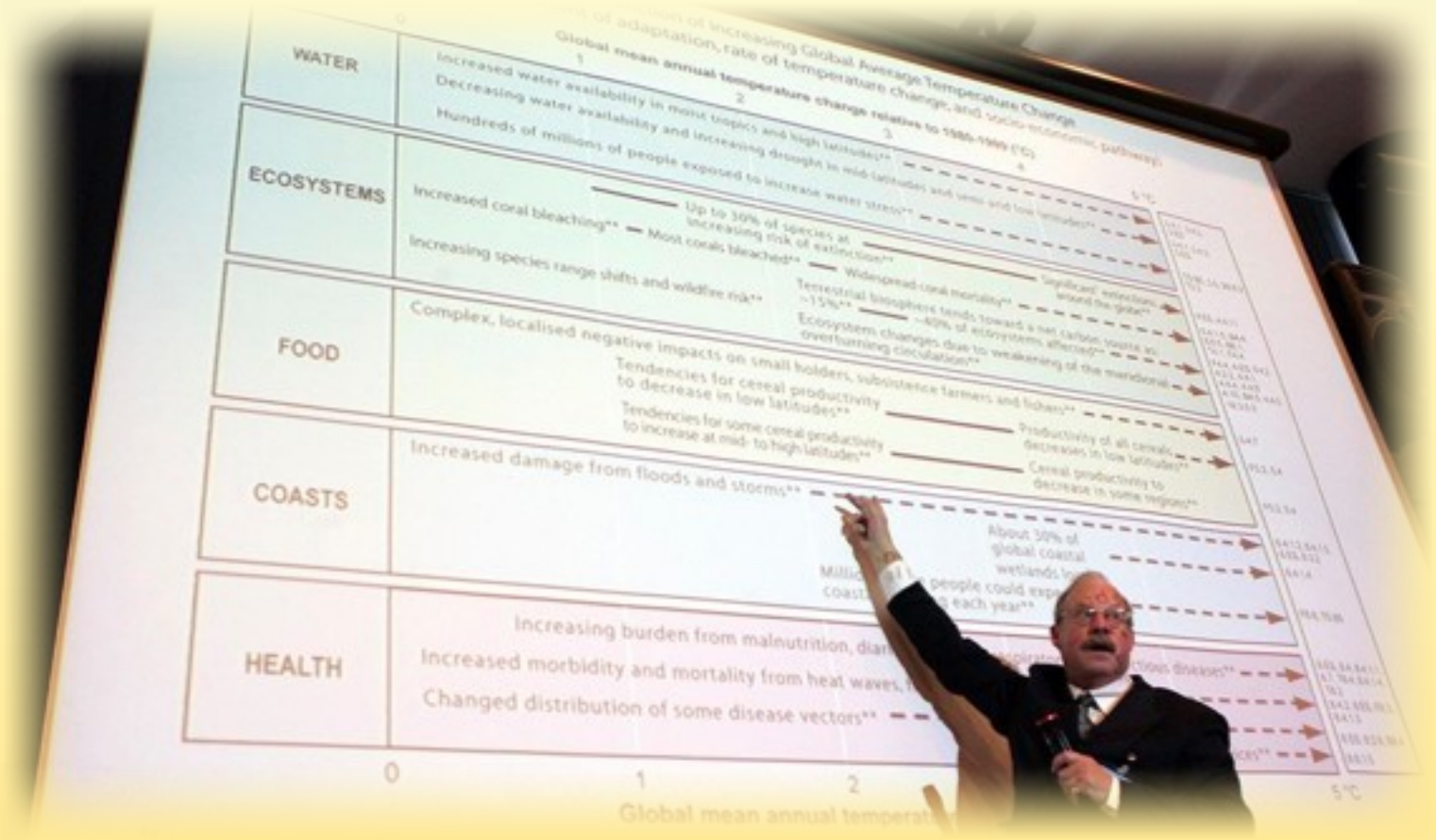


chapter 7
Supporting Your Ideas

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Supporting Materials

- Examples
- Statistics
- Testimony

© 2009 Stephen E. Lucas. All rights reserved.

Example

Specific case to illustrate speaker's ideas

© 2009 Stephen E. Lucas. All rights reserved.

Types of Examples

- **Brief**
- **Extended**
- **Hypothetical**

© 2009 Stephen E. Lucas. All rights reserved.

Brief Example

Specific case referred to in passing to illustrate point

© 2009 Stephen E. Lucas. All rights reserved.

