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## **Making messages memorable: the influence of rhetorical techniques on information retention**

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## Appendices

The appendices are divided over three main topics: the corpus analysis of public-speaking textbooks (Appendix A, related to chapter 2), the analysis of public-speaking practice (Appendix B, related to chapter 3), and the experimental studies (Appendix C, related to chapter 4). Appendices A.1 and B.1 are included in the print version of this thesis. **The remaining appendices are included in the online repository of Leiden University.** A significant part of the appendices is in the Dutch language. Below, an overview of the appendices is presented.

### **A: Supplements to analysis public-speaking textbooks**

- A.1 Corpus public-speaking textbooks
- A.2 Key words textbook analysis and example form of analysis
- A.3 Frequency retention techniques in corpus textbooks
- A.4 Fragments for one rhetorical technique (repetition)
- A.5 Frequency *vitia* in modern textbooks and fragments on one *vitium* (information overload)
- A.6 Fragments related to audience information retention in ancient rhetorical works
- A.7 *Memoria* task in modern public-speaking textbooks
- A.8 Forms of analysis for all modern public-speaking textbooks

### **B: Supplements to analysis public-speaking practice (scholars, politicians and TED talks)**

- B.1 Overview speeches and presentations per corpus
- B.2 Presentation and speech texts from the corpora
- B.3 Labelling instruction
- B.4 Scores and procedure inter-rater reliability
- B.5 Labelled fragments from Atlas.ti organised per technique

### **C: Supplements to experimental studies**

- C.1 Experiment 1: presentation texts, questionnaire, instruction texts
- C.2 Experiment 1: recordings
- C.3 Experiment 1: data sets
- C.4 Experiment 2: presentation text, questionnaire, instruction texts
- C.5 Experiment 2: recordings
- C.6 Experiment 2: data sets

### A.1 Corpus public-speaking textbooks

This appendix contains an overview of the 80 selected textbooks for corpus public-speaking textbooks in the period 1980–2009. Section A.1.1 contains the 40 English-language textbooks and Section A.1.2 the 40 Dutch-language textbooks. The books are ordered by selection year.

For some textbooks an edition from a different year of publication was used than the year for which it was selected in the corpus. When applicable, this is indicated by a bold-faced year of publication in the reference of the textbook. This issue mainly occurred for the English-language sub-corpus, as these works were not all easily available in The Netherlands. In these cases, we settled for the available edition closest to the selection year.

Textbooks that are part of the sub-selection of prominent works and exceptions that were not included in the WorldCat selection (10 textbooks in each sub-corpus, see Section 2.2, figure 2.1) are indicated in the overview of both corpora. Specifically for the Dutch-language corpus, the textbooks are indicated that are translations into Dutch and textbooks of which only a part deals with presentation or public speaking skills (e.g. a chapter in a textbook on communication skills in general).

#### A.1.1 English-language sub-corpus

**Bold-faced year** in the reference = a difference between the year of selection and the year of publication of the edition used for the corpus analysis, i.e. based on the WorldCat results the textbook edition from the given year was selected as representative but appeared unavailable. Therefore, another edition of the book was used.

<sup>A</sup> = textbook is part of the selection of prominent works/exceptions (reparation selection)

Selection year	Reference
1980	Carnegie, D., & Carnegie, D. ( <b>1977</b> ). <i>The quick and easy way to effective speaking</i> . New York: Pocket Books.
1980 <sup>A</sup>	Ehninger, D., Monroe, A.H., & Gronbeck, B.E. (1980). <i>Principles and Types of Speech Communication</i> . Glenview: Scott Foresman and Company.
1981 <sup>A</sup>	DeVito, J.A. ( <b>2003</b> ). <i>The essential elements of public speaking</i> . Boston: Pearson Education. (Original version: <i>The elements of public speaking</i> . New York: Harper & Row, 1981).
1981	Linkletter, A. ( <b>1980</b> ). <i>Public Speaking for Private People</i> . Indianapolis: The Bobbs-Merrill Company.
1982	Kenny, P. (1982). <i>A Handbook of Public Speaking for Scientists and Engineers</i> . Bristol: Adam Hilger.
1982	Valenti, J. ( <b>2002</b> ). <i>Speak Up With Confidence. How to Prepare, Learn, and Deliver Effective Speeches</i> . New York: Hyperion.
1983	Ross, R.S. ( <b>1980</b> ). <i>Speech communication. Fundamentals and practice</i> (5 <sup>th</sup> ed.). New Jersey: Englewood Cliffs.
1983 <sup>A</sup>	Gondin, W.R., Mammen E.W., & Dodding, J. (1983). <i>The Art of Speaking Made Simple</i> (2 <sup>nd</sup> ed.). London: William Heinemann.

