

CHAPTER IV

RESULTS AND DISCUSSIONS

This chapter presents the results of the study that was conducted in order to answer the following research questions:

1. What are the tense choices for the persuasive modes: Ethos, Logos and Pathos?
2. How do the basic meanings and uses of tenses as defined in general English support the persuasive modes?

Accordingly, this chapter comprises two main parts. In Section 1, the data from the quantitative analysis are provided to answer the first question. In Section 2, the second question is answered by the explanation of how the basic meanings and uses of the tenses support the persuasive functions.

1. **The Distribution of Tense Choice in CEO Letters**

In this section, the results are presented in order to answer the first research question. This section is divided into three sub-sections. The distribution of the finite verb forms in the whole corpus of ten CEO letters is presented in Section 4.1.1. Next, the frequencies of verb forms in the three persuasive modes are comparatively presented in the cross-mode comparison in Section 4.1.2. Finally, Section 4.1.3 shows the distribution of finite verb forms in each CEO letter.

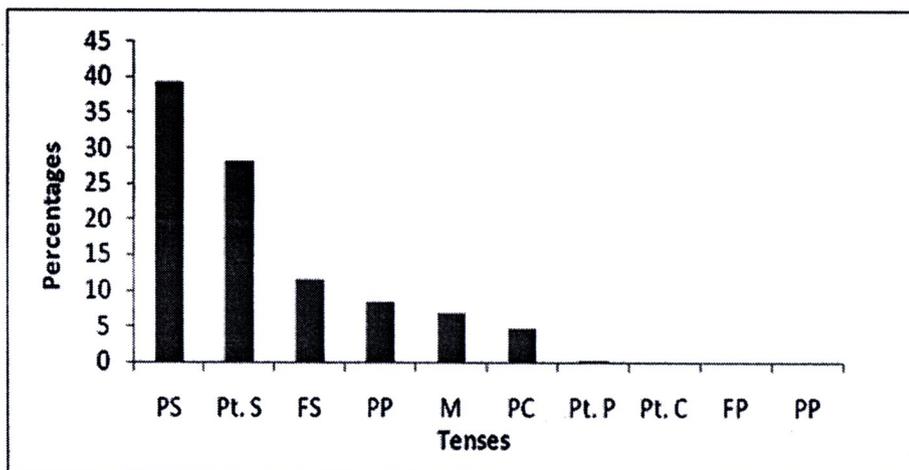
1.1 **The Distribution of Finite Verb Forms in the Corpus**

The finite verbs in all tenses in the ten CEO letters were identified and counted. A total of 1,383 finite verbs were found. They are classified by tense forms with the modal placed in a separate group. Table 2 shows the number of occurrences and the frequencies of each tense form in the corpus.

Table 2 The Distribution of finite verb forms in ten CEO letters

Verb form	No. of Occurrences	Frequency (%)
1. Present Simple (PS)	544	39.3
2. Past Simple (Pt. S)	390	28.2
3. Future Simple (FS)	161	11.6
4. Present Perfect (PP)	118	8.5
5. Modal (M)	96	6.9
6. Present Progressive (PC)	65	4.7
7. Past Perfect (Pt. P)	4	0.3
8. Past Progressive (Pt. C)	2	0.1
9. Future Perfect (FP)	2	0.1
10. Present Perfect Progressive (PPC)	1	0.1
Total	1,383	99.8

According to Table 2, the total number of occurrences of finite verb forms in the corpus is 1,383. The total percentage is 99.8 because of rounding numbers. The present simple tense occurs the most frequently (39.3%), followed by the past simple tense (28.2%). To compare with the first two tenses, there is a less frequency of the future simple tense (11.6%) and the present perfect tense (8.5%). The use of the modal (6.9%) and the present progressive tense (4.7%) are slightly lower. Since the other four verb forms, the past perfect, past progressive, future perfect and present perfect progressive tense are rare, they are combined in further analyses. Figure 3 presents the distribution of finite verb forms in the corpus graphically.

**Figure 3** The distribution of finite verb forms in the CEO letters ($N= 1,383$)

To look at the variability within the corpus, the frequency of verb forms in each CEO letters was calculated and these frequencies of occurrence were averaged over the ten CEO letters. The mean and standard deviation values are presented in Table 3.

Table 3 The mean frequencies and standard deviations of the finite verb forms in the corpus of ten letters

Verb forms	Mean	S.D.
1. Present Simple (PS)	37.3	14.5
2. Past Simple (Pt. S)	30.1	11.7
3. Future Simple (FS)	14.0	15.3
4. Present Perfect (PP)	9.1	9.0
5. Modal (M)	4.7	4.3
6. Present Progressive (PC)	4.1	3.8
7. Rare 4 Tenses	0.7	0.8
Total	100.0	59.4

According to Table 3, the present simple tense occurs the most frequently with the mean of 37.3, followed by the past simple tense with the mean of 30.1 and the future simple tense with the mean of 14.0. Compared with the first three tenses, the uses of the present perfect tense with the mean of 9.1, the modal with the mean of 4.7 and the present progressive tense with the mean of 4.1 are lower. The rare four tenses occur the least frequently with the mean of 0.7.

As results shown in Table 2, Figure 3 and Table 3, ten out of the thirteen verb forms are represented. There are three tenses commonly used in the corpus. The top three tenses are the present simple tense, the past simple tense and the future simple tense followed by the present perfect, the modal and the present perfect progressive tense. Four tenses (past perfect, past progressive, future perfect and future perfect progressive) are rarely used with percentage of less than one percent. According to Table 3, even though the present simple tense is most frequently used in the corpus, the high mean of its use (37.3) is still slightly lower than the total mean (39.2) of the past simple (30.1) and the present perfect tense (9.1) combined.

Summary and Discussion

The results show that not all verb forms are used in writing CEO letters. The results clearly show that the present simple tense and the past simple tense occur most often in CEO letters. These results are related to the results of the study by Taylor (2001) which shows that not all verb forms are used and that the present simple tense occurs most frequently followed by the past simple tense over the entire corpus of academic writing in the humanities. To sum up, there are specific tense choices in specific context.

1.2 Cross- mode Comparison

In this section, before the distributions of finite verb forms for the three persuasive modes are comparatively presented can be made, Table 4 presents the number of the clauses in the three persuasive modes (Ethos, Logos and Pathos) of each letter. The percentages are also provided in order to illustrate the proportion of the persuasive modes in each letter.

Table 4 The distributions of finite verb forms in the three persuasive modes in the ten CEO letters

Letter	Company	Frequencies						
		Ethos		Logos		Pathos		Total
		No.	%	No.	%	No.	%	No.
1	Royal Dutch Shell	22	33.8	40	61.5	3	4.6	65
2	CNPC	49	60.5	29	35.8	3	3.7	81
3	Chevron	29	45.3	22	34.4	13	20.3	64
4	General Electric	155	38.2	178	43.8	73	18.0	406
5	AT&T	47	37.6	57	45.6	21	16.8	125
6	Banco Santander	44	28.4	99	63.9	12	7.7	155
7	HSBC Holdings	48	23.4	113	55.1	44	21.5	205
8	Nestle	28	21.7	45	34.9	56	43.4	129
9	Honda Motor	14	14.6	55	57.3	27	28.1	96
10	Tesco	21	36.8	15	26.3	21	36.8	57
	Total	457	34.3	653	47.2	273	19.7	1,383

According to Table 4, when all ten letters are considered together, Logos is the most frequently used with the percentage of 47.2 (in bold). When the use of persuasive modes in each letter is considered, it is found that six letters have Logos as the most used mode. Three letters (Letter 2, 3 and 10) have Ethos as the most

frequently used mode, with only two letters (Letter 8 and 10) having Pathos as the most frequently used. The percentages of Ethos and Pathos are equal in Letter 10 (36.8%). Looking at the dominant modes, the researcher found that Ethos (60.5%) is most used in Letter 2, Logos (63.9%) is most used in Letter 6 and Pathos (43.4%) is most used in Letter 8. When the first three letters are considered, it is found that Ethos is widely used while the greater proportion of the use of Pathos is found in the last three letters (Letter 8, 9 and 10). Since the names of the companies in this table are ranked by size and success, it can be concluded that the letters from the more successful companies tend to include more Ethos than Pathos. On the other hand, the letters from the less successful companies tend to include more Pathos than Ethos.

To answer the question of which tenses are dominant in each mode, Table 5 presents the distributions and frequencies of these forms by mode. The corpus yielded 457 finite verbs in Ethos, 653 in Logos and 273 in Pathos. Under each mode heading, the number of occurrences and the frequencies of the corresponding forms are presented.

Table 5 The distributions of finite verb forms in the three persuasive modes in the corpus of ten letters

Verb form	Ethos		Logos		Pathos	
	Number	%	Number	%	Number	%
1. PS	177	38.7	216	33.1	151	55.1
2. Pt. S	84	18.4	275	42.1	31	11.3
3. FS	103	22.5	35	5.4	23	8.4
4. PP	43	9.4	53	8.1	22	8.0
5. M	33	7.2	34	5.2	29	10.6
6. PC	16	3.5	37	5.7	12	4.4
Rare 4 tenses	1	0.2	3	0.5	5	1.8
Totals	457	99.9	653	100.1	273	99.6

As can be seen in Table 5, Ethos has three dominant tense forms: the present simple (38.7%), future simple (22.5%) and past simple tense (18.4%). The three tenses are distinctively higher than the other tenses as can be seen in Figure 4, presented below. In Logos, the past simple (42.1%) and present simple tenses (33.1%)

are distinctively higher than other tenses, as can be seen in Figure 5. Pathos has only one dominant tense, the present simple tense, with the percentage of 55.1. This is much higher than the other tenses in the same mode as can be seen in the following Figure 6. The percentages of the distributions of verb forms in each persuasive mode presented in the Table 5 are presented graphically in the following figures (Figure 4, 5, 6 and 7).

