

Annex

Coding scheme

The coding scheme employed included the following categories:

article title, date of publication, place of publication (exact media outlet), publisher's political position (liberal – conservative) and attitude towards the economy (state control – capitalism), the author of the publication, the main topic of the publication, whether the title reflects the content of the article, its type/genre (i.e. whether it is a news item, opinion column, reportage, comment, essay, information note, satire, caricature, interview), the institution represented in the article (politicians, officials, journalists, experts or ordinary people), the dimension of privacy (relational, participatory, technological, normative, contextual), the functions of the language used (informational, persuasive, phatic, poetic, expressive), and used persuasion techniques (authority, sympathy, social proof of equity, contrast, conformism, reciprocity, consistency), and stylistic terms (metaphors, metonyms, hyperboles, euphemisms, neologisms).