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APPENDICES

APPENDIX A
The English Tense-Aspect System

The English Tense-Aspect System Adapted from Celce-Murcia and Larsen-Freeman, 1999: 110.

	Aspects			
	Simple	Perfect	Progressive	Perfect progressive
Present	Write/writes	Has/have written	Is/am/are writing	Has/Have been writing
Past	Wrote	Had written	Was/were writing	Had been writing
Future	Will write	Will have written	Will be writing	Will have been writing

APPENDIX B

The Categories of Tenses and Their Core Meanings and Uses

The Categories of Tenses and Their Core Meanings and Uses (adapted from Celce-Murcia & Larsen-Freeman, 1999: 111-122.

Tenses	Core meanings	Uses
1. Present Simple	An action presently or habitually happening or a fact or general truth	- Perceptions of feelings that occur or exist at the moment of speaking - Habitual actions in the present - Future (scheduled event) - General timeless truths - States (with be or other stative verbs) - Future conditionals (in subordinate clause) - Present event /action (in sporting events or demonstrations/procedures) - Present speech acts (action accomplished in the speaking of it) - Conversational historical present (past events in narration)
2. Present Perfect	Retrospective reference	- 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 (with just) - An action that occurred over prior time period and that is completed at the moment of speaking - Conditionals (in subordinate clauses of time or condition)

Tenses	Core meanings	Uses
3. Present Progressive	Imperfect - portrays, continuing actions, incomplete event, temporary action	- Activity in progress - Extended present (with limited duration) - A temporary situation - Repetition or iteration in a series of similar ongoing actions - Future (near planned events) - Emotional comment on present habit (usually co-occurs with frequency adverbs) - A change in progress
4. Present Prefect Progressive	The sense of prior in the perfect with the meaning of incompleteness inherent in the progressive aspect; continuous action that has been finished at some point in the past or that was initiated in the past and continues to happen.	- An action or a habit which began in the past and that continues up to present - An action in progress that is not yet completed; incompleteness of an action occurring in the past and continuing uninterrupted up to the present time - A state that changes over time - An evaluative comment on something observed over time triggered by current evidence - The action uninterrupted and recently finished with effects still apparent

Tenses	Core meanings	Uses
5. Past Simple	Completeness or remoteness; past action	- A definite single completed action in the past - Habitual or repeated action in the past - An event with duration applied in the past and no longer applied in the present (with for) - States in the past - Imaginative conditional in the subordinate clause - Social distance
6. Past Perfect	Retrospective point of view of some past time	- One or more past actions that had already taken place before another or other past actions at a particular time in the past; an action completed in the past prior to some other past event or time (before past simple) - Imaginative conditional in a subordinate clause (Third Conditional)
7. Past Progressive	Incomplete event in the past time frame; continuing action, something that was happening at some point in the past.	- An action in progress at a specific point of time in the past - Past action simultaneous with some other event that is usually stated in the simple past. - Repetition or iteration of some ongoing past action - Social distance

Tenses	Core meanings	Uses
8. Past Perfect Progressive	Continuous action completed at some point in the past	- An action or habit taking place over a period of time in the past prior to some other past event or time , continue action that was completed at some definite point of time in the past (only with dynamic verbs)
9. Future Simple	Strong predictions	- An action to take place at some definite future time - A future habitual action or state - A situation that may obtain the present and will obtain in the future but with some future termination in sight. - Future conditionals (in main clause)
10. Future Perfect	Retrospective point of view on some future time	- A future action that will be completed prior to a specific future time - A state of accomplishment that will be completed in the future prior to some other future time or event

Tenses	Core meanings	Uses
11. Future Progressive	Continuing action, something that will be happening at some point in the future. Prediction of duration, planning; polite questions or requests	- An action that will be in progress at a specific time in the future - Duration of some specific future action - Exactly decided to do the situation in the future (planning) - Polite questions or requests about the future. - An action that will be unfinished at a certain time in the future - A situation that will be simultaneous with another action
12. Future Perfect Progressive	A continuous action that will be completed at some point in the future. Prediction of duration, continuing event simultaneous with one action	- Action which continues in definite time frame and will still continue in the future. - To emphasize the continuity of an action in the future simultaneous with some other future action (in the form of present simple) - One action will be happening when the other action (present simple) occurs.

APPENDIX C

Rhetorical Functions in CEO Letters

Rhetorical (persuasive) Functions in CEO Letters Duplicated from Chakorn (2008)

Logos

Types of Logos	Examples	
1. Logical presentation of information or facts with words showing cause-effect, e.g. *because, therefore, consequently, so, etc.*	- Looking to 1998, the economic picture remains clouded for investment. The company will _thus_ pursue a cautious approach and concentrates on foreign opportunities to capitalize on export potential. - The diminishing purchasing power of the consumer directly _affected_ the volume of business done by the company. _Nevertheless_, Haad Thip still managed to maintain its leadership position in southern Thailand's soft drink market.	
2. Presentation of information (*facts, statistics, supporting evidences*)	2.1 Giving an overview of the economy	- We suffered one of the worst global economic downturns in history. The banking system teetered on the abyss.
	2.2 Providing financial data summary	- Fiscal 2009, ended March 31, 2009, was an extremely difficult period for Toyota. On a consolidated basis, vehicles sales were down 1,346,000 units, to 7,567,000 units, and net revenues declined 21.9%, to ¥20,529.5 billion. We recorded an operating loss of ¥461.0 billion, a decrease of ¥2,731.3 billion from operating income in fiscal 2008, and a net loss of ¥437.0 billion, a decrease of ¥2,154.8 billion from net income in fiscal 2008.
	2.3 Giving information on the company's policies/strategies/actions	- In 2009, GE took strong actions to rightsize our financial business, focus on core strengths and continue to increase liquidity. We further simplified our business portfolio and continued to build our unmatched global infrastructure business.

Ethos

Types of Ethos		Examples
1. Intrinsic ethos = The impression caused by the tone through the text.	1.1 *Success* in corporation	- A critical success factor for the company's operations has been the foresighted vision of its Management Team, whose decisions have proven to be timely and in tune with the needs of the Company's target customers.
	1.2 *Popularity* of products	- Instant noodles, which are the company's core product, have gained widespread acceptance across all levels of society, both locally and in foreign land. Today, instant noodles have become a household necessity and a basic food staple of kitchens everywhere.
	1.3 *Consistency* of company's *achievement*	- Over the years, the company has grown steadily.
2. Extrinsic ethos= the character of writers known ahead of time such as his or her expertise, what they have done in the previous record, honesty and strong moral principle.	Writers with good education, high experience, and previous performances	- As head of the Management Development and Compensation Committee of GE's Board of Directors, I have written to you each of the last two years.

Pathos

Types of Pathos		Examples
1. Expressing thanks	1.1 Simple thanks; straightforward and carries just the intention of thanking and some justification as to what this thanking move is for	- Finally, on behalf of the company, I would like to thank all shareholders for their valuable support and all company staff for their dedicated commitment and hard work. - On behalf of the Board of Directors, I would like to extend our sincere appreciation to the company's management and staff for the contributions and efforts during the last year.
	1.2 Subtle thanks tend to be longer and incorporate some ethos such as reassurance, confidence- or image-building.	- The past year has been an unforgettable experience for all of us but <u>we are still ahead</u>, and all thanks to the combined efforts of our staff and the confidence of our shareholders, the Government and financial institutions. - The Board of Directors wishes to sincerely thank all our customers, distributors, employees and shareholders for their united support and to whom we <u>owe our legacy of growth and development. We have therefore been able to successfully overcome the</u> <u>Proceedings of the 2008 Association for Business Communication Annual Convention. Copyright ©2008, Association for Business Communication</u> economic obstacles felt on a national and regional scale and hope that we will continue to enjoy your continued support. - On this occasion I would like to convey my sincere thanks to all our customers, brokers, and agents for your cooperation and confidence in the Company. I would also like to thank all the executive directors and every staff member for <u>your joint efforts and dedication that have earned the Company steady progress and a good reputation among the public.</u>

Pathos (cont.)

