

APPENDIX II

EMOTIONAL APPEAL SURVEY RESULTS IN ALPHABETICAL ORDER

	Number	Percentage
1. AMPHIDIORTHOSIS (ducking accusation)	29	1.0
2. ANACOENOSIS (rhetorical consultaion)	5	0.2
3. ANTICATEGORIA (equal boldness)	31	1.1
4. ANTIRHHESIS (counterstatement)	48	1.7
5. APAETESIS (cooling down – momentarily – to resume)	21	0.7
6. APOCARTERESIS (giving up; substitution; sublimation)	9	0.3
7. APODIOXIS (rejection of an argument; rejection in general)	35	1.2
8. APORIA		
8a. true questioning	35	1.2
8b. false disbelief	14	0.5
9. APOSEOPESIS (interruption of own speech)	0	0
10. APOSTROPHE (turning to address an audience)	3	0.1
11. ARA (lengthy curse or imprecation)	4	0.1
12. ARGUMENTUM AD ...		
12a. ... MISERICORDIAM (appeal to pity)	10	0.4
12aa. asking for a favour	29	0.1
12aA. offering a favour	8	0.3
12b. ... BACULUM (appeal to force or violence)	55	1.9
12c. ... VERECUNDIAM (appeal to traditional values and piety)	166	5.9
13. ASPHALIA (guaranteeing through oneself; providing guarantee; acting as guarantor)	29	1.0
14. AUGENDI CAUSA (raising of voice; shouting)	30	1.0
15. BATHOS (anticlimax; comic irony)	28	1.0
16. BDELYGMA (hatred; loathing; anger; enmity)	86	3.0
17. CATAPLEXIS (threatening, e.g with punishment or harm)	13	0.5
18. CATEGORIA		
18a. reproach esp. for wickedness – direct or indirect	39	1.4
18b. exclamation of rebuke	54	1.9
19. COHORTATIO (amplification of horrors)	10	0.4
20. COMMISERATIO (evoking sympathy)	24	0.8
21. COMPROBATIO (complimenting for approval)	11	0.4
22. CONSOLATIO (comforting)	10	0.4
23. DEESIS (vehement supplication)	18	0.6
24. DIASYRMUS (ridicule)	53	1.9
25. DICAEOLOGIA (providing acceptable excuse)	24	0.8
26. ECPHONESIS (exclamation interpretable as starting with “O, ...!”; emotional utterance)	115	4.1
27. ENCOMIUM (panegyric, eulogy, praise; extolling inherent qualities)	139	4.9
28. EPIPLEXIS (“leading question” – asked in a tone of, or in order to, reproach or elicit a desired reply)	26	0.9
29. EROTESIS (rhetorical question)	19	0.7
30. ETHOS		
30a. arousing moderate passion (of relative permanence)	14	0.5
30b. re-enactment	2	0.1
31. EUCHARISTIA (thanksgiving; profound gratitude)	8	0.3
32. EUCHE (short curse or imprecation)	16	0.5
33. EULOGIA (praise coupled to a blessing or a reward)	39	1.4
34. EUPHEMISMUS		
34a. foretelling good	1	0
34b. being inoffensive	7	0.2
35. EUSTATHIA (pledge to keep a promise)	43	1.5
36. EXUSCITATIO (arousing like feeling; exciting)	55	1.9
37. INDIGNATIO (arousing or expressing scorn or indignation)	33	1.2
38. INSULTATIO (scoffing; irony; humiliation)	54	1.9

39. MEMPSIS (complaining in a pleading manner; begging for mercy or justice)	20	0.7
40. MYCTERISMUS (sneering coupled to a gesture)	23	0.8
41. OMINATIO (foretelling evil)	5	0.1
42. ONEDISMUS (reproach for ingratitude or impiety – direct or indirect)	47	1.7
43. OPTATIO (a wish)	81	2.9
44. ORCOS (an oath – swearing in God’s name)	231	8.2
45. PAEANISMUS (expression of joy or approval)	71	2.5
46. PARAENESIS (warning of evil)	4	0.1
47. PATHOPOEIA (“ <i>tarab</i> ” and manifestations thereof + all expressions of being enamoured, moved, etc.)	227	8.0
48. PATHOS (arousing violent passion - of a relatively transitory nature; melodrama)	33	1.2
49. PHILOPHRONESIS		
49a. submission; servitude	38	1.3
49b. admission(s)	34	1.2
49bb. sychophancy	29	1.0
49c. explicit wish to please	57	2.0
50. PROTROPE		
50aa. simple (verbal) pressure	20	0.7
50a. pressure by threats and / or promises	11	0.4
50b. setting a condition	40	1.4
51. SARCASMUS (vile -bitter- mockery and taunt)	56	2.0
52. SYNGNOME (forgiveness; magnanimity)	20	0.7
53. TAPINOSIS (undignified language; foul words; debasement)	33	1.2
54. THAUMASMUS (wonder)	27	1.0
55. THRENOS (lamentation)	42	1.5
OTHER		
O – ORACULUM (Quoting God’s word or commandments)	3	0.1
Fa – Religious formula	72	2.5
Fb– Secular formula	77	2.7
E – Term of endearment or intimacy	30	1.0
	-----	-----
Total :	2998 examples	100%