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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 *vitiū* (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. (1977). <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. (2003). <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. (1980). <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. (2002). <i>Speak Up With Confidence. How to Prepare, Learn, and Deliver Effective Speeches</i> . New York: Hyperion.  |
| 1983              | Ross, R.S. (1980). <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. (Orginal 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 werkmethoden 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 Schaaijk, 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>  | Piét, S. (2005). <i>Het groot communicatiendumboek</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 mondelijke 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 | Maaike 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           |