Types of Pathos	Examples
2. Ethical concerns (corporate social responsibility) commitment to the environment and to society	- Just as 1997, in 1998 we aim to achieve ISO9002 as well. In 1998 we have already started to change our cleaning system from the old style of using CFCs chemical to modern aqueous system in order to preserve the world's environment as well as to reduce the production cost while keeping the quality to an even higher degree. - On behalf of the Board of Directors of Banpu Public Company Limited, we would like to express our sincere thanks to all shareholders, customers, government agencies, stat enterprises, financial institutions, and all our staff for their kind support to the company. We shall maintain our policy to be a good corporate citizen by balancing our duty energy development with social and environmental responsibility for the well being of the present and next generations.
3. Signaling anticipation for continue support	- Finally, I would like to thank all shareholders and the Board of Directors, as well as the employees and management for their unwavering support and contribution to the company's performance throughout the past year. The company will continue its steady work towards maximizing its potential for the benefit of the country.
4. Visualizing positive prospects including implied promise	- Finally I take this opportunity to thank all our shareholders, financial supporters, business alliances, employees and especially our customers who have provided trust as well as kind support to us for all these years. With all of you in mind, we will strive to overcome all ordeals and stride on as the leader of the IT industry in the age of globalization.

APPENDIX D
The List of Multinationals

The List of the Companies from which the CEO Letters were Taken for the Pilot Study with Their Length of the Letters (in words) and Types

No.	Name	Length (In words)	Type	Industry	Headquarters
1	Wal-Mart Stores	1,146	Public	Retailing	U.S.A.
2	Toyota Motors	1,531	Public	Automotive Robotics Financial services	Japan
3	Sinopec: China Petroleum and Chemical Corporation	1,561	Public	Integrated oil and gas	China
4	Carrefour	1,312	Public limited	Retail	France

The List of the Companies from which the CEO letters were taken for the main research with their length of the letters (in words) and types

No.	Name	Length (In words)	Type	Industry	Headquarters
1	Royal Dutch Shell	988	Public limited	Oil and gas	Netherlands England
2	China National Petroleum Company (CNPC)	1,561	Government owned corporation	Oil and gas	China
3	Chevron	825	Public	Oil and gasoline Mining	U.S.A.
4	General Electric (GE)	4,103	Public	Conglomerate	U.S.A.
5	AT&T	1,833	Public	Telecommunications Internet Service Provider Digital television	U.S.A.
6	Banco Santander	2,235	Public limited	Financial service	Spain
7	HSBC Holdings	2,576	Public limited	Banking Financial services Investment services	U.K.
8	Nestle	1,940	Public limited	Food processing	Switzerland
9	Honda	1,703	Public	Automotive Aviation	Japan
10	Tesco	3,596	Public limited	Retail	U.K.

APPENDIX E

Table for Counting Tenses

Tenses		Number of verb forms	Total	Percentage
1. Present Simple	PS			
2. Present Perfect	PP			
3. Present Progressive	PC			
4. Present Prefect Progressive	PPC			
5. Past Simple	Pt. S			
6. Past Perfect	Pt. P			
7. Past Progressive	Pt. C			
8. Past Perfect Progressive	Pt. PC			
9. Future Simple	FS			
10. Future Perfect	FP			
11. Future Progressive	FC			
12. Future Perfect Progressive	FPC			
13. Modals	M			
Would				
Should				
Can				
Could				
Must				
May				

APPENDIX F

Scope for Counting Finite Verb Forms

Scope for Counting Finite Verb Forms in the Body Text of CEO letters

1. Finite verb forms in both main clause and subordinate clause are counted

2. Finite verb forms in noun clause in reported speech and indirect question are counted

Clauses	Counting
In view of anticipated medium-to-long term growth in automotive markets worldwide, we <u>believe</u> *that maintaining adequate liquidity <u>is</u> essential for the implementation of forward-looking investment to improve products and develop next-generation technologies, as well as to establish a structure for production and sales in both the domestic and overseas markets*	2 PS
Our forecast <u>assumes</u> *that market conditions <u>will</u> <u>remain</u> extremely challenging.*	1 PS 1 FS
We <u>believe</u> *that automotive market worldwide <u>will</u> grow further in view of medium to long term perspective.*	1 PS 1 FS
We <u>expect</u> that the center of market growth <u>will shift</u> toward fuel-efficient vehicles.	1 PS 1 FS
We firmly <u>believe</u> *that it <u>is</u> by working together* that we <u>can build</u> mutual and sustainable success.	2 PS 1 Modal (can)

3. Finite verb forms in adjective clause are counted.

Clauses	Counting
Toyota <u>deems</u> the benefit of its shareholders as one of its priority management policies, and <u>it is</u> working to implement reforms to establish a corporate structure *that <u>can achieve</u> continuous growth* in order to enhance its corporate value.	2 PS 1 Modal (can)
Concurrently, we <u>plan</u> to accelerate our measures to provide high-quality, affordable, and attractive products *that <u>meet</u> customers' needs in each country and region* and to further the early commercialization of next-generation technologies in the areas of the environment, energy, and safety	2 PS
With respect to the repurchase of our own shares, of the shares authorized at the 104th Ordinary General Shareholders' Meeting in 2008, *which <u>were</u> the lesser of 30 million shares or the number of shares equivalent to ¥200 billion in cost of repurchase*, 14.01 million shares <u>were repurchased</u> at a total cost of ¥69.9 billion until the 105th Ordinary General Shareholders' Meeting held in June 2009.	2 Pt S

* Finite verb forms in passive voice are also counted.

* The analysis excludes the heading of the letter, subheadings, salutations and complimentary close, the signature of the chairman or the executive officer, captions, tables, and photos.

APPENDIX G

The Categories of the Persuasive Modes

Categories of the Modes of Persuasion Created by the Researcher Based on the Study by Chakorn, 2008

Rhetorical Functions	Types	
Logos	1. Presentation of information	Giving an overview of the economy
		Providing financial data summary
		Giving information on the company's policies/strategies/actions
	2. Logical presentation of information	
Ethos	1. Intrinsic ethos	Success of corporation
		Popularity of products
		Consistency of company's achievements
	2. Extrinsic ethos	Expertise, education
		Experience and previous performances
		Strong moral principle
Pathos	1 Expressing thanks	Simple thanks
		Subtle thanks
	2. Ethical concerns	
	3. Signaling anticipation for continue support	
	4. Visualizing positive prospects	

Categories of the Modes of Persuasion Adapted by the Researcher

Modes	Sub-modes
1. Ethos	Writer's good character
	Writer's authority
	Writer's expertise
	Company's achievement
	Company's resource and wealth
	Guarantee
2. Logos	Economic overview
	Operational policies
	Operative action
	Result of operations
3. Pathos	Thanks
	Commitment to society
	Anticipation of support and association
	Visualizing future prospects
	Figurative language
	Concern of the writer about the reader

APPENDIX H

The Handbook for Analysis of Persuasion in CEO Letters

The Handbook Used for Training the Native Speaker, an Inter-Rater Classifying the
Content into the Persuasive Modes

THE HANDBOOK

FOR

ANALYSIS OF PERSUASION

IN CEO LETTERS

By Ms. Saifon Sa-adkaew

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TABLE OF CONTENTS

Page

INTRODUCTION

The construction of this handbook is required for the fulfillment of the research on *The Relationship Between Aristotle's Rhetoric and Tense Choice in CEO Letters*, this study. In the first stage of the research, the researcher will examine Aristotle's rhetoric in CEO letters. The content of CEO letters will be classified into the three modes of persuasion: *ethos*, *logos* and *pathos*. Then the researcher will identify the tenses used in the three modes and investigate the relationship between the rhetorical functions and tense choice in order to give recommendations on tense teaching and learning in relation to the rhetorical functions.

