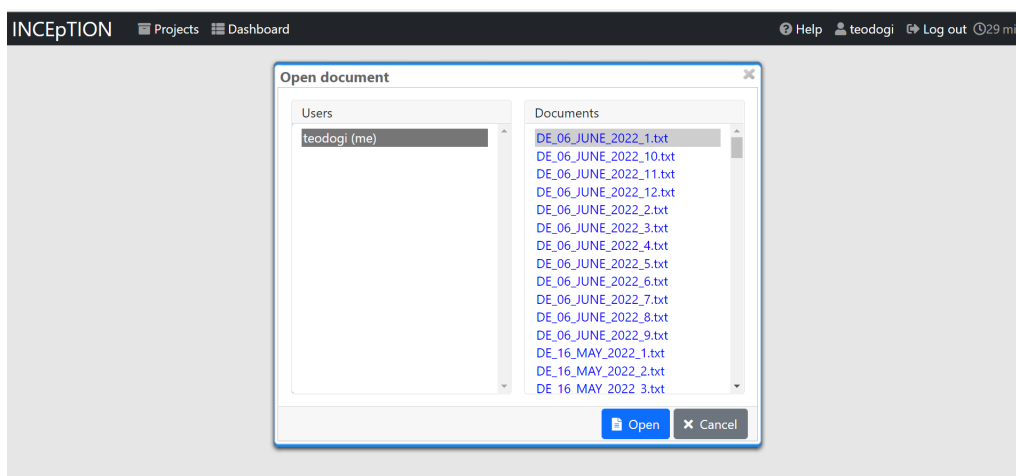


Figure 5: Selection of documents

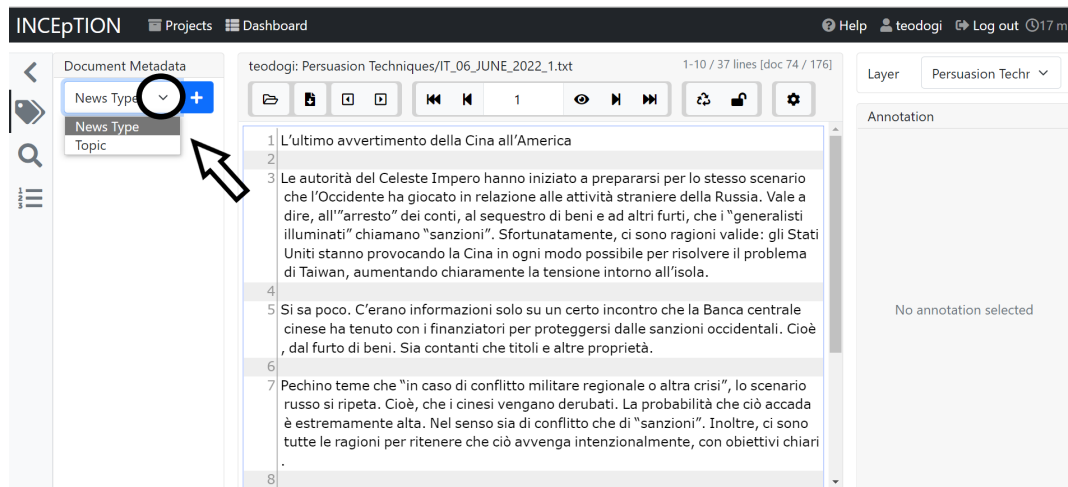


Figure 6: News Type and Topic

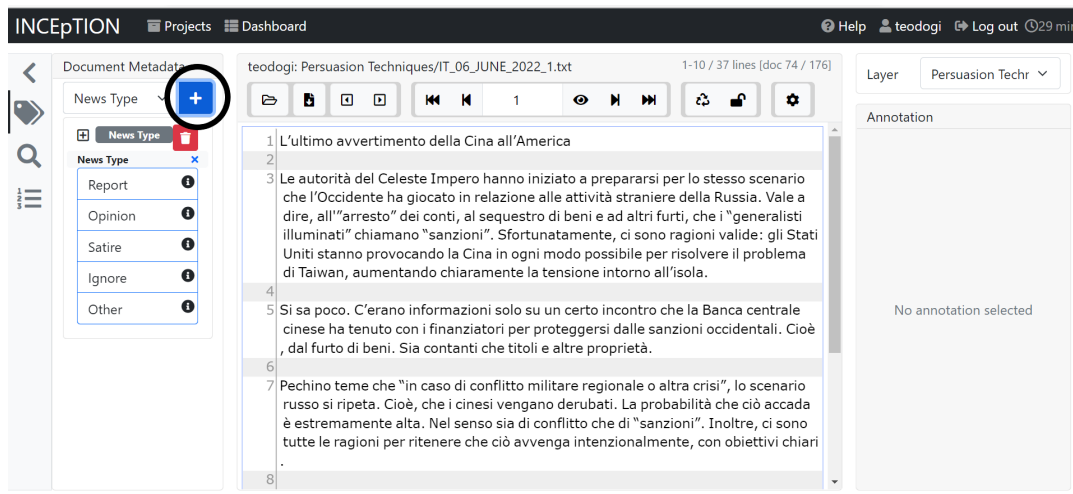


Figure 7: List of categories

7. **Annotating Framing Dimensions:** On the right part of the screen the one has to select from the layers list the **Framing Dimension** layer (see Figure 8)
8. **Text span annotation:** Highlight the single word, phrase, sentence or bigger text fragment and then it will be possible to choose from the list of 15 framing dimensions to choose the appropriate one (see Figure 9)
9. **Annotating Persuasion Techniques:** As before it is necessary to select the layer: **Propaganda Technique** (see Figure 10)
10. **Text span annotation:** the single word, phrase, sentence or bigger text fragment and then