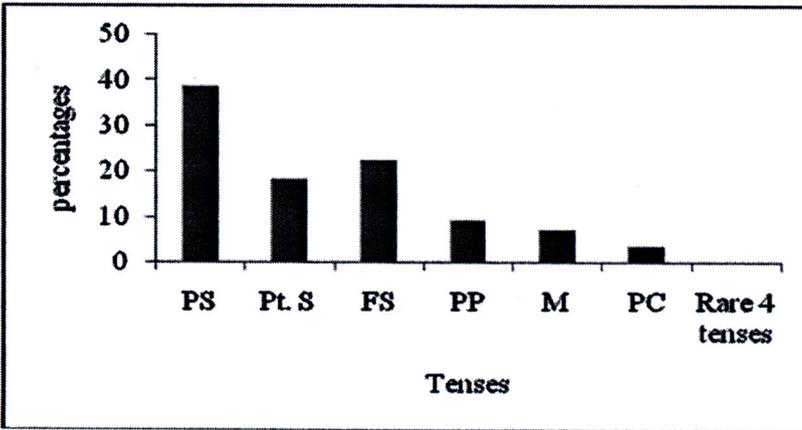


Figure 4 The distributions of finite verb forms in Ethos

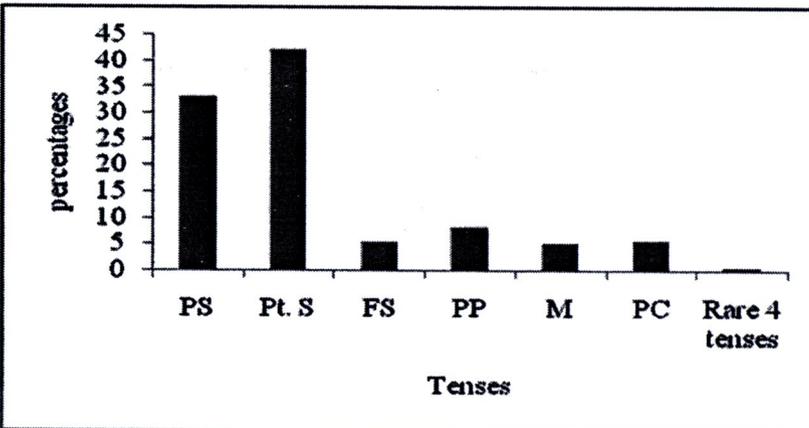


Figure 5 The distribution of finite verb forms in Logos

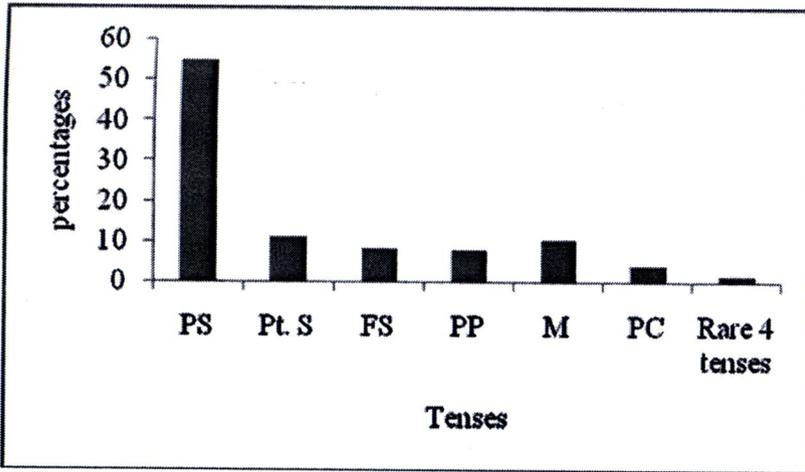


Figure 6 The distribution of finite verb forms in Pathos

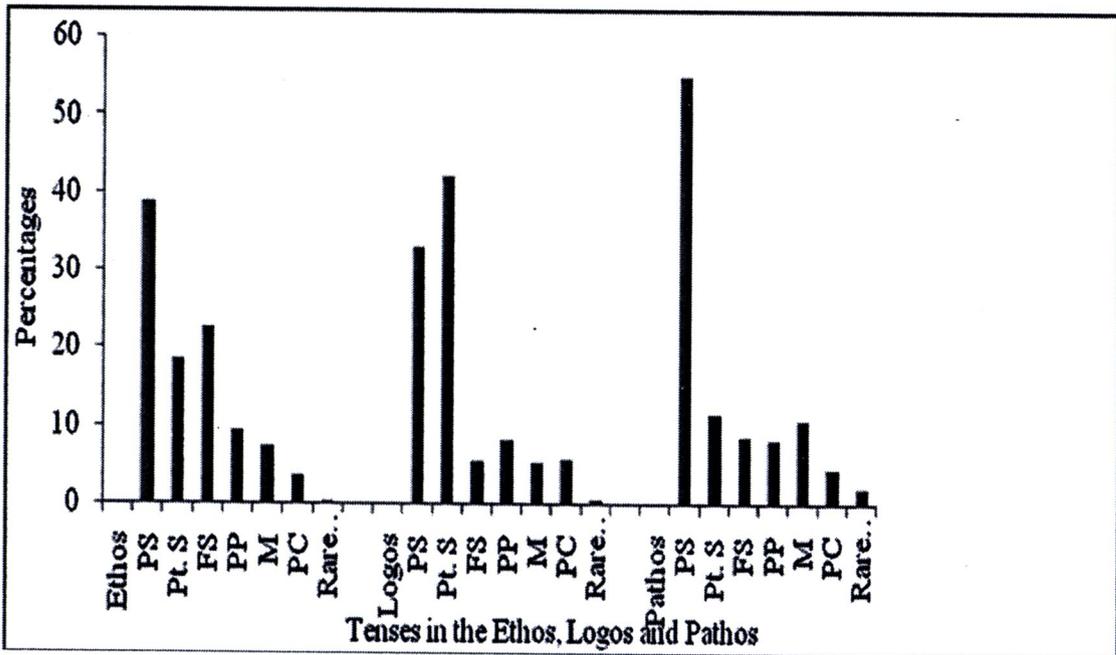


Figure 7 The distribution of finite verb forms in Ethos, Logos and Pathos

According to Figures 4, 5, and 6, Ethos has three dominant tenses (present simple, future simple and past simple), Logos has two dominant tenses (past simple and present simple), with Pathos having only one dominant tense (present simple). In addition, according to Figure 7, the present simple tense dominates in Pathos, the past simple tense in Logos, and the future simple tense in Ethos.

In addition, to identify the dominance of specific verb forms in each persuasive mode, the frequencies of verb forms are compared across the three modes in Figure 8. The data are taken from Table 5.

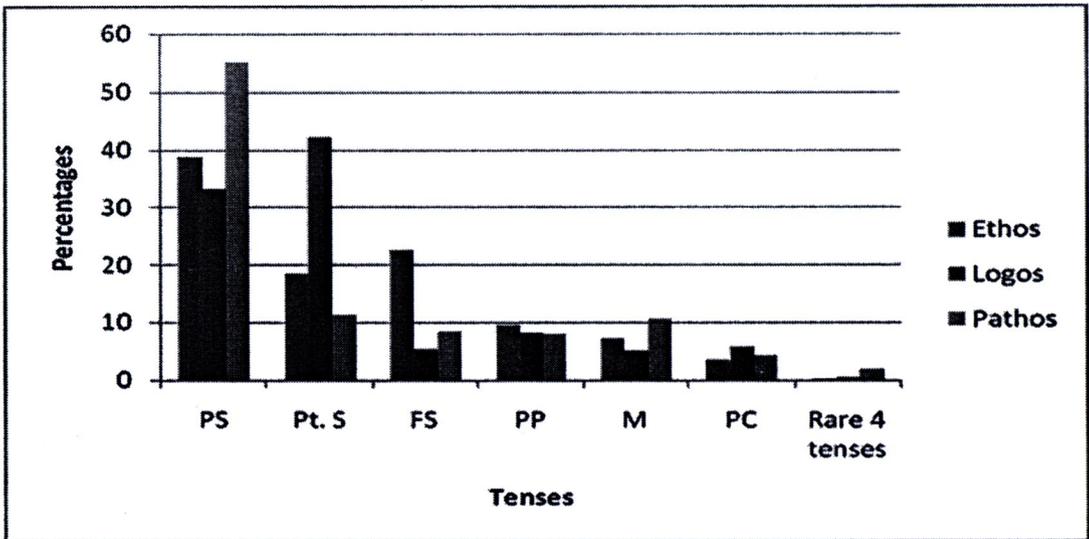


Figure 8 Finite verb forms in the three persuasive modes in the ten CEO letters

According to Figure 8, the use of each tense is compared across the three modes of persuasion, Ethos, Logos and Pathos. The findings provided in Figure 8 show some general tendencies across the three persuasive modes.

First, the present simple tense is highly used in all modes, with its use being the highest in Pathos (55.1%). There is a decrease in the use of this tense in Ethos and Logos, with its use in Ethos (38.7%) being slightly higher than the use of the tense in Logos (33.1%). To conclude, even though the present simple tense is widely used in all modes, it dominates in Pathos.

Next, while the present simple tense is used mostly in Pathos, the use of the past simple tense is the highest in Logos (42.1%). There is a drop of its use in Ethos (18.4%), and the tense is used the least in Pathos (11.3%). It can be said that the past simple tense dominates in Logos.

Third, the future simple tense is used most Ethos with the highest percentage of 22.5. Its use in the other two modes, Logos and Pathos, are found with the small percentage of 8.4 and 5.4 respectively. It is clear that the future simple tense is dominant in Ethos.

While the use of the present simple, past simple and future simple tense are dominant in specific persuasive modes, there is no distinctive use of the present perfect tense among the three modes; the tense occurs at an approximate rate of 10% throughout the three modes. However, the highest use of the present perfect tense can be seen in Ethos with the percentage of 9.4. In addition, according to Table 3, the use of the present perfect tense in the corpus is much lower (9.1) compared with the present simple tense (37.3). However, when its mean (9.1) is combined with the mean of the past simple tense (30.1), since the present perfect tense is another variation of the past tense, the total mean (39.2) is higher than the mean of the present simple tense, reflecting the great role of the past tense in CEO letters.