As mentioned above, in the first stage of the research the content of CEO letters needs to be classified into the three modes of persuasion. During this stage, an English native speaker who has experience in teaching English writing will be required to classify the CEO letters contents into the three modes so that the reliability of the research tool will be confirmed.

Consequently, this hand book is created to provide instruction in classifying the content of CEO letters into the three persuasive modes. It includes information regarding persuasion in CEO letters and the general definition of Aristotle's rhetoric. Also, the categories of the three modes of persuasion in CEO letters are provided in the form of a table. Next, the three persuasive modes are defined in terms of business context and examples are presented. In addition, the instruction of classification and exercises are provided in the last unit.

PERSUASION IN CEO LETTER

CEO letters are usually presented at the beginning of business annual reports. They are written, authorized and signed by senior leaders, chief executive officers (CEOs), president of the board of directors, chairman, or staff members who participates pro-actively in their composition and are intended to show their legal responsibility. A CEO letter conveys not only general information about the company but also the attitudes, values, and behaviors of senior leaders, with the main purpose of maintaining and increasing investment and support.

Because of the main purpose is to persuade readers to invest and cooperate in the company, the art of persuasion is clearly found in CEO letters. Many studies note that there is an overt persuasive discourse in business annual report CEO letters. These studies investigated the persuasive discourse by using the Greek framework of western rhetoric, the concept of persuasive rhetoric as defined by Aristotle; *ethos, logos and pathos*. Aristotle's three modes of persuasion are the center of CEO letters.

ARISTOTLE'S RHETORIC

Rhetoric is generally defined as the art or the study of persuasion (Herrick, 2001; Worthington, 2003). Rhetoric also means the act of persuasion and the analysis of acts of persuasion (Bauer & Gaskell, 2000). The study of rhetoric rose to prominence in Ancient Greece. Because of its great role in democratic reforms, the systematic approach rapidly spread (Herrick, 2001).

Aristotle suggested that effective persuasion requires three essential abilities: *ethos* (understanding human character and goodness), *logos* (logical reasoning), and *pathos* (understanding emotion) (Herrick, 2001; Horton, 2004). He explained that people with positive characteristics tend to be successful in persuasion. Secondly, he showed that the speech may prove the truth by reasoning. Finally, Aristotle reasoned that giving pleasure to audiences naturally affects their judgments.

Ethos

Ethos means persuasion by the character of the speaker or the writer. People with positive characteristics tend to be successful in persuasion; people tend to believe a person with whom they are impressed or respect. For instance, we are naturally more likely to be persuaded by a person with personal warmth and a good mind. In addition, he or she must have a high level of knowledge on the subject of their speech or the paper they have produced.

Logos

Logos is defined as persuading by the use of reasoning. It refers to the logic used to support a claim. It can also include the facts and statistics or other supporting evidence.

Pathos

Pathos is persuasion by arousing emotions or creating feelings in people. For instance, creating an emotion with a case or by story telling seems more effective than directly telling the audience to feel an emotion. The arguer who wants to make people angry with someone may make a case that person was rewarded unfairly because people usually feel anger at someone who has received benefits without deserving them. If, a writer wants a reader to evaluate something negatively, he may arouse the reader's anger through the text. To persuade people to make a donation, an arguer may arouse their pity. Instead of insulting, the indirect praise sometimes affects persuasion.

Rhetorical Modes and Sub-modes

Modes	Rhetorical functions (sub-functions)
Ethos	writer's experience, education or official position
	writer's moral character (i.e., good sense, good heart, generosity, honesty, loyalty, and willingness to learn
	writer's confidence and trust in management team, cooperation between employees and company strategies
	company's achievements, consistency of achievement, sustainability, or stability
	company's strong points; good qualities of company
	popularity of company's products; fame of products and company
	company's role in the world
	ability to achieve, improve, survive or recover despite crisis
Logos	cause-effect statement with or without signal words
	description of global economic situation
	references to role of company in global economy
	affects of economic crisis/difficulties in corporation
	giving information, facts, data, statistics, examples, evidences, supporting details, financial data, or information of dividends
	company's culture, beliefs, policies, strategies, intention, plans, or goals
	company's action and past performances
	comparisons (e.g., better results of corporation compared to past results or other similar companies)

Modes	Rhetorical functions (sub-functions)
Pathos	thanks, gratitude and tribute
	ethical commitment to environment or society
	anticipation of continued support and association
	visualizing future prospects / predictions of good results
	writer's certainty and confidence in visualizing future prospects and predictions of good results (implied promise as guarantee of future success)
	figurative language or any language used to evoke specific emotion/ case and story telling
	understanding and sensitivities to readers' needs, expectations and feelings
	promises to respond to readers' needs or expectations and to benefit the readers

EXAMPLES OF ETHOS, LOGOS AND PATHOS IN CEO LETTERS

1. Ethos: Persuasion by credibility or moral characteristics of the company and the writer.

- It is a privilege for me to give my first review of Shell's performance as its Chief Executive Officer.

- As head of the Management Development and Compensation Committee of GE's Board of Directors, I have written to you each of the last two years.

- We've built leadership franchises in Energy, Oil & Gas, Healthcare, Aviation, Transportation, Water and Consumer Products.

- Over the years, the company has grown steadily.

- We have grown our earnings by almost 10% annually for two decades with high returns and strong cash flow.

- Instant noodles, which are the company's core product, have gained widespread acceptance across all levels of society, both locally and in foreign land.

- Today, instant noodles have become a household necessity and a basic food staple of kitchens everywhere.

- We are the world's best infrastructure company.

2. Logos: Persuasion by reasoning, facts, statistics, financial data, strategies, plan and actions of the company.

- The diminishing purchasing power of the consumer directly affected the volume of business done by the company.

- In 1997 Thailand's economy encountered a crisis, spurred on by lingering fundamental problems, particularly in the financial and real estate sectors. The turning point was reached when Thailand was forced

to overhaul its economy by adopting fiscal and monetary austerity measures, as well as introducing a   new floating currency exchange rate system. This sharp turn of the economy led to the closure of 56 financial institutions and a serious loss of liquidity throughout the system. These factors gravely impacted every industrial sector, in terms of increasing unemployment and overall draining purchasing power.

- Due to instant noodles' inexpensive price, ease of preparation and superior tastes in relation to other instant foods, the Company's total revenues for 1997 amounted to 3,693.97 million baht, an increase from 1996 total revenues of 3,307.25 million baht.

- The subprime mortgage crisis was becoming a serious problem just as Japan Post Bank entered its privatization process.

- In 2009, the global financial crisis and intense market competition posed severe challenges to the Company's production and operations.

- Net profits from 1997 operations reached 285.63 million baht, up from 249.08 million baht in the previous year, yielding earnings per share for the year of 23.80 baht, in comparison with 1996 EPS of 20.76 baht.