Selection year	Reference
1984	Walter, O.M., & Scott, R.L. (1979). <i>Thinking and speaking. A guide to intelligent oral communication</i> (2 <sup>nd</sup> ed). New York: Macmillan Publishing.
1985	Smith, T.C. (1991). <i>Making Successful Presentations. A Self-Teaching Guide</i> (2 <sup>nd</sup> ed.). New York: John Wiley & Sons.
1986	Lucas, S.E. (1989). <i>The art of public speaking</i> (3 <sup>rd</sup> ed.). New York: McGraw Publishing.
1987	Allen, S. (1987). <i>How to make a speech</i> . New York: McGraw-Hill Book Company.
1987 <sup>A</sup>	Mandel, S. (1987). <i>Effective Presentation Skills</i> . Los Altos: Crisp Publications.
1988	Verderber, R.F. (2000). <i>The Challenge of Effective Speaking</i> (11th ed.). Belmont: Wadsworth/Thomson Learning.
1989	Cook, J.S. (1989). <i>The elements of speechwriting and public speaking. An indispensable guide for anyone who speaks in public</i> . New York: MacMillan Publishing Company.
1990	Wilson, J.F., & Arnold, C.C. (1983). <i>Public Speaking as a Liberal Art</i> (5 <sup>th</sup> ed.). Boston: Allyn and Bacon.
1991	Wilder, L. (1986). <i>Professionally speaking. Getting ahead in Business and Life through Effective Communication</i> . New York: Simon and Schuster.
1992	Detz, J. (1984). <i>How to write and give a speech. A practical guide for executives. PR people, managers, fund-raisers, politicians, educators and anyone who has to make every word count</i> . New York: St. Martin's Press.
1993	Walters, L. (1993). <i>Secrets of Successful Speakers. How you can motivate, captivate and persuade</i> . New York: McGraw-Hill.
1994	Osborn, M. & S. Osborn. (1997). <i>Public Speaking</i> (3 <sup>rd</sup> ed.). Boston: Houghton Mifflin Company.
1995	Rozakis, L.E. (1995). <i>The complete idiots guide to speaking in public with confidence</i> . New York: Alpha Books.
1996	Simmons, C. (1996). <i>Public Speaking Made Simple</i> . New York: Doubleday.
1997 <sup>A</sup>	Gaulke, S. (1997). <i>101 Ways to Captivate a Business Audience</i> . New York: American Management Association.
1997	Qubein, N. R. (1997). <i>How to Be a Great Communicator. In Person, on Paper, and on the Podium. The Complete System for Communication Effectively in Business and in Life</i> . New York: John Wiley & Sons.
1998	Urech, E. (1998). <i>Speaking Globally. Effective Presentation Across International and Cultural Boundaries</i> . Dover: Kogan Page.
1999 <sup>A</sup>	Janner, G. (1999). <i>Janner's Complete Speechmaker</i> (6 <sup>th</sup> ed.). London: Random House Business Books.
1999	Noonan, P. (1999). <i>On Speaking Well. How to Give a Speech with Style, Substance and Clarity</i> . New York: Regan Books/Harper-Collins.
2000	Gurak, L. (2000). <i>Oral Presentations for Technical Communication</i> . Boston: Allyn and Bacon.
2000	Dowis, R. (2000). <i>The Lost Art of the Great Speech. How to Write It. How to Deliver It</i> . New York [etc.]: AMACOM American Management Association.

Selection year	Reference
2001	Laskowski, L. (2001). <i>10 Days to More Confident Public Speaking</i> . New York: Grand Central Publishing.
2002	McConnon, S. (2002). <i>Presenting with Power. Captivate, Motivate, Inspire, and Persuade</i> . Oxford: How To Books.
2002 <sup>A</sup>	Sprague, J., & Stuart, D. (1996). <i>The Speaker's Handbook</i> (4 <sup>th</sup> ed.). Fort Worth: Harcourt Brace College Publishers.
2003	Booher, D. (2003). <i>Speaking with Confidence. Powerful Presentations that Inform, Inspire, and Persuade</i> . New York: McGraw-Hill.
2004	Naistadt, I. (2004). <i>Speak without Fear. A Total System For Becoming a Natural, Confident Speaker</i> . New York: Harper-Collins.
2004 <sup>A</sup>	Atkinson, M. (2004). <i>Lend me your ears. All you need to know about making speeches and presentations</i> . London: Vermillion.
2006	Anholt, R.R.H. (2006). <i>Dazzle 'Em With Style. The Art of Oral Scientific Presentation</i> (2 <sup>nd</sup> ed.). Burlington: Elsevier Academic Press.
2007	Vasile, A., & Mintz, H. (2000). <i>Speak With Confidence: A Practical Guide</i> (8 <sup>th</sup> ed.). New York [etc.]: Longman.
2008	Tracy, B. (2008). <i>Speak to win. How to present with power in any situation</i> . New York: AMACOM.
2009 <sup>A</sup>	Khan-Panni, P. (2009). <i>Stand and Deliver. Leave them stirred, not shaken</i> . Penryn: Ecademy Press.
2009	Leanne, S. (2009). <i>Say it like Obama. The power of speaking with purpose and vision</i> . New York: McGraw-Hill