As can be seen in Table 3, throughout the corpus the modal is used with the low mean of 4.7. However, according to the data from the cross-mode comparison presented in Table 5, the use of the modal is the highest in Pathos with a percentage of 10.6. In addition, according to Figure 8, the use of the modal is distinctively higher in Pathos than in the other two modes.

Although the use of the present progressive tense is almost equal in all modes, the highest use can be seen in Logos with the percentage of 5.7, similar to the use of the present perfect tense.

Compared with the six tenses mentioned earlier, the rare four tenses are found with the small percentage of 1.8 in Pathos, 0.5 in Logos and 0.2 in Ethos. To conclude, its use is the highest in Pathos with the small percentage.

Summary and Discussion

The results clearly show that each persuasive mode has dominant tenses. In Ethos, the present simple, the future simple and the past simple are the dominant tenses. Logos has the past simple and the present simple tenses. Pathos contains primarily the present simple tense.

It can be seen that the present simple tense is used in all modes, and the past simple tense dominates in both logos and Ethos. These overlaps of the dominant tenses between modes affirm the idea that a tense can be used for more than one purposive function. This is relevant to the study by Taylor (2001) in which different choices of tense use are possible because of the fact that the writers choose to present the same situation in different ways.

Despite the overlaps of the dominant tenses between modes, the cross-mode comparison shows some specifics. It is evident that the present simple tense is primarily used in pathos, the past simple tense mostly in logos and the future simple tense is used mostly in ethos. Even though it cannot be stated that a tense can be used only for one specific mode, this comparison reflects the tendencies of using certain tenses in certain modes.

1.3 Intra-Corpus Comparison

The following subsections show the frequencies of verb forms for each individual letter. The three modes are presented separately.

Ethos

The frequencies of verb forms for Ethos in each CEO letter are presented in Table 6 together with the mean frequencies and standard deviations for the forms.

Table 6 Percentage distribution of finite verb form for Ethos in the 10 CEO letters

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Mean	S.D.
PS	27.3	8.2	55.2	38.1	55.3	40.9	54.2	35.7	28.6	38.1	38.1	14.8
PP	9.1	0.0	10.3	7.7	6.4	6.8	16.7	3.6	21.4	38.1	12.0	11.0
PC	4.6	0.0	0.0	5.2	6.4	4.6	0.0	0.0	7.1	4.8	3.3	2.9
PPC	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.2	0.7
Pt. S	27.3	4.1	24.1	14.2	19.2	18.2	27.1	39.3	35.7	4.8	21.4	11.8
FS	27.3	83.7	10.3	20.7	6.4	22.7	0.0	14.3	7.1	14.3	20.7	23.6
M	4.6	4.1	0.0	14.2	6.4	4.6	1.0	7.1	0.0	0.0	4.2	4.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	98.9	100.0	100.0	100.0	99.9	-

According to Table 6, the verb profile is quite consistent across the CEO letters, with the present simple tense distinctive with the mean of 38.1, followed by the past simple tense with the mean of 21.4 and the future simple tense with the mean of 20.7. As can be seen in Table 5 in Section 4.2 (Cross-Mode Comparison), these three tenses are the dominant tenses of Ethos. Following these three tenses, the present perfect tense is used in nine letters (excepting Letter 2) with the mean of 12.0. However, when its mean (12.0) is combined with the mean of the past simple tense (21.4), the total mean is a high mean of 33.4. The use of the modal and the present progressive tenses are quite low with the mean of 4.2 and 3.3. However, they are

slightly higher than the present perfect progressive tense which is used least frequently, in only one letter (Letter 6).

Logos

The frequencies of verb forms for Logos in each CEO letter are presented in Table 7 together with the mean frequencies and standard deviations for the forms.

Table 7 Percentage distribution of finite verb form for Logos in the 10 CEO letters

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Mean	S.D.
PS	17.5	0.0	13.6	29.8	50.9	40.4	45.1	28.9	27.3	33.3	28.7	15.3
PP	5.0	3.5	0.0	11.2	7.0	5.1	9.7	4.4	3.6	40.0	9.0	11.4
PC	0.0	0.0	0.0	8.4	10.5	11.1	2.7	0.0	1.8	6.7	4.1	4.6
Pt. S	62.5	79.3	81.8	37.1	24.6	39.4	23.9	62.2	60.0	13.3	48.4	24.0
Pt. P	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Pt. C	0.0	3.5	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7
FS	15.0	10.3	0.0	4.5	5.3	4.0	4.4	4.4	5.5	6.7	6.0	4.1
M	0.0	3.5	0.0	8.4	1.8	0.0	14.2	0.0	1.8	0.0	3.0	4.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Similar to Ethos, the distribution is also quite consistent across the CEO letters, but with the past simple tense with the mean of 48.4, followed by the present simple with the mean of 28.7. As can be seen in Table 5 in Section 4.2 (Cross-Mode Comparison), these two tenses are the dominant tenses of Logos. Similarly in Ethos, some present perfect is also used in Logos tenses with the mean of 9.0. When its mean is combined with the mean of the past simple tense (48.4), the total mean (57.4) is two times that of the present simple tense. In contrast with Ethos, the future simple tense is less used with the mean of only 6.0. Similarly in Ethos, the use of the present progressive tense (4.1) and the modal (3.0) are almost the same as their use in Ethos. The past progressive and the past perfect tense are rarely used in just a few letters with the mean of 0.8 and 0.1 respectively. It can be noted that the total mean (57.4) of the past simple and the present perfect tenses combined, which is another variation of the past tense, is much higher than other tenses. This reflects the great role of past tense in Logos.

Pathos

The frequencies of verb forms for Pathos in each CEO letter are presented in Table 8 together with the mean frequencies and standard deviations for the forms.

Table 8 Percentage distribution of finite verb form for Pathos in the 10 CEO letters

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Mean	S.D.
PS	66.7	0.0	92.3	53.4	61.9	58.3	61.4	51.8	48.2	42.9	53.7	23.2
PP	0.0	0.0	0.0	6.9	9.5	0.0	9.1	5.4	11.1	23.8	6.6	7.5
PC	0.0	0.0	0.0	1.4	14.3	16.7	0.0	3.6	7.4	9.5	5.3	6.4
Pt. S	0.0	0.0	0.0	20.5	9.5	0.0	4.6	14.3	7.4	9.5	6.6	7.1
Pt. P	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.5	1.7
FS	33.3	33.3	7.7	8.2	4.8	8.3	2.3	5.4	18.5	14.3	13.6	11.4
FP	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.0	0.5	1.4
M	0.0	66.7	0.0	9.6	0.0	16.7	18.2	14.3	7.4	0.0	13.3	20.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

In Pathos, the most variation from letter to letter can be seen. Though the present simple tense is still generally the dominant tense, Letter 2 shows no use of the present simple tense. In other words, the use of the present simple tense is the highest except for Letter 2. Following the present simple tense, the future simple tense is used with the mean of 13.6. The use of the modal with the mean of 13.3 is slightly lower than the use of the future simple. The last row of this table shows the wide range of the use of the modal, from no use at all in four letters (Letter 1, 3, 5 and 10) to a high of 66.7 percent in Letter 2. The present perfect and the past simple tense are used less than in the other two modes with a mean of 6.6. Similarly in the other two modes, the present progressive tense is used in some letters with the mean of 5.3. The use of the past perfect and future perfect tense are rare in Pathos, with a mean of 0.5 which is the highest among the three modes.

Summary and Discussion

As can be seen in Table 6, 7 and 8, in Ethos, the verb profiles of the present simple, the past simple and the future simple tenses are quite consistently high across most CEO letters. The present simple is predominant followed by the past simple and the future simple tenses. In Logos, similar to Ethos, the verb profiles are quite consistently high across most CEO letters but with the past simple tense predominant

followed by the present simple. In Pathos, the most variation from letter to letter can be clearly seen, with the present simple tense being quite consistently high across CEO letters. These consistencies emphasize the dominance of specific tenses in particular persuasive modes.

However, the consistency of verb profiles is seen across most, but not all the ten CEO letters. For example, the tense choice in Letter 2 is different from other letters. The results show that the dominant tenses of a persuasive mode might not be the dominant tense of some letters. This indicates that when the writers of CEO letters make tense choices, the variety of tense choices can vary along with the writing style of the writers.

2. The Analyses

The results of this section are presented in order to answer the second research question by the contextual analysis. The contextual analysis is divided into two sections. The first section includes the layout of the corpus followed by the examples of the three persuasive modes taken from the corpus. In this part, the examples are explained in terms of both rhetorical functions, basic meanings and uses of tense. Following that, Section 4.2.2 provides the explanation of the relationship between the persuasive modes and basic meanings and uses of tenses in the form of a table.

2.1 Analysis of the Layout and Examples of the Corpus

By taking the layout of the corpus into consideration, similar to the study by Chakorn (2008), most sub-modes are not compulsory and do not necessarily appear in a fixed order. However, it can be noticed that the writers tend to use Ethos (the company's success, great role, fame, popularity) in the beginning of the corpus. However, there are four letters that begin with Pathos and Logos. Considering the body of CEO letters, the researcher found that Logos is mostly used to illustrate the economic overview, crisis, policy, result, and action. In addition, some Ethos is commonly found in the body of CEO letters. Little Pathos is found in the body but tends to be used at the end to thank the readers, show request for association, and concern of the writer to the readers.

As mentioned in Chapter 3, the present analysis adopts Chakorn's (2008) notion of Aristotle's rhetoric as the core of the CEO letter. Aristotle's rhetoric

is composed of the three main persuasive modes: Ethos, Logos and Pathos. Table 9 presents the three persuasive modes with their sub-modes which were classified according to the suggestion by Chakorn (2008) and adapted according to the pilot study of this study and the suggestion of an expert. In the last two columns, the dominant tenses of each mode are presented with the percentage of frequencies.