- The focus will be on the development of existing markets to boost sales and expansion of markets to new regions. Exports are set to grow by 20 percent of present production capability.

- In 2009, GE took strong actions to rightsize our financial business, focus on core strengths and continue to increase liquidity. We further simplified our business portfolio and continued to build our unmatched global infrastructure business.

3. Pathos: Persuasion by arousing positive emotion and contributing to positive attitude to the company.

- The Board of Directors wishes to sincerely thank all our customers, distributors, employees and shareholders for their united support.

- Finally, on behalf of the company, I would like to thank all shareholders for their valuable support and all company staff for their dedicated commitment and hard work.

- We shall maintain our policy to be a good corporate citizen by balancing our duty energy development with social and environmental responsibility for the well being of the present and next generations.

- We hope that we will continue to enjoy your continued support.

- The cooperative efforts will guide TCCC successfully through the current economic storms so as to benefit Thailand's agriculture at large.

- I am certain that with our strong business culture, unity, and common values, Thai Theparos Food Products will maintain our high performance record and improve product quality to the greater benefit of society as a whole.

- We certainly see 1998 as a challenging year and will do our best to make it a successful one for our company.

- The Board of Directors and I believe that the service quality, that we as a team have developed together, will be a good foundation on which we can move ahead confidently, especially in the time of increased economic volatility and uncertainty.

INSTRUCTIONS AND EXERCISES OF THE RHETORIC CLASSIFICATION

The below categories will be used for classifying the contents into the three persuasive modes: *ethos*, *logos* and *pathos*.

1. ETHOS

Item	Sub-modes	Code
A	writer's experience, education or official position	1. A
B	writer's moral character (i.e., good sense, good heart, generosity, honesty, loyalty, and willingness to learn)	1. B
C	writer's confidence and trust in management team, cooperation between employees and company strategies	1. C
D	company's achievements/ consistency of achievement/ sustainability/ stability	1. D
E	company's strong points/ good qualities of company	1. E
F	popularity of company's products /fame of products and company	1. F
G	company's role in the world	1. G
H	ability to achieve, improve, survive or recover despite crisis	1. H

2. LOGOS

Item	Sub-modes	Code
A	cause-effect statement with or without signal words	2. A
B	description of global economic situation	2. B
C	references to role of company in global economy	2. C
D	economic crisis/ difficulties in cooperation	2. D
E	giving information, facts, data, statistics, examples, evidences, supporting details, financial data, or information of dividends	2. E
F	company's culture, beliefs, policies, strategies, intention, plans, or goals	2. F
G	company's action and past performances	2. G
H	comparisons (e.g., better results of cooperation compared to past results or other similar companies)	2. H

3. PATHOS

Item	Sub-modes	Code
A	thanks, gratitude and tribute	3. A
B	ethical commitment to environment or society	3. B
C	anticipation of continued support and association	3. C
D	visualizing future prospects / predictions of good results	3. D
E	writer's certainty and confidence in visualizing future prospects and predictions of good results (implied promise as guarantee of future success)	3. E
F	figurative language or any language used to evoke specific emotion/ case and story telling	3. F
G	understanding and sensitivities to readers' needs, expectations and feelings	3. G
H	promises to respond to readers' needs or expectations and to benefit the readers	3. H

<u>Directions</u>

Use the categories provided above for classifying the following contents into the three persuasive modes: *ethos*, *logos* and *pathos*.

First, read the content carefully.

Second, identify the sub functions, and then choose to mark in the column of the *ethos*, *logos* or *pathos*. (Mark in <u>only one</u> column.)

Next, in the last column (Note), write down <u>one or more</u> codes of sub function (1.D, 2.C, 2.E, 3.G/ or etc.)

For example,

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
1.	I'm fortunate to have assumed my new role as president and chief executive officer at this time in Wal-Mart's history.	√			1.A 1.C

Description: The content performs two sub functions

    1. It shows the positive feeling of the writer to his official position. = (1. A)

    2. It identifies his official position. = (1.C)

Therefore, the content is classified in the category of ETHOS (1).

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
2	This success is a tribute to the hard work of many people, but especially Lee Scott. We appreciate Lee for his service and outstanding leadership of our Company.			√	3. A

Description: The content performs a sub function. The writer conveys the appreciation and gratitude and thanks the readers and a person. = 3.A= PATHOS

Exercise 1: Classify the following content into the three modes of persuasion.

No.	Statements	Ethos	Logos	Pathos	Note
1	Capitalizing on the well-established marketing network, logistics systems and strong brand, the Company's marketing business successfully expanded its operational scale in an oversupplied domestic market by adopting innovative marketing approaches, flexible promotional programs and customer-oriented after-sales service.				
2	Despite the unfavorable market environment, the majority of chemical plants operated at full capacity since March 2009, delivering excellent performance.				
3	Wal-Mart associates operate with honesty and integrity.				
4	Vehicle sales worldwide were strongly damaged by a substantial contraction of the automotive market, particularly in Europe and North America, caused by the rapid deterioration of the world economy following the onset of the financial crisis last autumn.				
5	We recorded an operating loss of ¥461.0 billion, a decrease of ¥2,731.3 billion from operating income in fiscal 2008, and a net loss of ¥437.0 billion, a decrease of ¥2,154.8 billion from net income in fiscal 2008.				

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
6	We enforced further cost reduction efforts for each vehicle already being sold.				
7	I remember one woman's tiny house in Costa Rica. She told me that everything she needs is at our Pali store.				
8	We believe that the balanced pursuit of these three priorities over the medium-to-long term will allow us to achieve steady and sustainable growth as well as increase corporate value.				
9	On behalf of the Board of Directors, I would like to express our sincere gratitude to all our shareholders and the public for their care and support.				
10	These efforts will contribute to Wal-Mart's increased efficiency through our use of capital, technology and logistics.				

During the classification, some contents are difficult to classify because of their overlap of more than one mode.

When facing difficulties or ambiguity during the classification, the following suggestions are provided. However, the rules in this table must be used **only after** using the above categories.

No.	The overlaps	Rules for classification
1.	Ethos VS. Logos	The content with the words: *to succeed/success/to achieve/achievement/to improve/improvement/to maintain leadership/to maintain success* or their synonyms are Ethos. The content without these words is Logos.
2.	Logos VS. Pathos	If the content provokes imagination or prediction, it is Pathos. If the content includes facts or refers to something existing, it is Logos.
3.	Pathos VS. Ethos	If the content shows the writer's certainty, and confidence about the future (something which has not happened yet = imagination), it is Pathos. If the content shows the writer's certainty, and confidence about the present condition or the company's quality (facts), it is Ethos.

Exercise 2

Classify the following content into the three modes of persuasion.

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
1	People who have never shopped with us previously are now loyal customers.				
2	In response to such a severe business environment, we set up the Emergency Profit Improvement Committee in November 2008 to improve our earnings for fiscal 2009 and fiscal 2010.				
3	In view of anticipated medium-to-long term growth in automotive markets worldwide, we believe that maintaining adequate liquidity is essential for the implementation of forward-looking investment to improve products and develop next-generation technologies, as well as to establish a structure for production and sales in both the domestic and overseas markets.				
4	I'm certain of our strategy, our opportunity and our ability to perform as individuals and as a Company.				
5	We believe that automotive markets worldwide will grow further in view of medium-to-long term perspective.				