### A.1.2 Dutch-language sub-corpus

**Bold-faced year** in the reference = a difference between the year of selection and the year of publication of the edition used for the corpus analysis

A = Textbook is part of the selection of prominent works/exceptions (reparation selection)

B = Textbook is a translated work

C = Textbook on general communication (skills) that includes a section on public speaking presenting

Selection year	Reference
1980 <sup>B</sup>	Quick, J. (1980). <i>Spreken in het openbaar</i> . (Trans.). Amsterdam [etc.]: Intermediair. (Original work: <i>A Short Book on the Subject of Speaking</i> , New York: McGraw-Hill, 1978).

Selection year	Reference
1982 <sup>B</sup>	Blum, K. (1982). <i>Praktijkboek overtuigend spreken. Technieken, concepten, modellen.</i> (L.M.A. Sijmons-Vuerhard, Trans.). Amsterdam [etc.]: Intermediair. (Original work: <i>Rhetorik für Führungskräfte</i> , Landsberg am Lech: Verlag moderne Industrie, 1981).
1983 <sup>B</sup>	Kirchner, B. (1983). <i>Spreken voor een groep.</i> (Dekker & Van de Vegt, Trans.). Nijmegen: Dekker & Van de Vegt. (Original work: <i>Sprechen vor Gruppen</i> . Stuttgart: Ernst Klett, 1980).
1983 <sup>AB</sup>	Morse, S.P. (1987). <i>Effectief presenteren.</i> Utrecht: Het Spectrum. Marka Series. (Original work: <i>Effectief presenteren: handleiding voor het houden van succesvolle presentaties</i> , Amsterdam [etc.]: Intermediair, 1983).
1985 <sup>A</sup>	Tonckens, L. (1985). <i>Succesvol spreken.</i> Deventer: Van Loghum Slaterus.
1985 <sup>C</sup>	Maks, R., & De Koning, A.M. (1985). <i>Leergang taalbeheersing voor het HBO: basisboek.</i> Groningen: Wolters-Noordhoff.
1986 <sup>AB</sup>	Krusche, H. (1986). <i>Neem het woord. Zelfverzekerd in het openbaar.</i> (C.W.A.J.A. Walraven, Trans.). (2 <sup>nd</sup> ed.). Bussum: Bigot & Van Rossum. (Original work: <i>Reden und gewinnen</i> . Geneva: Ariston, 1984).
1986 <sup>C</sup>	Boer, de. H. (1986). <i>Doelmatige werkmethode voor teksten schrijven, voordrachten houden, notulen maken.</i> Utrecht: Het Spectrum. Marka Series.
1987 <sup>A</sup>	Van Eijk, I. (1987). <i>De spreekhulp.</i> Amsterdam: Contact.
1987 <sup>C</sup>	Luijk, F. (1987). <i>Vaardig communiceren.</i> Leiden: Martinus Nijhoff.
1988	Korswagen, C.J.J. (1988). <i>Drieluik mondelinge communicatie. I: Gids voor de techniek van het doeltreffend spreken, presenteren en instrueren. Unilaterale communicatie.</i> Deventer: Van Loghum Slaterus.
1988 <sup>C</sup>	Tilanus, C.B. (1988). <i>Rapporteren/presenteren.</i> Utrecht: Het Spectrum.
1989	Palm-Hoebé, M., & Palm, H. (1989). <i>Effectieve zakelijke presentaties. Adviezen en oefenopdrachten.</i> Groningen: Wolters-Noordhoff.
1991	Van der Meiden, A. (1991). <i>Over spreken gesproken.</i> Groningen: Wolters-Noordhoff.
1991 <sup>A</sup>	Bloch D., & Tholen L. (1991). <i>Persoonlijk presenteren.</i> Alphen aan den Rijn/Deurne: Samsom Bedrijfsinformatie.
1991	Bloch, D., & Tholen, L. (1991). <i>Praktisch presenteren.</i> Alphen aan den Rijn/Deurne: Samsom Bedrijfsinformatie.
1992 <sup>C</sup>	Claasen-Van Wirdum, A., Stienissen, F., Soerland, C. van, Thobokholt, B., & De Vos-Herremans, A. (1992). <i>Tekst en toespraak. Een praktische cursus taalbeheersing voor het HBO.</i> Groningen: Wolters-Noordhoff.
1992 <sup>A</sup>	Mertens, V. (1992). <i>Spreken voor publiek.</i> Leuven-Apeldoorn: Garant.
1993	Kruijssen, A. (1993). <i>Spreken voor groot en klein publiek. Voordrachten, toespraken en presentaties: de voorbereiding en de praktijk.</i> Groningen: BoekWerk.
1994	Eckhardt, L., & IJzermans, T. (1994). <i>Het woord is nu aan u. Over spreken voor groepen.</i> (Mens en bedrijf series 5). Zaltbommel: Thema.
1995	Bloch, D. (1995). <i>Presenteren.</i> Alphen aan den Rijn/Zaventem: Samsom Bedrijfsinformatie.