Table 9 The persuasive functions with the frequencies of occurrence of their associated tenses

Persuasive Functions		Tenses	No. of clauses	Percentage
1. Ethos	Writer's good character	Present simple	16	59.3
		Past simple	7	25.9
	Writer's authority	Past simple	10	45.5
		Present simple	7	31.8
	Writer's expertise	Present simple	3	75.0
		Future simple	1	25.0
	Company's achievement	Present simple	53	34.6
		Present perfect	45	29.4
		Past simple	41	26.8
	Company's resource and wealth	Present simple	21	65.6
Guarantee	Future simple	94	42.9	
	Present simple	78	35.6	
2. Logos	Economic overview	Present simple	54	42.9
		Past simple	42	33.3
	Policy for operation	Present simple	90	51.4
	Operative action	Past simple	86	52.1
	Result of operation	Past simple	126	67.4
3. Pathos	Thanks	Present simple	11	34.4
		Modal	9	28.1
	Commitment to society	Present simple	56	56.6
	Anticipation of support and association	Present simple	5	71.4
		Future simple	2	28.6
	Visualizing future prospects	Present simple	13	36.1
		Future simple	11	30.6
	The Use of Figurative language	Present simple	19	59.4
Concern of the writer to the reader	Present simple	38	56.7	

2.2 Examples from the Corpus

In the following sub-sections, examples of Ethos, Logos and Pathos are provided. These examples are taken from every letter for each sub-mode. These examples are grouped by tense groups, which are mostly used for each sub-mode according to the percentages presented in the last column of Table 9, above. Those tenses that are used with a frequency of more than 20 percent in each sub-mode are provided. The examples of these tenses are presented first, followed by the less used tense group. The number of the CEO letter and the sentence number from which these examples were taken are shown in parentheses at the end of each example.

According to Table 9, there are dominant tenses in the persuasive modes. To explain why the tenses are used in each mode, the nature of each sub-mode will be illustrated by providing examples from the corpus.

2.2.1 Examples of Ethos from the Corpus

2.2.1.1 Writer's Character

The statements of both the moral character and good character of the writer, such as honesty, reliability, generosity, diligence and willingness to learn, are found in the corpus. They are mostly written in the present simple and past simple tense.

Present simple

- We operate with the highest standards of integrity and respect for human rights. (L3.36)
- We work just as hard on quality, leadership and productivity solutions. (L4. 177)
- There are also important lessons to learn as we seek to reform the financial system. (L7. 12)

Past simple

- We were, however, far from perfect, and I want you to know that we also learned a few lessons during the crisis. (L4. 52)

The choice of the present simple tense is found in Letter 3, 4, and 7, while the choice of the past simple is found in only one letter (Letter 4). While the present simple tense (59.3%) is the dominant tense in references to the writer's character, the past simple tense is found in the corpus in much lower frequency

(25.9%). In other words, even though both tenses are commonly used for the sub-mode, the use of the present simple tense is more common.

2.2.1.2 Writer's Authority

Writer's authority is indicated by informing the reader of the official position of the writer or members of management team. Commonly, the tense choice for this sub-mode is the past simple and present simple tense.

Past simple

- Stuart Gulliver was appointed Chairman, Europe, Middle East and Global Businesses and assumed responsibility for Private Banking, adding to his responsibilities for Global Banking and Markets. (L7.46)

- Mr. Jean-Pierre Roth, a Swiss national ... and was the Chairman of the Board of Directors of the Bank for International Settlements. (L8. 62)

- In his most recent role as Distribution Director Laurie was responsible for transforming our network – a tremendous achievement. (L10.5)

Present simple

- As your chairman, I'm committed to building on that legacy. (L3.3)

- From this base, as Chairman, I spend an increasing amount of my time engaging with policymakers and regulators throughout the world on behalf of the Group... (L7.41)

- Mr. Jean-Pierre Roth, a Swiss national, is the former Chairman of the Governing Board of the Swiss National Bank and (L8. 62)

- ..., including Laurie McIlwee who takes on the role of Group Finance Director... (L10.3)

According to the examples, both the past simple tense and the present simple tense are found in the same letters (Letter 7, 8 and 10). In other words, the writers of the three letters use both tenses in references to the writer's authority. However, the choice of the past simple tense is found with the higher percentage (45.5%).

2.2.1.3 Writer's Expertise

Writer's expertise is reflected by the information of experience and education of the writer or member of the team. They are normally written in the present simple tense together with the future simple tense.

Present simple

- Our early leadership, experience and expertise in this important area give us a distinct advantage.... (L5.20)

- Mrs. Titia de Lange, a Dutch national, is a specialist in cell biology and genetics and has a strong research background that will contribute significantly to the Board's scientific knowledge. (L8.61)

Future simple

- Mrs. Titia de Lange, a Dutch national, is a specialist in cell biology and genetics and has a strong research background that will contribute significantly to the Board's scientific knowledge. (L8.61)

According to the examples, the present simple and the future simple tenses are used in reference to the writer's expertise. While the writer of Letter 8 uses both tenses, the writer of Letter 5 uses only the present simple. According to Table 9, few examples of this sub-mode are found in the corpus (3 present simple and 1 future simple). However, the percentage of the present simple tense is very high (75 %).

2.2.1.4 Company's Achievement

The company's achievement is mentioned in various ways. The achievement can be the statement of a world record or high rank, global fame or popularity, global role, ability to succeed despite a crisis, stability of the company, and consistency of success. In the following examples, the present simple tense is used most frequently. In addition, the present perfect and past simple tenses are also found.

Present simple

- A company's strategies — and the abilities, values and focus of its people — are tested in tough times. (L3.5)

- We are the world's best infrastructure company. (L4.78)

- AT&T is a global leader in designing, building and managing advanced IP technologies and networks for businesses of all sizes. (L5.35)
- In short, our disciplined management ... maintains our results intact, while many of our competitors generated large losses. (L6.15)
- ...there is no better management team in banking and it is no coincidence that HSBC has remained profitable throughout the financial crisis and paid dividends when few other banks did. (L7.81)
- Nestle, as a food and beverage company whose products are consumed around the world... (L8.7)
- I am pleased to report that despite the extraordinary economic environment we find ourselves in, Tesco has once again delivered a good set of results. (L10.1)

Present perfect

- Over that time, our company has built an enduring legacy of industry leadership.... (L3.2)
- We have grown our earnings by almost 10% annually for two decades with high returns and strong cash flow. (L4.81)
- Leadership in this high-growth market was a goal we set several years ago; we've achieved that and.... (L5.17)
- In the last two years, we have proved the recurrence of our business model. (L6.84)
- ...HSBC has remained profitable throughout the financial crisis (L7.81)
- The motorcycle business has performed solidly, even in the midst of the severe economic environment following the global financial crisis. (L9.32)
- Despite the challenging conditions around the globe we have remained resilient. (L10.2)

Past simple

- Together with our partners, we completed Russia's first liquefied natural gas (LNG) plant, Sakhalin II, one of the world's largest integrated projects. (L1.25)

- The Group achieved steady and safe yet fast development in production and operations in 2009, with the overall operating results being better than expected at the beginning of the year. (L2.7)

- Total stockholder return - a critical measure of our performance — was No. 1 among our top competitors over the past five years. (L3.12)

- Through the crisis, GE remained the world's fourth most valuable brand. (L4.51)

- Despite a challenging economy, our focused strategy and solid execution enabled us to finish 2009 in a position of unsurpassed financial strength among our telecommunications peers.... (L5.4)

- In short, our disciplined management enabled us to get through the crisis.... (L6.15)

- ...HSBC ... paid dividends when few other banks did. (7.81)

To compare with other sub-modes of Ethos mentioned earlier, there is a large use of this sub-mode, as can be seen in Table 9. According to the example provided, most writers use more than one tense in reference to the company's achievement. For instance, the writers of 5 letters (Letter 3, 4, 5, 6 and 7) use the three tenses, and the writer of 4 letters (Letter 1, 2, 9 and 10) use 2 tenses for this sub-mode. In addition, according to Table 9, the percentages of the three tenses are not much different. To conclude, the writers tend to make various tense choices when referring the company's achievement.

2.2.1.5 Company's Resource and Wealth

The examples of the company's resource and wealth found in this analysis are an efficient management team and assets. They are written mostly in the present simple tense.

- We have robust long-term strategies and a proven ability to deliver results. (L3.41)

- We have great technical and geographic diversity, which reduces volatility. (L4.82)

- ,...we have the financial strength, the IP network capabilities, the investment strategy and the innovative, customer-focused solutions to accelerate

our growth in key areas and further differentiate our company in the marketplace. (L5.69)

- At HSBC, we have an extremely strong, diverse and engaged Board and the international experience (L7.42)

Unlike in other Ethos' sub-modes, only one tense has a frequency of higher than 20% in this sub-mode. The writers of four letters (Letter 3, 4, 5 and 7) use the present simple tense (65.6%) in references to the company's assets. According to the examples, the phrase "We have" is commonly used to show the company's resource and wealth. Therefore, it is followed by the company's assets, together with a word creating the positive meaning such as great, strength, or strong.

2.2.1.6 Guarantee

The writer guarantees the success of the company by a positive attitude, confidence and trust in the company's management. The future simple tense is mostly used in this sub-mode to give promise to the reader, followed by the present simple, which is used when showing confidence in the company.