Exercise 1

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
1	Capitalizing on the well-established marketing network, logistics systems and strong brand, the Company's marketing business successfully expanded its operational scale in an oversupplied domestic market by adopting innovative marketing approaches, flexible promotional programs and customer-oriented after-sales service.	√			1.D
2	Despite the unfavorable market environment, the majority of chemical plants operated at full capacity since March 2009, delivering excellent performance.	√			1.D 1.H
3	Wal-Mart associates operate with honesty and integrity.	√			1.B
4	Vehicle sales worldwide were strongly damaged by a substantial contraction of the automotive market, particularly in Europe and North America, caused by the rapid deterioration of the world economy following the onset of the financial crisis last autumn.		√		2.A 2.D
5	We recorded an operating loss of ¥461.0 billion, a decrease of ¥2,731.3 billion from operating income in fiscal 2008, and a net loss of ¥437.0 billion, a decrease of ¥2,154.8 billion from net income in fiscal 2008.		√		2.E 2.I

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
6	We enforced further cost reduction efforts for each vehicle already being sold.		√		2.G
7	I remember one woman's tiny house in Costa Rica. She told me that everything she needs is at our Pali store.			√	3.F
8	We believe that the balanced pursuit of these three priorities over the medium-to-long term will allow us to achieve steady and sustainable growth as well as increase corporate value.			√	3.D
9	On behalf of the Board of Directors, I would like to express our sincere gratitude to all our shareholders and the public for their care and support.			√	3.A
10	These efforts will contribute to Wal-Mart's increased efficiency through our use of capital, technology and logistics.			√	3.D

Key: Exercise 2

No.	Statements	Rhetoric			Note
		Ethos	Logos	Pathos	
1	People who have never shopped with us previously are now loyal customers.		√		2.H 2.I
2	In response to such a severe business environment, we set up the Emergency Profit Improvement Committee in November 2008 to improve our earnings for fiscal 2009 and fiscal 2010.	√			1.D 1.H
3	In view of anticipated medium-to-long term growth in automotive markets worldwide, we believe that maintaining adequate liquidity is essential for the implementation of forward-looking investment to improve products and develop next-generation technologies, as well as to establish a structure for production and sales in both the domestic and overseas markets.		√		2.F
4	I'm certain of our strategy, our opportunity and our ability to perform as individuals and as a Company.	√			1.C
5	We believe that automotive markets worldwide will grow further in view of medium-to-long term perspective.			√	3.D

APPENDIX I

The Number of Clauses in the Three Persuasive Modes

The Total Number of the Clauses in the Three Persuasive Modes

No.	Company	Clause number			
		Ethos	Logos	Pathos	Total
1	Royal Dutch Shell	22	40	3	65
2	CNPC	49	29	3	81
3	Chevron	29	22	13	64
4	General Electric	155	178	73	406
5	AT&T	47	57	21	125
6	Banco Santander	44	99	12	155
7	HSBC Holdings	48	113	44	205
8	Nestle	28	45	56	129
9	Honda Motors	14	55	27	96
10	Tesco	21	15	21	57
	Total	457	653	273	1,383

APPENDIX J

The Number of Tense Choices in Sub-modes

The Number of the Tense Choices in Sub-modes of Ethos with the Percentage

Writer's good character												
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	2	9	0	0	5	0	0	0	16	59.3
PP	0	0	1	0	0	0	0	0	0	0	1	3.7
PC	0	0	0	1	0	0	0	0	0	0	1	3.7
PPC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	0	0	0	6	0	0	0	1	0	0	7	25.9
FS	0	0	0	1	0	0	0	0	0	0	1	3.7
M	0	0	0	1	0	0	0	0	0	0	1	3.7
Total	0	0	3	18	0	0	5	1	0	0	27	100.0

Writer's authority												
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	1	0	0	0	2	1	0	3	7	31.8
PP	0	0	0	0	0	0	0	0	0	2	2	9.1
PC	0	0	0	0	0	0	0	0	0	0	0	0.0
PPC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	0	0	0	0	0	0	7	2	0	1	10	45.5
FS	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	0	0	0	1	1	0	1	3	13.6
Total	0	0	1	0	0	0	10	4	0	7	22	100.0

Writer's expertise

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	0	0	1	0	0	2	0	0	3	75
PP	0	0	0	0	0	0	0	0	0	0	0	0.0
PC	0	0	0	0	0	0	0	0	0	0	0	0.0
PPC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	0	0	0	0	0	0	1	0	0	1	25
M	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	0	0	0	0	1	0	0	3	0	0	4	100.0

Company's achievement

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	3	10	17	7	10	3	0	3	53	34.6
PP	0	0	2	8	3	21	5	0	3	3	45	29.4
PC	0	0	0	3	2	0	0	0	1	1	7	4.6
PPC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	3	2	5	11	9	8	3	0	0	0	41	26.8
FS	0	0	0	0	0	1	0	0	0	0	1	0.7
M	0	0	0	2	1	1	1	1	0	0	6	3.9
Total	3	2	10	34	32	38	19	4	4	7	153	100.0

Company's resource and wealth

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	7	10	1	0	3	0	0	0	21	65.6
PP	0	0	0	0	0	0	1	0	0	0	1	3.1
PC	0	0	0	1	0	0	0	0	0	0	1	3.1
PPC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	2	0	0	1	0	0	1	1	0	0	5	15.6
FS	1	0	0	0	0	0	0	0	0	0	1	3.1
M	1	0	0	2	0	0	0	0	0	0	3	9.4
Total	4	0	7	14	1	0	5	1	0	0	32	99.9

Guarantee

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	6	4	5	26	7	14	8	5	2	1	78	35.6
PP	1	0	0	4	0	1	2	1	0	2	11	5.0
PC	1	0	0	2	0	2	0	0	0	0	5	2.3
PPC	0	0	0	0	0	1	0	0	0	0	1	0.5
Pt. S	0	0	1	2	0	0	1	3	0	0	7	3.2
FS	5	40	2	31	3	10	0	1	0	2	94	42.9
M	0	2	0	17	2	1	0	1	0	0	23	10.5
Total	13	46	8	82	12	29	11	11	2	5	219	100.0

The Number of Tense Choice in Sub-modes of Logos with the Percentage

Economic overview

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	2	0	2	8	6	11	19	5	1	0	54	42.9
PP	0	0	0	1	1	2	7	1	0	0	12	9.5
PC	0	1	0	0	0	4	2	0	0	0	7	5.6
Pt. S	5	2	1	8	0	0	10	4	12	0	42	33.3
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. C	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	0	0	4	0	3	1	1	0	0	9	7.1
M	0	0	0	0	0	0	2	0	0	0	2	1.6
Total	7	3	3	21	7	20	41	11	13	0	126	100.0

Policy for operation

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	3	0	0	30	0	20	28	0	9	0	90	51.4
PP	1	0	0	2	1	1	3	0	1	0	9	5.1
PC	0	0	0	2	0	5	1	0	1	0	9	5.1
Pt. S	2	0	1	4	2	3	3	5	2	1	23	13.1
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. C	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	5	2	0	4	0	1	4	0	4	1	21	12.0
M	0	0	0	9	0	0	14	0	0	0	23	13.1
Total	11	2	1	51	3	30	53	5	17	2	175	99.8

Operative action

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	0	12	11	0	2	2	2	0	29	17.6
PP	1	0	0	10	1	2	0	0	0	2	16	9.7
PC	0	0	1	14	4	2	0	0	1	0	22	13.3
Pt. S	3	15	3	36	8	2	7	7	4	1	86	52.1
Pt. P	0	0	0	1	0	0	0	0	0	0	1	0.6
Pt. C	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	1	0	0	1	0	0	0	0	0	2	1.2
M	0	1	0	6	1	0	0	0	1	0	9	5.5
Total	4	17	4	79	26	6	9	9	8	3	165	100.0