Selection year	Reference
1996	Wagenaar, W.A. (1996). <i>Het houden van een presentatie</i> (Studeren) (3 <sup>rd</sup> ed.). Rotterdam: NRC Handelsblad.
1997	Spolders, M. (1997). <i>Het winnende woord. Succesvol argumenteren</i> . Amsterdam: Bert Bakker.
1998 <sup>A</sup>	Van der Spek, E. (1998). <i>Speech op zakformaat. Tips en checklisten voor toespraken en presentaties</i> . Alphen aan den Rijn/Diegem: Samsom.
1998	Angenent, M., & Van Vilsteren, P.M. (1998). <i>Presenteren. De basis</i> . Groningen: Wolters-Noordhoff.
1999	Pietersma, S. (1999). <i>Presenteren kun je leren</i> . Arnhem: Angerenstein.
2000 <sup>C</sup>	Oomkes, F.R. (2000). <i>Communicatieleer, een inleiding</i> (8 <sup>th</sup> rev. ed.). Amsterdam/ Meppel: Boom.
2001	Braas, C., Kat., J., Timmer, G., & Ville, I. (2001). <i>Presenteren</i> (Taaltopics). Groningen: Wolters-Noordhoff.
2002 <sup>AC</sup>	Cornelis, L. (2002). <i>Adviseren met perspectief: rapporten en presentaties maken</i> . Bussum: Coutinho.
2002 <sup>C</sup>	Janssen, D., Jansen, F., Kinkhorst, G., Verhoeven, G., Van den Hurk, J., Lagendijk, M., Van der Loo, M., & Van Steen, P. (2002). <i>Zakelijke communicatie 1</i> (4 <sup>th</sup> rev. ed.). Groningen/Houten: Wolters-Noordhoff.
2003 <sup>A</sup>	Hilgers, F., & Vriens, J. (2003). <i>Professioneel presenteren. Handleiding bij het voorbereiden en verzorgen van informatieve en overtuigende presentaties</i> (2 <sup>nd</sup> ed.). Schoonhoven: Academic Service.
2003 <sup>C</sup>	IJzermans, M.G., & Van Schaaik, G.A.F.M. (2003). <i>Oefening baart kunst: onderzoeken, argumenteren en presenteren voor juristen</i> (2 <sup>nd</sup> ed.). Den Haag: Boom Juridische Uitgevers.
2004 <sup>C</sup>	Jansen, C.J.M., Steehouder, M., & Gijsen, M. (ed.) (2004). <i>Professioneel communiceren. Taal- en communicatiegids</i> . Groningen/Houten: Martinus Nijhoff.
2004	Wiertzema, K., & Jansen, P. (2004). <i>Spreken in het openbaar</i> (2 <sup>nd</sup> ed.). Amsterdam: Pearson Education Benelux.
2005 <sup>A</sup>	Hertz, B. (2005). <i>Presenteren van onderzoek</i> . Meppel: Boom.
2005 <sup>C</sup>	Piët, S. (2005). <i>Het groot communicatiedenkboek</i> . Amsterdam: FT Prentice Hall.
2006 <sup>C</sup>	Steehouder, M., Jansen, C., Maat, K., Van der Staak, J., De Vet, D., Witteveen, M. & Woudstra, E. (2006). <i>Leren communiceren. Handboek voor mondelinge en schriftelijke communicatie</i> (5 <sup>th</sup> rev. ed.). Groningen/Houten: Wolters-Noordhoff.
2007	Van der Horst, F. (2007). <i>Effectief presenteren. Een middel tegen plankenkoorts</i> (6 <sup>th</sup> rev. ed). Soest: Nelissen.
2008	Gerritsen, S. (2008). <i>Een goed verhaal. Presenteren, praten, pleiten</i> . Amsterdam: Nieuwezijds.
2009 <sup>B</sup>	Witt, C. (2009). <i>Echte leiders gebruiken geen powerpoint. Een krachtige visie op presenteren [Real leaders don't do PowerPoint]</i> . (E van Borselen, Trans.). Houten: Het Spectrum. (Original work published 2009).



