

**chapter 7**  
**Supporting Your Ideas**

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**Supporting Materials**

- Examples
- Statistics
- Testimony



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**Example**

**Specific case to illustrate speaker's ideas**



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## Types of Examples

- Brief
- Extended
- Hypothetical

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## Brief Example

Specific case referred to in passing to illustrate point

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## Extended Example

Story, narrative, anecdote developed at length to illustrate point

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## Using Extended Examples



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## Hypothetical Example

Example that describes  
fictitious situation

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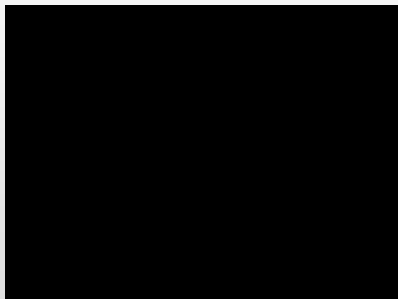
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## Using Hypothetical Examples



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### Tips for Using Examples

- Clarify ideas
- Reinforce ideas
- Personalize ideas



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### Tips for Using Examples

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

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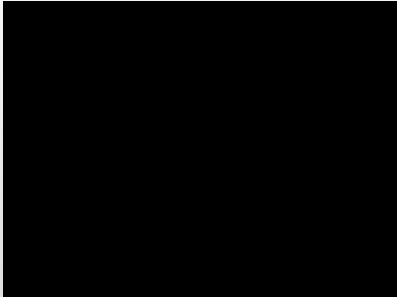
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### Using Examples to Enhance Ideas



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## Statistical Measures



- Mean
- Median
- Mode

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## Mean

**Average value of group  
of numbers**

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## Median

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

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**Mode**

**Number that occurs most frequently in group**

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**Using Statistics in Combination**



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**Tips for Using Statistics**

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



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## Tips for Using Statistics

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

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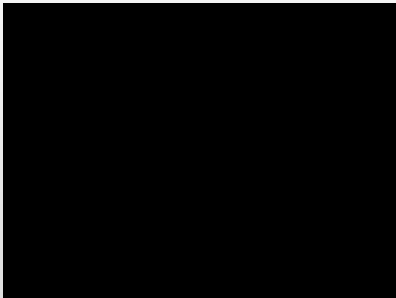
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## Making Statistics Meaningful



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## Testimony

Quotations or paraphrases  
used to support point

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## Expert Testimony



**Testimony from recognized experts**

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## Peer Testimony

**Testimony from ordinary people with firsthand experience, insight on topic**

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## Direct Quotation

**Testimony presented word for word**

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**Identifying Source of Testimony**



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**Quoting Out of Context**

**Distorting statement by removing it from words, phrases around it**

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**Paraphrase**

**Restate source's ideas in your own words**

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### Tips for Using Testimony

- Quote, paraphrase accurately
- Use testimony from qualified sources



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### Tips for Using Testimony

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

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### Citing Sources Orally

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

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## 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."

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