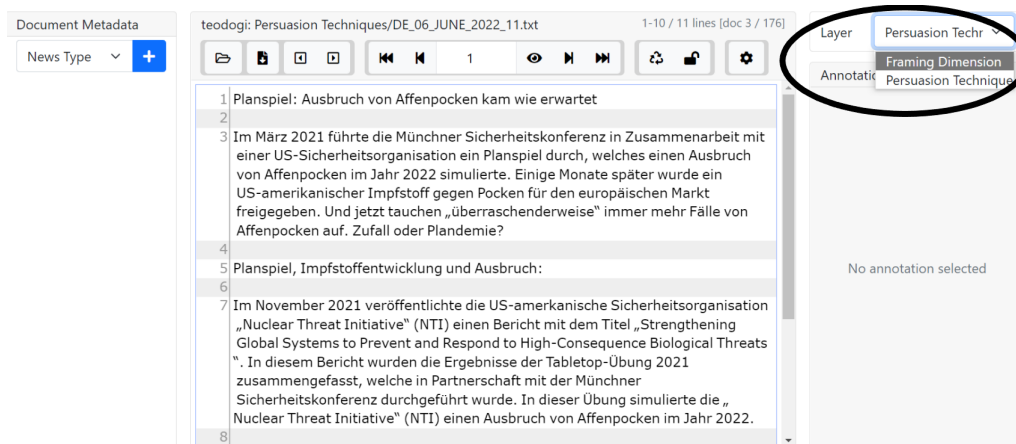


Figure 8: Framing Dimension

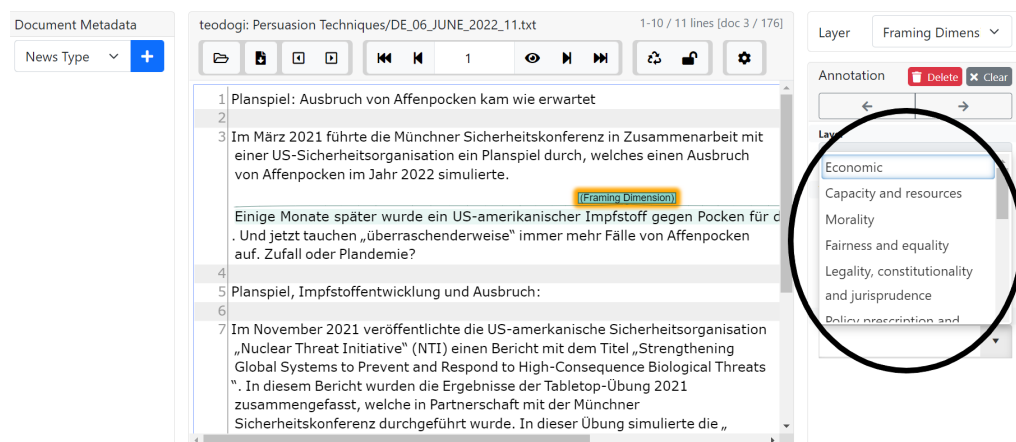


Figure 9: List of framing dimensions

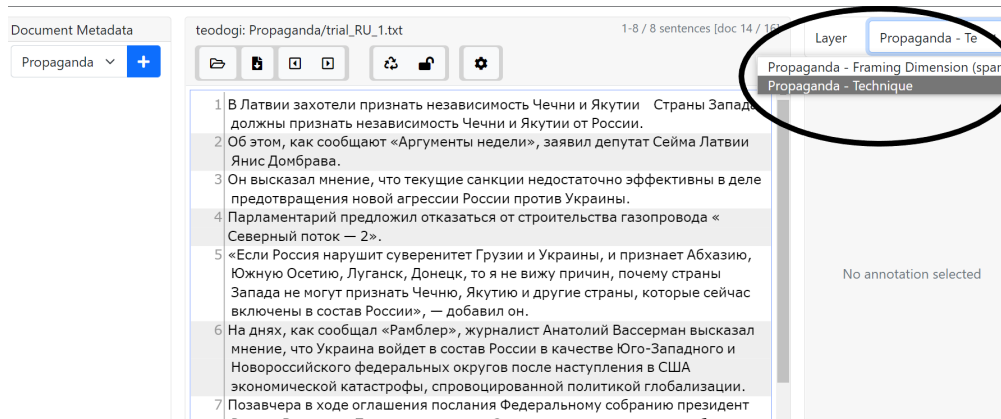


Figure 10: Propaganda Technique

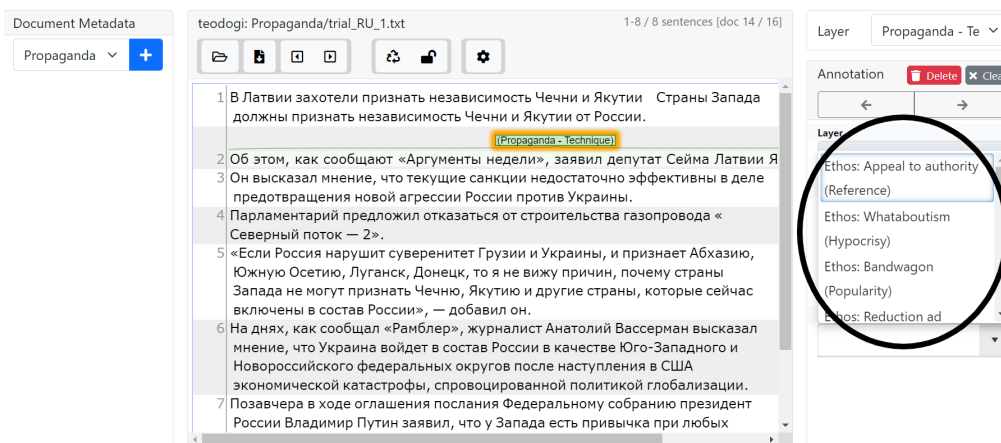


Figure 11: List of persuasion techniques

it will be possible to choose from the list of 23 persuasion techniques to choose the appropriate one (see Figure 11)

11. **Moving to the next document:** Once the document is completely annotated, it is possible to simply move to the next document using the next document arrow (see Figure 12). The saving is automatic.
12. **Finalizing the work on a document:** Once the document is completely annotated and no further changes are envisaged one should click on the lock button to finalize the work (see Figure 13). Only the curator will be able to unlock the document.

NOTE: Some documents may be longer than one page. In this case it is necessary to scroll through the whole text using the next page arrow as shown in Figure 14.

Some documents may be bigger than the displayed view. In this case use the vertical bar to scroll the page.