The Number of Tense Choice in Sub-modes of Pathos with the Percentage

Thank												
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	2	1	1	0	2	5	0	0	11	34.4
PP	0	0	0	1	0	0	1	1	0	1	4	12.5
PC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	0	0	0	1	0	0	2	1	0	0	4	12.5
Pt. P	0	0	0	0	0	0	0	2	0	0	2	6.3
FS	0	0	0	0	0	0	2	0	0	0	2	6.3
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	3	0	0	0	0	2	2	2	0	9	28.1
Total	0	3	2	3	1	0	9	11	2	1	32	100.0

Commitment to society												
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	1	0	10	14	5	0	7	8	6	5	56	56.6
PP	0	0	0	4	2	0	2	2	1	3	14	14.1
PC	0	0	0	0	1	0	0	0	1	2	4	4.0
Pt. S	0	0	0	5	0	0	1	4	2	2	14	14.1
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	1	0	0	2	0	0	0	0	4	0	7	7.1
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	0	0	0	0	4	0	0	4	4.0
Total	2	0	10	25	8	0	10	18	14	12	99	99.9

Anticipation of support and association

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	1	0	0	3	0	0	0	0	1	0	5	71.4
PP	0	0	0	0	0	0	0	0	0	0	0	0.0
PC	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. S	0	0	0	0	0	0	0	0	0	0	0	0.0
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	0	0	0	2	0	0	0	0	0	2	28.6
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	1	0	0	3	2	0	0	0	1	0	7	100.0

Visualizing future prospects

Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	1	0	0	6	0	2	0	4	13	36.1
PP	0	0	0	0	0	0	0	2	0	1	3	8.3
PC	0	0	0	0	0	3	0	0	0	0	3	8.3
Pt. S	0	0	0	0	0	1	0	0	0	0	1	2.8
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	0	1	3	0	1	0	3	0	3	11	30.6
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	3	0	2	0	0	0	0	5	13.9
Total	0	0	2	6	0	13	0	7	0	8	36	100.0

Figurative language											
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	0	8	3	0	3	5	0	0	19	59.4
PP	0	0	0	0	0	0	2	0	0	0	2	6.3
PC	0	0	0	2	0	0	0	0	0	0	2	6.3
Pt. S	0	0	0	4	0	0	0	0	0	0	4	12.5
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	0	0	1	0	0	2	0	0	0	3	9.4
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	1	0	0	0	1	0	0	2	6.3
Total	0	0	0	16	3	0	7	6	0	0	32	100.2

Concern of the writer to the reader											
Tense	L.1	L.2	L.3	L.4	L.5	L.6	L.7	L.8	L.9	L.10	Total	%
PS	0	0	0	9	5	0	13	10	1	0	38	56.7
PP	0	0	0	0	0	0	0	0	0	0	0	0.0
PC	0	0	0	0	4	0	0	3	0	0	7	10.4
Pt. S	0	0	0	4	2	0	0	2	0	0	8	11.9
Pt. P	0	0	0	0	0	0	0	0	0	0	0	0.0
FS	0	1	0	2	0	0	0	1	2	0	6	9.0
FP	0	0	0	0	0	0	0	0	0	0	0	0.0
M	0	0	0	2	0	0	5	1	0	0	8	11.9
Total	0	1	0	17	11	0	18	17	3	0	67	99.9

APPENDIX K

The Distribution of Tense Choice in Sub-modes

The Percentage of Tense Choice in Sub-modes of Ethos with Mean and Standard Deviation

Writer's good character

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	0	0	67	48	0	0	100	33	100	0	34.8	41.8
PP	0	0	33	0	0	0	0	0	0	0	3.3	10.5
PC	0	0	0	10	0	0	0	0	0	0	1.0	3.0
PPC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	0	0	0	33	0	0	0	67	0	0	10.0	22.5
FS	0	0	0	5	0	0	0	0	0	0	0.5	1.5
M	0	0	0	5	0	0	0	0	0	0	0.5	1.5

Writer's authority

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	0	0	100	100	0	0	18	25	0	44	28.8	40.4
PP	0	0	0	0	0	0	0	0	0	33	3.3	10.5
PC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
PPC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	0	0	0	0	0	0	73	50	0	11	13.4	26.1
FS	0	0	0	0	0	0	0	25	0	11	3.6	8.3
M	0	0	0	0	0	0	9	0	0	0	0.9	2.9

Writer's expertise

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	0	0	0	0	100	0	0	50	0	0	15.0	33.7
PP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
PC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
PPC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	0	0	0	0	0	50	0	0	5.0	15.8
M	0	0	0	0	0	0	0	0	0	0	0.0	0.0

Company'
achievement

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	0	0	30	30	52	37	53	40	10	43	29.4	19.7
PP	25	0	20	22	9	11	26	0	30	43	18.5	13.7
PC	0	0	0	8	9	0	0	0	10	14	4.2	5.6
PPC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	75	100	50	32	22	42	16	40	50	0	42.8	28.9
FS	0	0	0	0	0	5	0	0	0	0	0.5	1.7
M	0	0	0	8	3	5	5	20	0	0	4.2	6.3

Company's resource
and wealth

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	0	0	100	69	100	0	60	0	0	0	32.9	44.1
PP	0	0	0	0	0	0	20	0	0	0	2.0	6.3
PC	0	0	0	6	0	0	0	0	0	0	0.6	2.0
PPC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	60	0	0	6	0	0	20	100	0	0	18.6	34.3
FS	20	0	0	0	0	0	0	0	0	0	2.0	6.3
M	20	0	0	19	0	0	0	0	0	0	3.9	8.2

Guarantee

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	46	9	63	32	58	50	67	42	67	20	45.2	20.0
PP	8	0	0	5	0	3	25	8	0	40	8.9	13.3
PC	8	0	0	4	0	7	0	0	0	0	1.8	3.1
PPC	0	0	0	0	0	3	0	0	0	0	0.3	1.1
Pt. S	0	0	13	2	0	0	8	33	0	0	5.7	10.7
FS	38	87	25	36	25	33	0	8	33	40	32.7	23.2
M	0	4	0	21	17	3	0	8	0	0	5.4	7.7

The Percentage of Tense Choice in Sub-modes of Logos with Mean and Standard Deviation

Economic overview

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	29	0	67	38	86	61	46	45	8	100	48.0	31.7
PP	0	0	0	5	14	11	17	9	0	0	5.6	6.7
PC	0	33	0	0	0	6	5	0	0	0	4.4	10.4
Pt. S	71	67	33	38	0	6	24	36	92	0	36.8	31.7
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. C	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	0	19	0	17	2	9	0	0	4.7	7.5
M	0	0	0	0	0	0	5	0	0	0	0.5	1.5

Policy for operation

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	0	50	59	50	69	53	50	53	33	44.4	19.5
PP	9	33	0	4	17	3	6	0	6	0	7.8	10.3
PC	0	0	0	4	0	14	2	0	6	0	2.5	4.5
Pt. S	18	0	50	8	33	10	6	50	12	33	22.0	18.4
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. C	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	45	67	0	8	0	3	8	0	24	33	18.8	23.0
M	0	0	0	18	0	0	26	0	0	0	4.4	9.5

Operative action

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	0	0	0	15	41	0	22	22	25	67	19.3	21.8
PP	25	0	0	13	4	3	0	0	0	0	4.5	8.2
PC	0	0	25	18	15	3	0	0	25	0	8.6	10.9
Pt. S	75	88	75	46	31	3	78	78	50	33	55.7	27.4
Pt. P	0	0	0	1	0	0	0	0	0	0	0.1	0.4
Pt. C	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	6	0	0	4	0	0	0	0	0	1.0	2.1
M	0	6	0	8	4	0	0	0	13	0	3.0	4.4