Extended Example

Story, narrative, anecdote developed at length to illustrate point

© 2009 Stephen E. Lucas. All rights reserved.

Hypothetical Example

Example that describes fictitious situation

© 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Examples

- Clarify ideas
- Reinforce ideas
- Personalize ideas

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Examples

- Make examples vivid, richly textured
- Practice delivery to enhance extended examples

© 2009 Stephen E. Lucas. All rights reserved.

Statistical Measures

- Mean
- Median
- Mode

© 2009 Stephen E. Lucas. All rights reserved.

Mean

Average value of group of numbers

© 2009 Stephen E. Lucas. All rights reserved.

Median

Middle figure in group once figures are put in order from highest to lowest

© 2009 Stephen E. Lucas. All rights reserved.

Mode

Number that occurs most frequently in group

© 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Statistics

- Use reliable sources
- Use to quantify ideas
- Use sparingly
- Identify sources

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Statistics

- **Explain thoroughly**
- **Round off**
- **Use visual aids if needed**

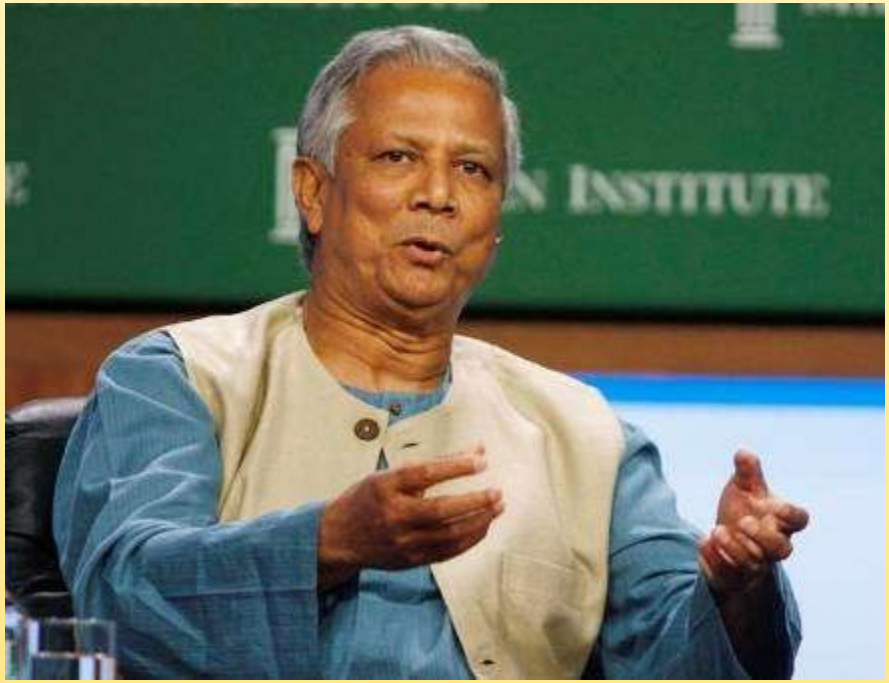
© 2009 Stephen E. Lucas. All rights reserved.

Testimony

Quotations or paraphrases used to support point

© 2009 Stephen E. Lucas. All rights reserved.

Expert Testimony



Testimony from recognized experts

© 2009 Stephen E. Lucas. All rights reserved.

Peer Testimony

Testimony from ordinary people with firsthand experience, insight on topic

© 2009 Stephen E. Lucas. All rights reserved.

Direct Quotation

Testimony presented word for word

© 2009 Stephen E. Lucas. All rights reserved.

Quoting Out of Context

Distorting statement by removing it from words, phrases around it

© 2009 Stephen E. Lucas. All rights reserved.

Paraphrase

Restate source's ideas in your own words

© 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Testimony

- Quote, paraphrase accurately
- Use testimony from qualified sources

© 2009 Stephen E. Lucas. All rights reserved.

Tips for Using Testimony

- Use testimony from unbiased sources
- Identify people you quote, paraphrase

© 2009 Stephen E. Lucas. All rights reserved.

Citing Sources Orally

- Name of document
- Author or sponsoring organization
- Qualifications
- Date

© 2009 Stephen E. Lucas. All rights reserved.

Example

"Kimberly Palmer, financial columnist for *U.S. News & World Report*, reported in the January 28, 2008, issue that graduating students now owe an average of $15,500 in student-loan debt."

© 2009 Stephen E. Lucas. All rights reserved.