**Religious Rhetoric and American Politics: The Endurance of Civil Religion in Electoral Campaigns**

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**Appendix Materials for Chapter 4**

This document contains measurement and statistical details to accompany chapter 4 of *Religious Rhetoric and American Politics: The Endurance of Civil Religion in Electoral Campaigns*. For additional details, please contact author at [chappc@uww.edu](mailto:chappc@uww.edu).

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**1. Examples of words used in emotion dictionaries**

**Examples of words used in emotion dictionaries**

|  |  |
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| **Variable** | **Examples** |
| “Positive Emotion” (LIWC) | Love, nice, sweet |
| “Positive Feeling” (LIWC) | Happy, joy, love |
| “Optimism” (LIWC) | Certainty, pride, win |
| “Fun” (WDAL) | Delighted, joy, excited |
| “Negative Emotion” (LIWC) | Hurt, ugly, nasty |
| “Anger” (LIWC) | Hate, kill, annoyed |
| “Anxiety” (LIWC) | Worried, fearful, nervous |
| “Sadness” (LIWC) | Crying, grief, sad |
| “Nasty” (WDAL) | Fight, horrible, fear |
| “Sadness” (WDAL) | Sad, grim, tired |
| Above: Table lists examples of words in the WDAL and LIWC emotion dictionaries. Examples reproduced from the 2001 and2007 LIWC software manual and Whissell’s Dictionary of Affect in Language. | |

**2. Negative emotive cues and culture war rhetoric over time**

Above: Figure illustrates how rhetorical cues associated with a “culture war” have changed over time. While there are peaks and valleys in the time series, there is no evidence of a steady elevation of culture wars rhetoric, nor negative emotive cues linked with religious language.