Result of operation

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	0	0	0	26	59	17	31	13	15	38	19.8	19.0
PP	0	0	0	18	6	0	8	6	10	50	9.8	15.3
PC	0	0	0	0	12	2	0	0	0	13	2.7	5.0
Pt. S	100	100	100	53	24	80	62	81	75	0	67.4	33.9
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. C	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	3	0	0	0	0	0	0	0.3	0.8

The Percentage of Tense Choice in Sub-modes of Pathos with Mean and Standard Deviation

Thanks

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	0	0	100	33	100	0	22	40	0	0	29.6	40.1
PP	0	0	0	33	0	0	11	10	0	100	15.4	31.5
PC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	0	0	0	33	0	0	22	10	0	0	6.6	11.9
Pt. P	0	0	0	0	0	0	0	20	0	0	2.0	6.3
FS	0	0	0	0	0	0	22	0	0	0	2.2	7.0
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	100	0	0	0	0	22	20	100	0	24.2	40.9

Commitment to society

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	50	0	100	56	63	0	70	44	46	42	47.1	30.0
PP	0	0	0	16	25	0	20	11	8	25	10.5	10.5
PC	0	0	0	0	13	0	0	0	8	17	3.7	6.3
Pt. S	0	0	0	20	0	0	10	22	15	17	8.4	9.4
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	50	0	0	8	0	0	0	0	23	0	8.1	16.5
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	0	0	0	0	22	0	0	2.2	7.0

Anticipation of support and association

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	100	0	0	50	0	0	100	0	100	0	35.0	47.4
PP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
PC	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. S	0	0	0	0	0	0	0	0	0	0	0.0	0.0
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	0	0	100	0	0	0	0	0	10.0	31.6
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	50	0	0	0	0	0	0	5.0	15.8

Visualizing future prospects

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	0	0	50	25	0	50	100	33	0	50	30.8	32.9
PP	0	0	0	0	0	0	0	17	0	13	2.9	6.2
PC	0	0	0	0	0	17	0	0	0	0	1.7	5.3
Pt. S	0	0	0	0	0	8	0	0	0	0	0.8	2.6
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	50	38	0	8	0	50	0	38	18.3	22.4
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	38	0	17	0	0	0	0	5.4	12.4

Figurative language

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	0	0	0	53	100	0	50	83	100	0	38.7	43.9
PP	0	0	0	0	0	0	17	0	0	0	1.7	5.3
PC	0	0	0	7	0	0	0	0	0	0	0.7	2.1
Pt. S	0	0	0	27	0	0	0	0	0	0	2.7	8.4
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	0	0	7	0	0	33	0	0	0	4.0	10.5
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	7	0	0	0	17	0	0	2.3	5.5

Concern of the writer about the reader

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	0	0	0	56	45	0	72	63	33	0	27.0	30.2
PP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
PC	0	0	0	0	36	0	0	13	0	0	4.9	11.7
Pt. S	0	0	0	25	18	0	0	13	0	0	5.6	9.4
Pt. P	0	0	0	0	0	0	0	0	0	0	0.0	0.0
FS	0	100	0	6	0	0	0	6	67	0	17.9	35.5
FP	0	0	0	0	0	0	0	0	0	0	0.0	0.0
M	0	0	0	13	0	0	28	6	0	0	4.7	9.1

APPENDIX L

The Table of Distribution of Tense Choice
in the Three Persuasive Modes
(Pilot study)

The Distribution of Tense Choice in Ethos with Mean and Standard Deviation

Tense	L.1	L.2	L.3	L.4	Mean	S.D.
PS	65	20	13	41	34.76	23.12
PP	13	0	13	18	10.97	7.62
PC	0	0	3	0	0.83	1.67
Pt. S	6	20	43	15	21.12	15.82
FS	10	60	0	24	23.30	26.30
FP	0	0	27	0	6.67	13.34
M	6	0	0	3	2.35	3.07

The Distribution of Tense Choice in Logos with Mean and Standard Deviation

Tense	L.1	L.2	L.3	L.4	Mean	S.D.
PS	19	43	9	34	26.35	15.13
PP	0	0	14	7	5.21	6.67
PC	19	6	0	0	6.22	8.84
Pt. S	56	49	74	48	56.98	12.17
Pt. PC	0	2	0	0	0.51	1.02
FS	6	0	0	7	3.29	3.81
M	0	0	2	3	1.45	1.73

The Distribution of Tense Choice in Pathos with Mean and Standard Deviation

| Tense	L.1	L.2	L.3	L.4	Mean	S.D.
PS	38	61	27	47	43.38	14.25
PP	2	11	9	3	6.36	4.43
PC	10	6	0	10	6.30	4.65
PPC	2	0	0	0	0.48	0.96
Pt. S	23	0	18	10	12.82	10.10
FS	12	11	36	0	14.75	15.36
M	13	11	9	30	15.92	9.55

APPENDIX M

The Figure of Distribution of Tense Choice in the Three Persuasive Modes (Pilot study)

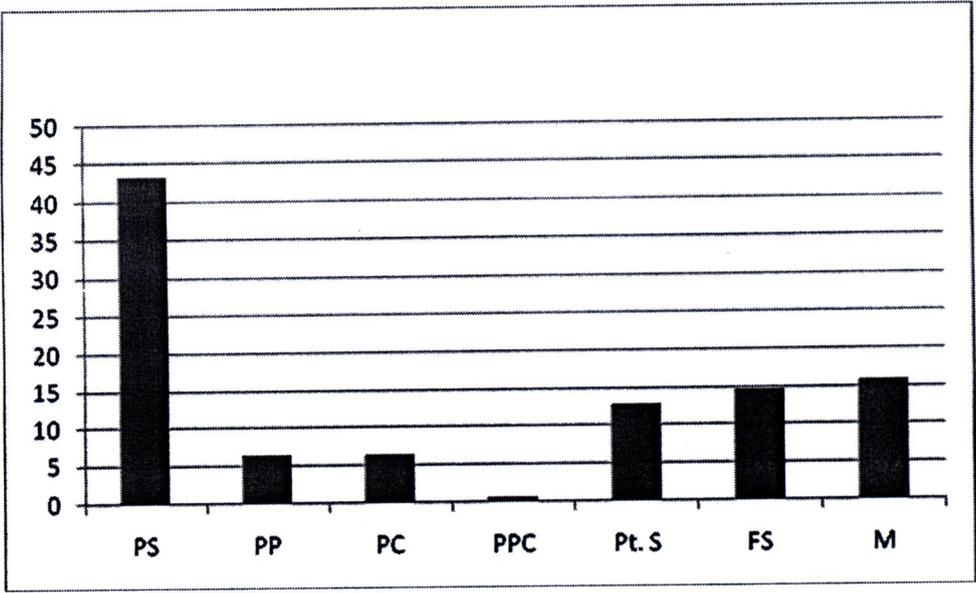The Figures of Distribution of Tense Choice in the Three Persuasive Modes
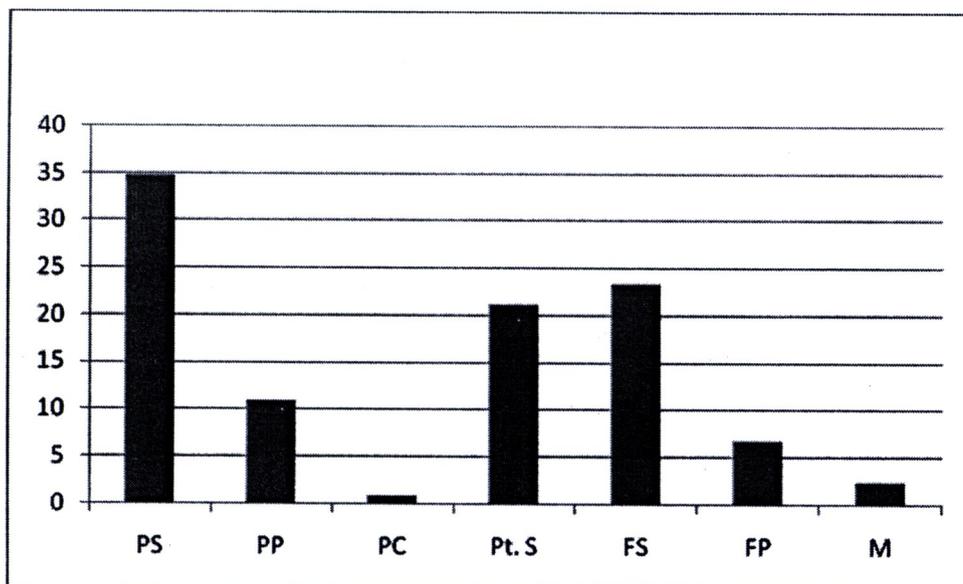
(Pilot study)

