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| **Type of Support** | **Primary Uses** |
| Examples | To support specific points; To engage the audience |
| Explanations and descriptions | To clarify; to evoke a sensory response |
| Definitions | To explain words and Concepts |
| Analogies | To promote understanding via comparisons and contrasts |
| Statistics | To strengthen claims and reinforce facts |
| Testimony | To increase believability and credibility |

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| Source Cited | Information to Share |
| Book | Title, Author, information on Author, and publication date |
| Journal or Magazine | Name of Journal or Magazine, Article Title, Author and qualifications, and publication date |
| Newspaper | Name of newspaper, Article Title, Author and Qualifications, date article appeared |
| Government Document | Agency Name, publication name, date |
| Brochure / Pamphlet | Title, Publisher, date of publication |
| Weblog | Blog Site, Name of Blogger, qualifications, date of posting |
| Interview | Interviewer, person being interviewed, date and place of interview |

How to know if an example is good

* Is the example universal
* Does the example involve people?
* Does the example make an abstract idea more clear?
* Does the example clarify your message?
* Is the example directly relevant to your message?
* Is the example vivid?
* Can you relate the example to the audience without relying on Notes?
* Can you use speaking rate and volume to increase the example’s impact?
* Will your listeners readily identify with the example?
* Will your listeners accept the example as credible?

Definitions are best used on words that are technical in nature, have specialized meanings, are rarely used, that are being used in unique or unusual ways, or have multiple meanings

**DEFINITIONS**

Narratives: A spoken or written account of connected events; a story.

Hypothetical examples: Examples that have not actually occurred but could realistically happen

Explanation: A statement or account that makes something clear.

Description: A spoken or written representation or account of a person, object, or event.

Definitions: A statement of the exact meaning of a word, especially in a dictionary.

Literal Analogy: Compares two things from similar classes.

Figurative Analogy: Compares two things that at first appear to have little in common.

Statistic**:** a fact or piece of data from a study of a large quantity of numerical data.

Testimony: a formal written or spoken statement, especially one given in a court of law.

Expert Testimony: An opinion stated, usually during a trial or deposition (testimony under oath before trial), by an expert witness on a relevant subject

Peer Testimony: Testimony from ordinary people with firsthand experience with a subject