Future simple

- We will continue to apply our exploration capabilities wherever they are appropriate, including our new leases in Egypt, South Africa and French Guiana. (L1.22)

- The Group will continue to strengthen its self-innovation capability and consolidate its core corporate management competence. (L2.28)

- Much of our 2010 spending will focus on large multiyear projects aligned with our upstream growth strategies, on improving our operating efficiency and reliability, and on aligning our downstream businesses with the strongest market opportunities. (L3.33)

- We will only grow strategically in financial services. (L4.60)

- We'll continue to execute on our strategy of connecting more people and machines to our global IP network infrastructure. (L5.70)

- We will operate in an environment where the differences between well and poorly managed banks will be more evident. (L6.30)

- ...we will buy back about CHF 15 billion of Nestle's shares during 2010 and 2011,... (L8.44)

- I have every confidence he will do an outstanding job as our Group Finance Director. (L10.6)

Present simple

- Our successful projects, our new business opportunities and our continued financial flexibility give me confidence to face the economic uncertainties of 2010. (L1.44)

- Policies to expand domestic demand and improve people's livelihood are expected to continue to yield positive results. (L2.24)

- It's an honor to lead Chevron into a future.... (L3.4)

- In 2010, I expect our organic growth to be slightly positive. (L4.157)

- I am confident in our ability to make the most of them. (L5.67)

- ...I'm convinced of the quality of our exposure to these markets. (L6.27)

- The Board expects fixed pay in banking to increase as a proportion of total compensation, especially for important risk and supervisory functions. (L7.87)

- Your Board ...believes that, over the longer term, a structure that is in line with 2009 credit ratings is appropriate. (L8.42)

- They are expected to show solid growth in the long term. (L9.34)

- I have every confidence he will do an outstanding job as our Group Finance Director. (L10.6)

According to Appendix J, this sub-mode is found with the greatest frequency (219 clauses) in Ethos. They are mostly written in the future simple (42.9%) and the present simple tenses (35.6%). The percentage of the future simple is little higher than the percentage of the present simple tense. According to the example provided, the writers of eight letters (except for letters 7 and 9) use both tenses to promise and reassure the readers. The example of the present simple tense is not

found in two letters (Letter 7 and 9). The phrase “We will” can be treated as a promise and is thus combined with the verbs showing action beneficial to the company. The words “expect” “believe” and “confidence” are used to show the certainty of the future action. According to Chakorn, 2008, they can be treated as implied promise. A few passive forms, such as “be expected to”, are used by the writers to guarantee that action tends to happen.

2.2.2 Examples of Logos from the Corpus

2.2.2.1 Economic Overview

This sub-mode includes the global and local economic situation. Generally, challenging situations and difficulties, such as an economic crisis and its effect on the company, are discussed. The overview can also provide a general description of company and product. The present simple and past simple tense are used.

Present simple

- The reasons for the drop span all our businesses. (L1.8)
- We face increased challenges-geopolitical, environmental, and regulatory and technical. (L3.45)
- The world we live in today has more systemic risk. (L4.54)
- Mobility is the driving force behind our industry's growth around the globe. (L5.15)
- In general, neither the public nor the private sectors have excessive levels of indebtedness. (L6.20)
- Nevertheless, huge challenges and risks remain for all of us. (L7.7)
- The global economic recovery remains somewhat fragile, however, with high unemployment and deficits as well as slow growth in the developed world. (L8.3)
- ... motorcycles are essential for meeting daily transportation needs... (L9.34)

Past simple

- Lower sales volumes and margins affected our chemicals performance. (L1.12)

- 2009 was a year in which the Group faced significant challenges. (L2.2)
- The economic environment was challenging for refining and marketing in 2009. (L3.22)
- We suffered one of the worst global economic downturns in history. (L4.2)
- In a number of important respects, 2009 was a year of transition. (L7.1)
- The resulting weak level of consumer demand as well as raw material cost pressure and related pricing, intense competition amongst branded and non-branded manufacturers, as well as currency depreciations and political uncertainty in different parts of the world all combined to make 2009 a particularly challenging year. (L8.14)
- In Asia, although the economies of China and India continued to expand, the pace of growth slowed, and certain countries in the region went into recession. (L9.4)

According to the examples, the present simple (42.9%) and the past simple tenses (33.3%) are used in reference to the economic overview. The present simple tense is used in reference to the present situation, and the past simple tense is used in reference to the past situation. The uses of both tenses are quite consistent, with a large number of examples found in almost all letters. This reflects the common use of this sub-mode in writing CEO letters. They are mostly used to describe the difficulties, challenging situations, and crises.

2.2.2.2 Policy for Operation

The policy includes operative ideas, opinions, strategies, aims, plans, and intentions; objectives of operation including beliefs and priorities of company. The use of the present simple tense dominates in this sub-mode.

Present simple

- At such depths sophisticated sub-sea equipment is needed, and it has to be built on site by remote-controlled machines in near-freezing darkness. (L1.28)

- We share a common approach to servicing our installed base. (L4.85)
- Our priority in emerging markets is to build up a solid and top notch business franchise, and this means we have to grow at a faster rate than the market. (L6.35)
- Competitive product provision is fundamental to economic and social development. (L7.56)
- We plan to strengthen our lineup of models with an eye to also offering mid- and large sized hybrid automobiles. (L9.29)

The writers of five letters use present simple tense (65.6%) in reference to their company's policies. According to the examples, the verb "to be" (is) is commonly used to explain the company's priorities. The passive structure is also found in reference to the belief or idea of the writer for company operation. The phrase "have to" is also commonly found in this sub-mode. It can be treated as a way to express the certain strategies.

2.2.2.3 Operative Action

The writer normally reports actions done by the company. Most reported actions are supportive to the company's success (Logos supporting Ethos), and are mostly reported in the past simple tense.

Past simple

- To channel our skills more quickly, more effectively and more economically, last year I reorganised our business units. (L1.47)
- It also strengthened controls over investment, optimised investment portfolios and vigorously reduced costs and improved efficiency. (L2.5)
- We brought major capital projects online or to capacity.... (L3.7)
- Subsequently, we built one of the industry's most successful cable platforms, broadened our content, made investments in Hispanic media, globalized our distribution and positioned the business for a digital future. (L4.109)
- We moved quickly to adjust our cost structure and increase efficiencies across the board.... (L5.52)

- We strengthened the relationship with our customers....
(L6.64)
- We continued to enhance our financial strength during
2009. (L7.20)
- We continued to invest for the future in 2009. (L8.34)
- Last year, in North America, we began operations at our
Indiana plant in the United States and at our new engine plant in Canada. (L9.40)
- In South Korea we purchased 36 hypermarkets from
E-land, mostly in Seoul.... (L10.12)

The writers of all ten letters use the past simple tense (52.1%) in reference to the company's past actions. According to the examples, the verb form in the past simple tense is usually seen when the writers refer to actions which were already completed. It can be said that the writers usually use the past simple tense to report what the companies already did. The use of the tense in all letters reflects the common use of this tense for reporting operative action.

2.2.2.4 Results of Operation

Both positive and negative results are presented. The negative results are presented to clarify the economic overview (crisis). The positive results are presented to support company's achievement (Logos supporting Ethos). They are presented as improvement, failure, difficulty, increase and decrease of financial data, and dividends. They are usually in the past simple tense.

Past simple

- The reliability of our refineries also improved. (L1.4)
- Net profit attributable to equity holders of the Company was RMB103, 173 million, representing a decrease of 9.4% compared with the previous year. (L2.9)
- Net income in 2009 was \$10.5 billion on sales and other operating revenues of \$167 billion, reflecting lower prices from 2008 for crude oil and natural gas and lower sales margins and prices for refined products. (L3.14)
- The profit of S&P "industrial" companies declined 16% in 2009. (L4.35)

- We also signed or completed nearly \$5.5 billion in acquisitions in 2009.... (L5.54)

- Attributable profit was 55% higher at £1,536 million. (L6.49)

- On an underlying basis, and excluding the impact of the goodwill impairment recorded in 2008, pre-tax profit was US\$13.3 billion, 56 per cent higher. (L7.16)

- Nestlé's organic sales growth was 4.1%, including real internal growth (RIG) of 1.9% and pricing of 2.2%. (L8.17)

- Total unit sales of motorcycles rose, despite substantially lower sales in Japan, North America, Europe and certain other areas due to deteriorating economic conditions, as unit sales expanded in Asia and other regions including South America. (L9.7)

The writers of all 10 letters used the past simple tense (67.4%) in references to the result of operation. Similarly, in the sub-mode of *operative action*, the verb form in the past simple tense is usually used. However, the difference is that transitive verbs such as *moved*, *made* and *built* tend to be found more in reference to the *operative action* while the verbs found in this sub-mode tend to be both transitive and intransitive verbs (verb "to be", was, rise, increase, decrease, and decline). The other difference is that the subject of the clauses in this sub-mode is not "We" or "the company" but "profit", "income", "sales", and "growth".

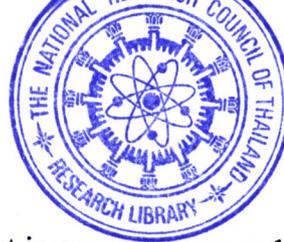
2.2.3 Examples of Pathos from the Corpus

2.2.3.1 Thanks

The writer thanks the readers for investing in the company and for the readers' support, trust and co-operation. When thanking, the writer expresses gratitude or pays tribute to the readers. There are two forms commonly used in this sub-mode; the present simple tense and the modal, "would".

Present simple

- Thank you for investing in Chevron. (L3.48)
- We are grateful for your support, and we will prove ourselves worthy of your trust. (L4.259)



- I appreciate your continued trust in our company and in our team's ability to innovate and deliver results. (L5.74)

- We are profoundly thankful for your support. (L7.25)

- We thank everybody who has contributed. (L8.41)

Modal

- I would also like to express my heartfelt thanks to all shareholders for their support and members of the Board of Directors and the Supervisory Committee and all staff of the Company for their close co-operation and hard work. (L2.22)

- I would also like to say thank you on behalf of the Board.... (L7.50)

- We would like, therefore, more than ever, to thank our people all over the world.... (L8.66)

- We would also like to thank the many people who have supported Honda's long-term growth, including, first and foremost, our customers as well as our business partners and the societies around the world where we are privileged to do business. (L9.1)

When the writers thank the readers, the present simple tense (34.4%) and the modal (28.1%) are mostly used. In the present simple tense, the phrase "We're grateful/thankful for" is usually seen. The writers commonly thank the readers, referring to what they have done for the company, in the present simple tense. In the use of the modal, the modal *would* is used in the phrase "I would like to" followed by the present simple verb for the purpose of thanks. Using the phrase "I would like to" is a polite way of declaring "I want to". To conclude, politeness is commonly shown by the writers in this sub-mode.

