**PEACE JOURNALISM AND LANGUAGE**

TRADITIONAL JOURNALISM:   
Demonizing language—Thief, criminal, thug, liar, terrorist, evil, racist  
Victimizing language—Helpless, pathetic, tragic, defenseless  
Sensational/emotional language—Martyr, bloody, massacre, brutal, tragedy, atrocity, genocide, slaughtered, enemy

PEACE JOURNALISM  
Alternative language to demonizing—State what the person/group said or did in a matter-of-fact manner while rejecting the labels above. Examples: “John was arrested for stealing $100”; “John has been arrested 16 times” instead of “John, a known thief, liar, and thug, was caught red handed ripping off $100”; Also, “John said, “I hate all people from Asia” instead of “John, in a clear racist statement, said that all Asians are evil and that he hates them.”  
Alternative language to victimizing—State matter-of-factly what has happened without labels designed to make the victims look even more helpless or tragic. Examples: “Sara was unarmed and holding her baby when attacked” instead of “Sara, who was holding her baby, was helpless and defenseless when thugs jumped her.”  
Alternative language to sensational/emotional—Avoid the labels above, and stick to facts. Examples: “23 people were killed” instead of “23 people were slaughtered in a bloody massacre”; “200 rebels were ambushed by the government” instead of “200 heroes were martyred by brutal enemy soldiers”.