

APPENDIX I

CATEGORIES OF EMOTIONAL APPEAL FOR QUICK REFERENCE

1. AMPHIDIORTHOSIS (ducking accusation)	2. ANACOENOSIS (rhetorical consultation)
3. ANTICATEGORIA (equal boldness)	4. ANTIRHHESIS (counterstatement)
5. APAETESIS (cooling down – momentarily – to resume)	6. APOCARTERESIS (giving up; substitution; sublimation)
7. APODIOXIS (rejection of an argument; rejection in general)	8. APORIA 8a. true questioning 8b. false disbelief
9. APOSEOPESIS (interruption of own speech)	10. APOSTROPHE (turning to address an audience)
11. ARA (lengthy curse or imprecation, prayer for evil to take place)	12. ARGUMENTUM AD ... 12a. ... MISERICORDIAM PROPER (appeal to pity) 12aa. asking for a favour 12aA. offering a favour. 12b. ... BACULUM (appeal to force or violence) 12c. ... VERECUNDIAM (appeal to traditional values and piety)
13. ASPHALIA (guaranteeing through oneself; providing guarantee; acting as guarantor)	14. AUGENDI CAUSA (raising of voice; shouting)
15. BATHOS (anticlimax; comic irony)	16. BDELYGMA (hatred; loathing; anger; enmity)
17. CATAPLEXIS (threatening, e.g. with punishment or harm)	18. CATEGORIA 18a. reproach esp. for wickedness – direct or indirect 18b. Exclamation of rebuke
19. COHORTATIO (amplification of horrors)	20. COMMISERATIO (evoking sympathy)
21. COMPROBATIO (complimenting for approval)	22. CONSOLATIO (comforting)
23. DEESIS (vehement supplication)	24. DIASYRMUS (ridicule)
25. DICAEOLOGIA (providing acceptable excuse)	26. ECPHONESIS (exclamation interpretable as starting with “O, ...!”; utterance expressing marvel and admiration)
27. ENCOMIUM (panegyric, eulogy, laudation, praise; extolling inherent qualities)	28. EPIPLEXIS (“leading question” – asked in a tone of, or in order to, reproach)
29. EROTESIS (rhetorical question)	30. ETHOS 30a. arousing moderate passion (of a relatively permanent nature) 30b. re-enactment
31. EUCHARISTIA (thanksgiving; profound gratitude)	32. EUCHE (short curse or imprecation)
33. EULOGIA (praise coupled to a blessing or a reward)	34. EUPHEMISMUS 34a. foretelling good 34b. being inoffensive
35. EUSTATHIA (pledge to keep a promise; pledge)	36. EXUSCITATIO (arousing like feeling; exciting)
37. INDIGNATIO (arousing or expressing scorn or indignation)	38. INSULTATIO (scoffing; irony; humiliation)
39. MEMPSIS (complaining in a pleading manner; begging for mercy or justice)	40. MYCTERISMUS (sneering coupled to a gesture)
41. OMINATIO (foretelling evil)	42. ONEDISMUS (reproach for ingratitude or impiety – direct or indirect)
43. OPTATIO (a wish)	44. ORCOS (an oath – swearing in God's name)
45. PAEANISMUS (expression of joy or approval)	46. PARAENESIS (warning of evil)
47. PATHOPOEIA (“ <i>tarab</i> ” and manifestations thereof + all expressions of being enamoured, moved, etc.)	48. PATHOS (arousing violent passion - of a relatively transitory nature; melodrama)
49. PHILOPHRONESIS 49a. submission; servitude 49b. admission(s); 49bb. sychophancy 49c. explicit wish to please	50. PROTROPE 50aa. simple (verbal) pressure 50a. pressure by threats and / or promises 50b. setting a condition
51. SARCASMUS (vile -bitter- mockery and taunt)	52. SYNGNOME (forgiveness; magnanimity)
53. TAPINOSIS (undignified language; foul words; debasement)	54. THAUMASMUS (wonder)
55. THRENOS (lamentation)	OTHER O – ORACULUM (Quoting God's word or commandments) Fa – Religious Formula Fb – Secular Formula E – Term of endearment or intimacy