Figure 12: Next document command

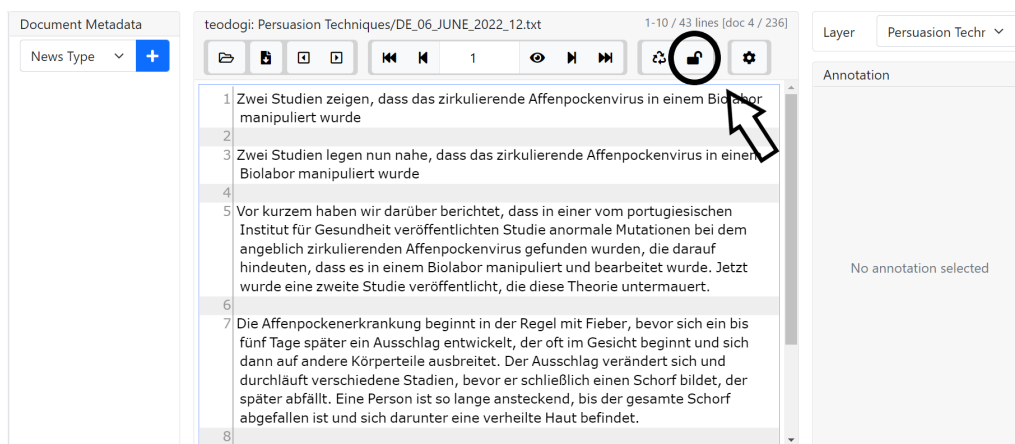


Figure 13: Finalizing the document



Figure 14: Next page command

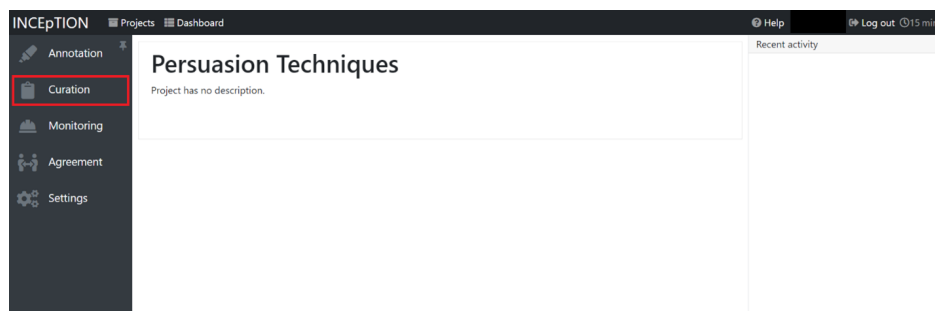


Figure 15: Start the curation of documents

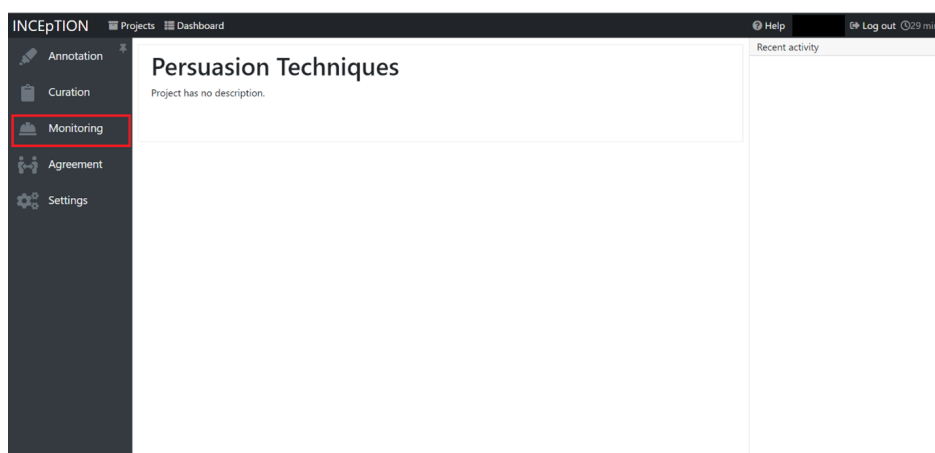


Figure 16: Monitor the status of documents

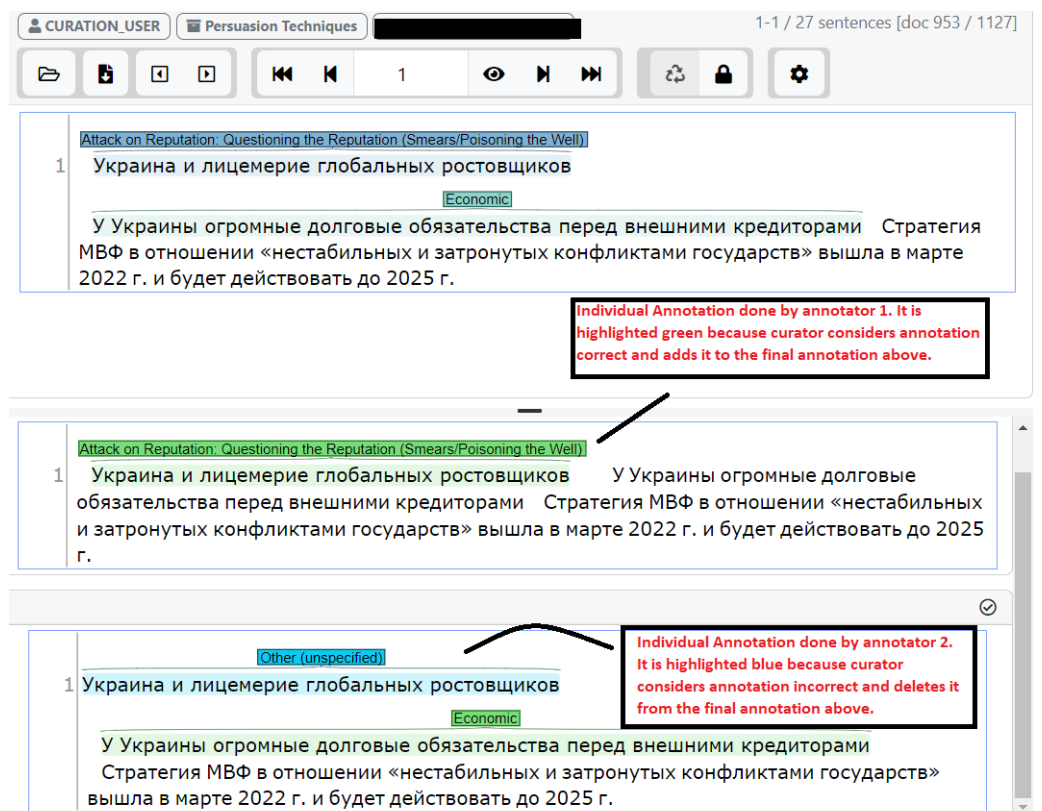


Figure 20: Main screen for curation

6.2 Curation

Curation is the step of producing a final version of annotation of a document, by taking into account the inputs of the different annotators. Below, the steps on how to use Inception for curation are briefly described.

1. **Start curation:** Curation can be started by clicking on "curation" (see Figure 15)
2. **Check the status of documents:** Before opening a document to curate, it is necessary to check that the annotators have closed their documents (with the lock icon), in the contrary case, it is necessary to do it for them by going to the "monitoring" interface (see Figure 16), searching for the document-annotator pairs using the "filter" function (see Figure 17), and then to click several times on the icon in order to make it change its status (see Figure 18).
3. **Open and edit a document:** Once the status of a document annotators worked on is set to "closed", it is possible to open the document using the curation interface (see Figure 19). There, the upper frame contains the final document annotation. Below, the other frames contain the annotations of each individual annotator (see Figure 20). These annotations are automatically merged into the curated one when the document is opened for the first time (this is why it is important to make sure, all the annotators locked (finalized) their documents before).
4. **Curate the document:** The frame containing the curated document can be edited freely, in order to correct or add new annotations exactly in the same way as it is done when annotating. Any annotation from the individual annotators (the frames below) can be transferred to the upper frame by clicking on the annotation. One traverses through the paragraphs by clicking on the central arrows, in the same way as it is done during annotation.
5. **Close the document:** Once curation is finished, the document must be marked as completed by clicking on the lock icon.

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