2.2.3.2 Commitment to Society

The writer shows that the company is concerned about society and the environment. In this sub-mode, the writer connects the company with the society by saying that the company is a part of society. In addition, the company shows its willingness to operate with returns and benefits to the society. Moreover, the commitment to the environment is seen in the corpus. The dominant tense of this sub-mode is the present simple tense.

Present simple

- It is also expected to pioneer the large scale capture and storage of carbon dioxide. (L1.34)
- Chevron's performance and growth are intrinsically linked with the communities where we operate. (L3.28)
- But we all have responsibilities to our countries.... (L4.229)
- Funds from this program support efforts across the country to help our young people succeed in school and go on to good careers. (L5.63)
- ...that it is our responsibility to make a real contribution to economic and social development.... (L7.30)
- Nestlé, as the largest food and beverages manufacturer in the world, is one of the most geographically diverse companies and touches more communities than most. (L8.49)
- There are many methods for reducing CO₂ emissions, but in the automobile business, we believe that advancing hybrid car technology will be the most realistic and beneficial of various alternatives. (L9.26)
- Whilst many of our customers are focused on managing their shopping budgets, it is still important to them that we behave responsibly in the communities we serve. (L10.16)

To show concern about the environment and the society, most writers use the present simple tense (56.6%). According to the examples, the verb form in the present simple is usually seen when the writers refer to the responsibility of the company to the environment and the society. Some passive structures are also found in the corpus in reference to the link between the company and the community.

2.2.3.3 Anticipation of Support and Association

One way to retain and increase investment in the company is to show anticipation of future support and association from the readers. A few examples are found in the present simple tense, and one example is written in the future simple tense.

Present simple

- I look forward to seeing our revitalised organisation succeed in 2010 and beyond. (L1.54)

- Providing solutions requires technical breadth, customer value and societal trust. (L4.179)

- We look forward to the continued understanding and support of our shareholders and other investors for the long term. (L9.55)

Future simple

- We'll continue to work hard every day on your behalf. (L5.74)

According to the examples, the present simple (71.4%) and the future simple tenses (28.6%) are used in reference to anticipation of support and association. While the writer of Letter 5 uses both tenses, the writers of Letter 4 and 9 use only the present simple. According to Table 9, few examples of this sub-mode are found in the corpus (5 present simple and 2 future simple). However, the percentage of the present simple tense is very high (71.4 %). In the use of present simple, the phrase "I look forward to" is commonly used. It can be treated as a way of declaring "We need or require" and to ask for the support and the association of the readers.

2.2.3.4 Visualizing Future Prospect

The writers evoke the imagination of the readers by visualizing future prospects. Two tense forms, the present simple and the future simple are widely used to illustrate company's expected achievement.

Present simple

- But Chevron employees have risen to challenges for more than 130 years.... And I'm confident we will continue to do so. (L3.46 & 47)

- I believe we can be satisfied with our results in 2009. (L6.82)

- ... this gives us confidence that it will continue to make progress in 2010. (L8.70)

- ...which I believe will put us in an even stronger position once economies start to recover. (L10.26)

Future simple

- But Chevron employees have risen to challenges for more than 130 years - with dedication, ingenuity and hard work. And I'm confident we will continue to do so. (L3. 47)

- In addition, this cash will grow in line with profits each year.... (L4.223)

- Moreover, we still have many synergies pending for 2010 from these acquisitions which, coupled with the pace of gain in market share and the improvement in spreads, will give us a good level of growth in this year's results. (6.51)

- ...it will continue to make progress in 2010. (L8.70)

- ...which I believe will put us in an even stronger position once economies start to recover. (L10.26)

Similar to the previous sub-mode, the present simple and the future simple tenses are mostly used in reference to visualizing future prospects. Similar to other sub-modes of Pathos, the present simple tense is used with the highest percentage of 36.1. In the use of present simple tense, the main clauses such as "I'm confident", "I believe", and "this gives us confidence" are commonly found as the introduction preceding another clause. As can be seen, the main clauses include the verbs grammatically called "clause embedding verbs", and the dependent clause following the introduction is called an "embedded clause". According to Simons (2006), when embedding verbs are used in this way, the embedded clause carries the main point of the utterance, while the main clause serves some discourse function. Frequently, this function is showing a sign that something is true or likely to happen, with the parenthetical verb carrying information about the source and reliability of the embedded claim, or about the speaker's emotional orientation to it.

2.2.3.5 The Use of Figurative Language

Some language uses not with a basic meaning but with a more imaginative meaning are found in CEO letters. They lead the imagination of the reader and arouse specific emotions. They are mostly found in the present simple tense.

Present simple

- Americans are angry. People around the world are angry. (L4.235)

- Just as important, we have a terrific team of talented and committed employees. They are the ones who give life to the words "people innovating for people." (L5.7)

- As such they are also absolutely aligned with "Good Food, Good Life". (L8.53)

To lead the imagination of the reader and arouse specific emotions, the writers of three letters (Letter 4, 5 and 8) use the use of figurative language mostly in the present simple tense. According to the first example, the writer use the word "angry" two times. This is the technique of word repetition that evokes a stronger emotion from the readers. In the other two examples, the slogan "people innovating for people" and "Good Food, Good Life" are presented. Even though a few examples are seen, the percentage of the use of the present simple tense is high (59.4), which is the highest percentage compared to the tense use in other Pathos' sub-modes.

2.2.3.6 Concern of the Writer to the Reader

Often, the writer shows concern about the benefit of the reader and responds to the reader's needs. Sometimes, the writer shows understanding of what the reader feels or wants. The present simple tense is mostly found in this sub-mode.

Present simple

- The bottom line is that people have different expectations for leaders. (L4.193)

- Just as important, they validate our strategy and our deep commitment to building long-term value for you, our owners. (L5.10)

- Companies have a clear responsibility to treat their employees appropriately. (L7.70)

- These areas can benefit the people we touch and are essential building blocks for Nestlé to become the world's recognised leading Nutrition, Health and Wellness Company. (8.52)

- We consider the allocation of profits to shareholders to be one of our most important management responsibilities. (L9.45)

Similarly, in other sub-modes of Pathos, the present simple tense is used with the highest percentage at 56.7%. The writers of five letters mostly use the present simple tense when they show their concern about the benefit of the reader and understanding of the reader's needs.

Summary and Discussion

In Ethos, most sub-modes have two dominant tenses. However, when the writers persuade the readers by showing the company's resource and wealth, only the present simple tense is found more than a 20 percent frequency. To show the company's resource and wealth, the writers use the phrase "I have" to show possession. In addition, the use of the future simple tense is relatively high in Guarantee, for which the modal "will" is widely used to promise the readers some future operative action.

In Logos, most sub-modes have one dominant tense choice. The operative actions and the operative results are mostly reported in the past simple tense while the policies are mentioned in the present simple tense. However, when the writers explained the economic situation or an economic crisis, both the past situation and the present situation are mentioned.

In Pathos, the three sub-modes of Pathos, the commitment to society, the use of figurative language and the concern of the writer to the readers, have only the present simple tense as the dominant tense. Many specific patterns of language use are found in Pathos. First, the phrase "I would like to" is widely used to thank. This shows the use of politeness in writing CEO letters. Next, in visualizing future prospects, the embedded clauses are found in the implied promise about the future prospects. And in the use of figurative language, the technique of word repetition and slogans, are used to lead the imagination to arouse specific emotions.

According to the analysis of the examples in each sub-mode, the results show that some sub-modes have multiple tense choices and some have only one dominant tense choice. In addition, when considering the examples of each sub-mode carefully, there are some specific patterns of language use in the corpus.

2.3 Analysis of the Relationship between the Persuasive Modes and the Associated Tenses

While the analysis of the layout and the examples of the corpus were presented in the previous section to illustrate the nature of CEO letters (Section 4.2.1), this section specifically provides the explanation of the relationship between Aristotle's rhetoric and tense choice. Under each mode, the basic meanings and conventional uses of the dominant tenses will be carefully considered in relation to the rhetorical functions. The results of the analysis in this section help clarify how the basic meanings and uses of tense support the persuasive functions.

As can be seen from the result of quantitative analysis in Section 4.1 and the examples provided in the previous section, there is not a one-to-one relationship between tense and the three persuasive modes. However, there are some dominant tense choices in each mode. Table 10 shows the categories of the rhetorical functions with their associated tenses.

Table 10 The persuasive functions with their associated tenses

Modes	Sub-modes	Associated tenses from table 5
1. Ethos	Writer's good character	Present simple (38.73%)
	Writer's authority	Future simple (22.54%)
	Writer's expertise	Past simple (18.38%)
	Company's achievement	Present perfect (9.4%)
	Company's resource and wealth	
	Guarantee	

Table 10 The persuasive functions with their associated tenses (Cont.)

Modes	Sub-modes	Associated tenses from table 5
2. Logos	Economic overview Policy for operation Operative action Result of operation	Past simple (42.11%) Present simple (33.08%)
3. Pathos	Thanks Commitment to society Anticipation of support and association Visualizing future prospect Figurative language Concern of the writer to the reader	Present simple (55.11%) Future simple (11.31%) Modal (10.58%)

This analysis will discuss how the rhetorical functions are related to their associated tenses (in the last column of Table 10). The basic meanings and uses of those associated tenses will be considered in relation to the meaning of the rhetorical functions.