## B.1 Overview of speeches and presentations per corpus

This appendix contains an overview of the speeches and presentations per corpus. If applicable for each presentation or speech per corpus the year, speaker, length, title and event are presented. All speech and presentation texts can be found in Appendix B.2 (online).

### B.1.1 Research Presentations Corpus

#	Year	Speaker(s)	Length (words)
1	2008	Wyke Stommel en Tom Koole	3280
2	2008	Priscilla Heynderickx en Sylvain Dieltjens	3969
3	2008	Rein Cozijn	3756
4	2008	Jan-Pieter Verckens, Elizabeth de Groot en Jos Hornikx	3506
5	2008	Lisanne van Weelden	2782
6	2008	Marieke Welle Donker-Kuijer	3190
7	2008	Sanne Elling	3715
8	2008	Bart Deygers	3516
9	2008	Maarten van Leeuwen	2592
10	2008	Jacqueline van Kruiningen	3325
11	2008	Kees de Glopper	3925
12	2008	Els van der Pool en Carel van Wijk	3609
13	2008	Wilbert Spooren	3753
14	2008	Ilse Jansen	3681
15	2008	Marloes van Nistelrooij	2761
16	2008	Maaïke Jongenelen	3344

### B.1.2 Political Speech Corpus

#	Year	Speaker(s)	Party	Length (words)
1	2010	Stef Blok	VVD (Liberal party)	4404
2	2010	Job Cohen	PvdA (Labour party)	5438
3	2010	Geert Wilders	PVV (Freedom party)	4431
4	2010	Alexander Pechtold	D66 (Liberal Democrats)	3069
5	2011	Stef Blok	VVD (Liberal party)	2856
6	2011	Job Cohen	PvdA (Labour party)	4375
7	2011	Geert Wilders	PVV (Freedom party)	3610
8	2011	Alexander Pechtold	D66 (Liberal Democrats)	2499
9	2012	Mark Rutte	VVD (Liberal party)	226
10	2012	Diederik Samsom	PvdA (Labour party)	370
11	2012	Geert Wilders	PVV (Freedom party)	1063
12	2012	Alexander Pechtold	D66 (Liberal Democrats)	1118

#	Year	Speaker(s)	Party	Length (words)
13	2013	Halbe Zijlstra	VVD (Liberal party)	1374
14	2013	Diederik Samsom	PvdA (Labour party)	2414
15	2013	Geert Wilders	PVV (Freedom party)	1414
16	2013	Alexander Pechtold	D66 (Liberal Democrats)	2171

### B.1.3 TED Talk Corpus

#	Year	Speaker(s)	Title	Event	Length (words)
1	2006	Ken Robinson	How schools kill creativity	TED 2006	3144
2	2012	Amy Cuddy	Your body language shapes who you are	TEDGlobal 2012	3620
3	2009	Simon Sinek	How great leaders inspire action	TEDxPuget Sound	2997
4	2010	Brené Brown	The power of vulnerability	TEDxHouston	3088
5	2008	Jill Bolte Taylor	My stroke of insight	TED 2008	2696
6	2009	Pranav Mistry	The thrilling potential of SixthSense technology	TEDIndia 2009	1945
7	2009	Mary Roach	10 things you didn't know about orgasm	TED 2009	2313
8	2006	Tony Robbins	Why we do what we do	TED 2006	4285
9	2009	Dan Pink	The puzzle of motivation	TEDGlobal 2009	2719
10	2007	David Gallo	Underwater astonishments	TED 2007	914
11	2004	Dan Gilbert	The surprising science of happiness	TED 2004	3757
12	2012	Susan Cain	The power of introverts	TED 2012	3251
13	2009	Pattie Maes & Pranav Mistry	Meet the SixthSense interaction	TED 2009	1164
14	2009	Elizabeth Gilbert	Your elusive creative genius	TED 2009	3492
15	2006	Hans Rosling	The best stats you've ever seen	TED 2006	3155
16	2011	Pamela Meyer	How to spot a liar	TEDGlobal 2011	3228