The Distribution of Tense Choice in Ethos
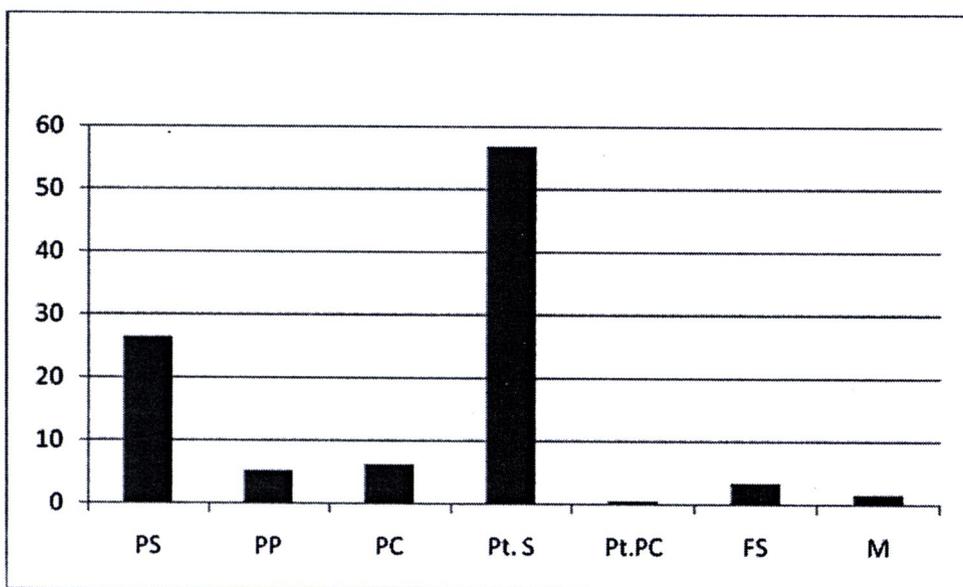
The Distribution of Tense Choice in Logos

The Distribution of Tense Choice in Pathos

APPENDIX N
Research Tool

Categories of Persuasive Modes in CEO Letters (used in the pilot study)

Modes	Sub-modes
Ethos	writer's experience, education or official position
	writer's moral character (i.e., good sense, good heart, generosity, honesty, loyalty, and willingness to learn
	writer's confidence and trust in management team, cooperation between employees and company strategies
	company's achievements/ consistency of achievement/ sustainability/ stability
	company's strong points/ good qualities of company
	popularity of company's products /fame of products and company
	company's role in the world
	ability to achieve, improve, survive or recover despite crisis
Logos	cause-effect statement with or without signal words
	description of global economic situation
	references to role of company in global economy
	economic crisis/ difficulties in cooperation
	giving information, facts, data, statistics, examples, evidences, supporting details, financial data, or information of dividends
	company's culture, beliefs, policies, strategies, intention, plans, or goals
	company's action and past performances
	comparisons (e.g., better results of cooperation compared to past results or other similar companies)

Modes	Sub-modes
Pathos	thanks, gratitude and tribute
	ethical commitment to environment or society
	anticipation of continued support and association
	visualizing future prospects / predictions of good results
	writer's certainty and confidence in visualizing future prospects and predictions of good results (implied promise as guarantee of future success)
	figurative language or any language used to evoke specific emotion/ case and story telling
	understanding and sensitivities to readers' needs, expectations and feelings
	promises to respond to readers' needs or expectations and to benefit the readers

Categories of Persuasive Modes in CEO Letters (adapted by the researcher and used in the main analysis)

Modes	Sub-modes
1. Ethos	Writer's good character
	Writer's authority
	Writer's expertise
	Company's achievement
	Company's resource and wealth
	Guarantee
2. Logos	Economic overview
	Policy for operation
	Operative action
	Result of operation
3. Pathos	Thanks
	Commitment to society
	Anticipation of support and association
	Visualizing future prospect
	Figurative language
	Concern of the writer to the reader

APPENDIX O

The Use of Modals in The corpus

The Percentage of the Use of Modals in the Corpus of Ten Letters

Modal	Ethos	Logos	Pathos
would	3	14.7	44.8
should	15.2	23.5	3.4
can	48.5	17.6	27.6
could	15.2	11.8	3.4
must	18.2	32.4	20.7
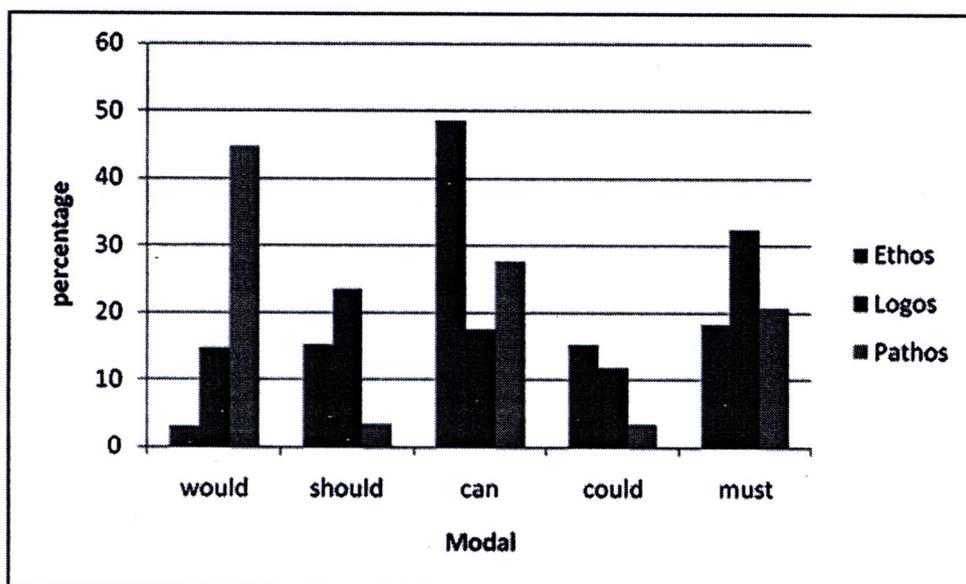
The Use of Modals in the Three Persuasive Modes