2.3.1 Ethos and Associated Tenses

As mentioned earlier, Ethos generally means persuasion by credibility of the writer. In CEO letters, the writers make the readers realize and acknowledge the credibility by showing the writer's good character, authority and expertise. In addition, they reassure the reader of continued success by providing the information of achievement and resource. Moreover, they guarantee the success by their positive attitude, trust and confidence to the potential of the company and by promise of operative action. Considering the basic meanings and uses of tenses, the researcher has found the relationship between persuasive sub-modes and their dominant tenses.

Present Simple and Ethos

Present simple is widely used in all sub-modes of Ethos, as can be seen in Table 9. The relationship between the sub-modes and the basic meanings of the present simple tense is illustrated in the following Table 11.

Table 11 The basic meanings of present simple serving persuasive functions in Ethos

Sub-modes and definitions	Examples	Basic meanings and uses of present simple
Writer's good character: generosity, diligence,	<ul style="list-style-type: none"> - We <u>operate</u> with the highest standards of integrity and <u>respect</u> for human rights. (L3.36) - We <u>work</u> just as hard on quality, leadership and productivity solutions. (L4. 177) 	Habitual actions in the present, or habitually happening
Writer's authority: official position	<ul style="list-style-type: none"> - Mr. Jean-Pierre Roth, a Swiss national, <u>is</u> the former Chairman of the Governing Board of the Swiss National Bank and (L8. 62) - ..., including Laurie McIlwee who <u>takes</u> on the role of Group Finance Director... (L10.3) 	Status
Writer's expertise: experience	<ul style="list-style-type: none"> - Mrs. Titia de Lange, a Dutch national, <u>is</u> a specialist in cell biology and genetics and <u>has</u> a strong research background.... (L8.61) 	Fact
Company's achievement: world record, global fame	<ul style="list-style-type: none"> - We <u>are</u> the world's best infrastructure company. (L4.78) - AT&T <u>is</u> a global leader in designing, building and managing advanced IP technologies and networks for businesses of all sizes. (L5.35) 	Fact, general truth
Company's resource and wealth: efficient management team	<ul style="list-style-type: none"> - ,...we <u>have</u> the financial strength, the IP network capabilities, the investment strategy and the innovative, customer- - At HSBC, we <u>have</u> an extremely strong, diverse and engaged Board and the international experience (L7.42) 	Fact
Guarantee : trust to the company	<ul style="list-style-type: none"> - ...I'm convinced of the quality of our exposure to these markets. (L6.27) - I <u>have</u> every confidence he will do an outstanding job as our Group Finance Director. (L10.6) 	Perceptions of feelings that exist at the moment of speaking

There are relationships between the sub-modes and the uses of the present simple tense. Basically, the present simple tense is used when the writer mentions an action presently or habitually happening, or a fact, general truth, or perceptions of feeling that occur or exist at the moment of speaking. Considering the sub-modes of Ethos, the writer's character can be considered as habit. The writer's authority, expertise and resource can be considered as status or fact. The writer's confidence and trust can be considered as belief and feeling. In summary, the basic meanings and uses of the present simple tense serve persuasive functions of Ethos. This is reflected by the high frequency of more than 30 percent of the present simple tense in all sub-modes of Ethos presented in Table 9.

Future Simple and Ethos

The second dominant tense of Ethos is the future simple. The future simple is used in Ethos mostly in the last sub-mode when offering a guarantee. The writers guarantee or reassure the readers by promise of future operative action.

Table 12 The basic meanings of future simple serving the persuasive functions in Ethos

Sub-modes	Examples	Basic meanings and uses of future simple
Guarantee: promise to act	<ul style="list-style-type: none"> - We <u>will continue</u> to apply our exploration capabilities.... (L1.22) - The Group <u>will also strengthen</u> the overall balance.....(L2.27) - The Group <u>will continue</u> to place top priority on.....(L2.30) - We <u>will operate</u> in an environment where the differences between well and poorly managed banks will be more evident. (L6.30) - ...we <u>will buy</u> back about CHF 15 billion of Nestle's shares during 2010 and 2011,... (L8.44) 	An action to take place at some definite future time

The writers reassure the readers about the company's future action. Often, they promise the reader of what they will do in the next operative year. Therefore, the future simple tense, whose basic use is for the action taking place at some definite future time, is mostly used. It can be said that the future simple tense is widely used in the corpus because it is usually used to promise the readers of what action will be in the future.

Past Simple and Ethos

The past simple tense is the other dominant tense of Ethos. It is widely used in three sub-modes of Ethos according to Table 9. The sub-modes and their examples in the past simple tense are presented below.

Table 13 The basic meanings of past simple serving the persuasive functions in Ethos

Sub-modes and definitions	Example	Basic meanings and uses of past simple
Writer's good character: willingness to learn	- We <u>were</u> far from perfect...we also <u>learned</u> a few lessons during the crisis. (L4. 52)	Past condition Completed action in the past
Writer's authority: official position	- Stuart Gulliver <u>was appointed</u> Chairman, Europe, Middle East and Global Businesses and <u>assumed</u> responsibility for Private Banking, adding to his responsibilities for Global Banking and Markets. (L7.46) - In his most recent role as Distribution Director Laurie <u>was</u> responsible for transforming our network – a tremendous achievement. (L10.5)	Completed action in the past Past status
Company's achievement: success, high rank, world record, global fame, stability	- The Group <u>achieved</u> steady and safe yet fast development in production and operations in 2009, with the overall operating results being better than expected at the beginning of the year. (L2.7) - Total stockholder return — a critical measure of our performance — <u>was</u> No. 1 among our top competitors over the past five years. (L3.12) - Through the crisis, GE <u>remained</u> the world's fourth most valuable brand. (L4.51)	Completed action in the past Past status Past status

In addition to the present simple tense, the writer's character and authority and company's achievement are also found in the past simple tense. For example, the writer mentions his willingness to learn from the past. The writer's authority is also found in the past simple tense when the writers inform the reader of who was appointed and who was responsible for past operations. Past fame, global role and success are also found here. Therefore, the past simple tense, whose basic use is for past condition and completed action, is also found in the three sub-modes of Ethos.

Present Perfect and Ethos

The present perfect is the other tense found in Ethos. It is noted that the only sub-mode in which present perfect is found with high frequency (more than 20 percent) is Company's Achievement. The relationship of basic meanings and use of the present perfect tense and the associated sub-mode with the examples are presented below.

Table 14 The basic meanings of present perfect serving the persuasive functions in Ethos

Sub-modes	Example	Basic meanings and uses of present perfect
Company's achievement: stability, success, success despite crisis	<ul style="list-style-type: none"> - We <u>have grown</u> our earnings by almost 10% annually for two decades with high returns and strong cash flow. (L4.81) - Leadership in this high-growth market was a goal we set several years ago; <u>we've achieved</u> that and.... (L5.17) - In the last two years, we <u>have proved</u> the recurrence of our business model. (L6.84) - ...HSBC <u>has remained</u> profitable throughout the financial crisis (L7.81) - The motorcycle business <u>has performed</u> solidly, even in the midst of the severe economic environment following the global financial crisis. (L9.32) - Despite the challenging conditions around the globe we <u>have remained</u> resilient. (L10.2) 	<ul style="list-style-type: none"> A situation that began at a prior point in time and continues into the present An action occurring or not occurring at an unspecified prior time that has current relevance A very recently completed action

Sometimes, the company's success, fame, popularity, and global role are mentioned in the present perfect tense. The high frequency (29.4%) of the present perfect tense is found only in this sub-mode. The example presented above reflects that the achievements can be inferred as an action which began at a prior point in time or occurred at a prior time and continues into the present or has current relevance. This creates the feeling of the stability of the company. This clearly shows that the basic meanings and use of the present perfect tense intends to demonstrate the credibility of the company by showing the stability of success.

2.3.2 Logos and Associated Tenses

As mentioned earlier, Logos generally means persuasion by reasoning. To reason, facts, statistics and evidence are used. In Logos, the writers persuade the readers by giving facts, statistics or data that can be proven. In Logos the dominant tenses are the past simple and present simple tense respectively. Therefore, this researcher considered the basic meanings and uses of the two tenses and found the relationship between these sub-modes of Logos and the tenses.

Past Simple and Logos

As mentioned earlier, the past simple tense is most dominant in Logos. This tense is used when operative results are reported. Some economic overview, policy and action are also written in the tense. Table15 illustrates the relationship between the sub-modes and the basic meanings of past simple.

Table 15 The basic meanings of past simple serving the persuasive functions in Logos

Sub-modes and definitions	Examples	Basic meaning and uses of past simple
Economic overview: economic situation, economic crisis	<ul style="list-style-type: none"> - 2009 <u>was</u> a year in which the Group <u>faced</u> significant challenges. (L2.2) - The economic environment <u>was</u> challenging for refining and marketing in 2009. (L3.22) - In a number of important respects, 2009 <u>was</u> a year of transition. (L7.1) 	Past condition
Operative action: action report	<ul style="list-style-type: none"> - To channel our skills more quickly, more effectively and more economically, last year I <u>reorganised</u> our business units. (L1.47) - It also <u>strengthened</u> controls over investment, <u>optimised</u> investment portfolios and vigorously <u>reduced</u> costs and <u>improved</u> efficiency. (L2.5) - We <u>continued</u> to enhance our financial strength during 2009. (L7.20) 	Completed action in the past
Result of operation: financial data, improvement,	<ul style="list-style-type: none"> - The reliability of our refineries also <u>improved</u>. (L1.4) - And our cash inflows and outflows <u>were broadly balanced</u> in both Upstream and Downstream. (L1.6) - The profit of S&P “industrial” companies <u>declined</u> 16% in 2009. (L4.35) 	Completed action Past condition

Past economic overview is often provided in CEO letters; therefore, past simple is mostly used for this sub-mode. Also, operative action and result are many times written in past simple as the action and the situation already occurred and appeared. The completed actions and past results can be reported as evidence in Logos. To conclude, all mentioned sub-modes involve past situations; therefore the past simple tense is found as the most frequent tense of Logos.

Present Simple and Logos

The present simple tense is also found in the overview (42.9%) and the policy for operation (51.4%) with high frequencies. It is used to describe the present economic situation and present operative policy and priorities which are considered as present fact and belief. This is clarified by the following examples from the CEO letters.

Table 16 The basic meanings of present simple serving the persuasive functions in Logos

Sub-modes and definitions	Examples	Basic meanings and uses of present simple
Economic overview: economic situation, economic crisis	<ul style="list-style-type: none"> - We <u>face</u> increased challenges —geopolitical, environmental, and regulatory and technical. (L3.45) - The world we <u>live in</u> today <u>has</u> more systemic risk. (L4.54) 	Fact, general truth, Present condition
Policy for operation: priority, idea, belief, strategy	<ul style="list-style-type: none"> - Our priority in emerging markets <u>is</u> to build up a solid and top notch business franchise, and this <u>means</u> we <u>have</u> to grow at a faster rate than the market. (L6.35) - Competitive product provision <u>is</u> fundamental to economic and social development. (L7.56) - We <u>plan</u> to strengthen our lineup of models with an eye to also offering mid- and large sized hybrid automobiles. (L9.29) 	Idea, belief at the moment of speaking Fact, Idea, belief at the moment of speaking Present event

The present economic situation and present operative policies and priorities are considered as present fact and belief. Therefore, the present simple tense is frequently found in both sub-modes.

2.3.3 Pathos and Associated Tenses

As mentioned earlier, Pathos generally means persuasion by arousing emotion. In Pathos, the writer evokes specific emotion of the readers, such as happiness or anger, in order to make the reader act in the way the writer wants them to. In CEO letters, the writer aims to convince the reader to invest in the company and to gain the reader's cooperation. Consequently, the writer tends to

create positive feeling to the readers by the six sub-modes: thanks, commitment to society, anticipation for support and association, the use of figurative language and showing concern of the writer to the reader. The relationship between the mentioned sub-modes and their associated verb forms, the present simple tense, the modal and the future simple tense are presented below.

Present Simple and Pathos

The present simple tense is found in all six sub-modes of Pathos with high frequencies. It is used to express thanks, show commitment to society, show the requirement for continued support, and visualize future prospects. The use of figurative language and the concern of the writer to the readers are found primarily in the present simple tense. These are clarified by the following examples from the CEO letters.

Table 17 The basic meanings of present simple serving the persuasive functions in Pathos

Sub-modes and definitions	Example	Basic meanings and uses of present simple
Thanks: gratitude	<ul style="list-style-type: none"> - <u>Thank</u> you for investing in Chevron. (L3.48) - We <u>are</u> grateful for your support, and we will prove ourselves worthy of your trust. (L4.259) - I <u>appreciate</u> your continued trust in our company and in our team's ability to innovate and deliver results. (L5.74) - We <u>are</u> profoundly thankful for your support. (L7.25) 	Perception of feelings that occurs at the moment of speaking
Commitment to society: connection to community, benefit to society	<ul style="list-style-type: none"> - Chevron's performance and growth <u>are intrinsically linked</u> with the communities where we <u>operate</u>. (L3.28) - Funds from this program <u>support</u> efforts across the country to help our young people succeed in school and go on to goodcareers.(L5.63) 	Habitual actions in the present

Table 17 The basic meanings of present simple serving the persuasive functions in Pathos (Cont.)

Sub-modes and definitions	Example	Basic meanings and uses of present simple
Anticipation of support: anticipation for investment and association	<ul style="list-style-type: none"> - Providing solutions <u>requires</u> technical breadth, customer value and societal trust.(L4.179) - I <u>look</u> forward to seeing our revised organisation succeed in 2010 and beyond. (L1.54) - Providing solutions <u>requires</u> technical breadth, customer value and societal trust. (L4.179) - We <u>look</u> forward to the continued understanding and support of our shareholders and other investors for the long term. (L9.55) 	Fact or general truth
Visualizing future prospect: positive prediction, prediction by implied promise, confidence of good results	<ul style="list-style-type: none"> - I <u>believe</u> we can be satisfied with our results in 2009.(L6.82) - I <u>believe</u> we <u>can also achieve</u> good growth in mature markets. (L6.105) - But Chevron employees have risen to challenges for more than 130 years.... And I'm <u>confident</u> we will continue to do so. (L3.46 & 47) - I <u>believe</u> we can be satisfied with our results in 2009. (L6.82) - ... this <u>gives</u> us confidence that it will continue to make progress in 2010. (L8.70) 	Fact or general truth: belief
The use of figurative language: word repetition, slogan	<ul style="list-style-type: none"> - They <u>are</u> the ones who <u>give</u> life to the words "people innovating for people."(L5.72) - Americans <u>are</u> angry. People around the world <u>are</u> angry.(L4.235) - Just as important, we <u>have</u> a terrific team of talented and committed employees. They <u>are</u> the ones who <u>give</u> life to the words "people innovating for people."(L5.72) - As such they <u>are also absolutely aligned</u> with "Good Food, Good Life". (L8.53) 	Fact or general truth Perception of feelings that occurs at the moment of speaking

Table 17 The basic meanings of present simple serving the persuasive functions in Pathos (Cont.)

Sub-modes and definitions	Examples	Basic meanings and uses of present simple
Concern of writer to reader: understanding the reader's needs, sensitivity to the readers, promise to repay the readers	<ul style="list-style-type: none"> - Nonetheless it <u>is</u> important, and companies <u>have</u> a clear responsibility to treat their employees appropriately. (L7.70) - The bottom line <u>is</u> that people <u>have</u> different expectations for leaders. (L4.193) - Just as important, they <u>validate</u> our strategy and our deep commitment to building long-term value for you, our owners. (L5.10) - Companies <u>have</u> a clear responsibility to treat their employees appropriately. (L7.70) - These areas can benefit the people we <u>touch</u> and <u>are</u> essential building blocks for Nestlé to become the world's recognised leading Nutrition, Health and Wellness company. (8.52) - We <u>consider</u> the allocation of profits to shareholders to be one of our most important management responsibilities. (L9.45) 	Fact or general truth

There are relationships between the sub-modes and the basic uses of the present simple tense. Basically, the present simple tense is used when the writer mentions an action presently or habitually happening or a fact, general truth, or perceptions of feeling that occur or exist at the moment of speaking. Considering the sub-modes of Pathos, the writer thanks the readers by expressing the feeling of gratefulness for what the readers have done for the company. The commitment to society is mostly illustrated by telling the readers the habitual action supporting society. The writer states the requirement for continued support in the present simple tense. The requirement can be considered as a feeling, which is one of the basic uses of the present simple tense. The figurative language is mostly presented in the present simple tense as a present condition, idea or belief of the writer about the economic situation, employees or reader. The writer shows concern to the readers by the

explanation of the present situation of the company and how it will benefit the benefit the reader. To conclude, the basic meanings and uses of the present simple tense serve the persuasive functions of Pathos. This is reflected by the high frequencies of the present simple tense in all sub-modes of Pathos as presented in Table 9

Modal and Pathos

Even though modal is not a dominant tense when considering the frequency of tense choices of the main persuasive modes, it is widely used in a sub-mode of Pathos, *thanks*, with the percentage of higher than 20 percent. This tense is used when the writers show their gratefulness to the readers. In addition to the present simple tense, the modal *would* is used as presented in the Table 18 below.

Table 18 The basic meanings of modal serving the persuasive functions in Pathos

Sub-modes and definitions	Examples	Basic meanings and uses of <i>would</i>
Thanks: gratitude	<ul style="list-style-type: none"> - I <u>would</u> also like to express my heartfelt thanks to all shareholders for their support and members of the Board of Directors and the Supervisory Committee and all staff of the Company for their close co-operation and hard work. (L2.22) - I <u>would</u> also like to say thank you on behalf of the Board.... (L7.50) - We <u>would</u> like, therefore, more than ever, to thank our people all over the world.... (L8.66) - We <u>would</u> also like to thank the many people who have supported Honda's long-term growth, including, first and foremost, our customers as well as our business partners and the societies around the world where we are privileged to do business. (L9.1) 	<p>Desire or inclination</p> <p>A feeling that you want to do something</p>

The modal "would" can be used for many reasons, such as for showing polite request, for expressing opinion, hope and wish, and expressing conditionals. One of the uses is to show desire or strong intention that you want to do something. In the examples, the writer shows strong intention by using the modal "would" together with "like". This pattern assumes that the basic use of the modal would help create the positive attitude or feeling of the readers. The modal "would" can also be used to

show polite request. Using the phrase “I would like to” is a polite way of declaring “I want to”. To conclude, politeness is commonly shown by the writers in this sub-mode.

Future Simple and Pathos

Even though the future simple tense is not the dominant tense when considering the frequency of tense choices of the main persuasive modes, it dominates in anticipation for support and association, as presented in Table 19 below.

Table 19 The basic meanings of future simple serving the persuasive functions in Pathos

Sub-modes and definitions	Examples	Basic meanings and uses of future simple
Anticipation for support and association: building solidarity	- We'll continue to work hard every day on your behalf. (L5.74)	An action to take place at some definite future time A future habitual action or state

Only one example of anticipation for support and association in future simple is found in the corpus. However, it is found with a higher than 20 percentage, and deserves consideration. The writer promises to continue to act positively in the future and asks for the continued support of the readers. As can be seen, the basic use of the future simple sometimes serves when the writer wants to show anticipation for support and association by mentioning the future action.

Summary and discussion

The results of the analysis of the relationship between the rhetorical functions and the associated tenses in the form of tables clearly show that the persuasive functions were served by some basic meanings and uses of their associated tenses. This reflects the equal and inseparable importance of basic meanings and uses of tenses and the rhetorical functions. In other words, both the rhetorical functions and the basic meanings and uses of tense affect the tense choice.