

The background of the slide features a vibrant green color scheme with a pattern of various leaves and branches, including some with serrated edges. A large, white rectangular box is positioned in the upper half of the slide, containing the main title. Below the white box is a solid yellow rectangular box containing the presenter's name and affiliation. At the bottom of the slide, a dark green horizontal bar contains a reference citation.

# Supporting Your Ideas with the Right Materials

Cuyamaca College ARC Center

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**Reference:** Lucas, S. E. (2007). *The Art of Public Speaking* (9th ed.). Boston, MA: McGraw-Hill.

**Supporting materials:** the materials used to support a speaker's ideas. The 3 major kinds of supporting materials are examples, statistics, and testimony.

Using supporting materials is not a matter of haphazardly tossing facts and figures into your speech. You **must decide** which ideas need to be supported given your audience, topic, and specific purpose.

Mind supporting materials' **clarity and creativity**. Make sure your supporting materials are **accurate, relevant, and reliable**.

You must **evaluate** your supporting materials to make sure they really do back up your ideas.



# 1 – Examples

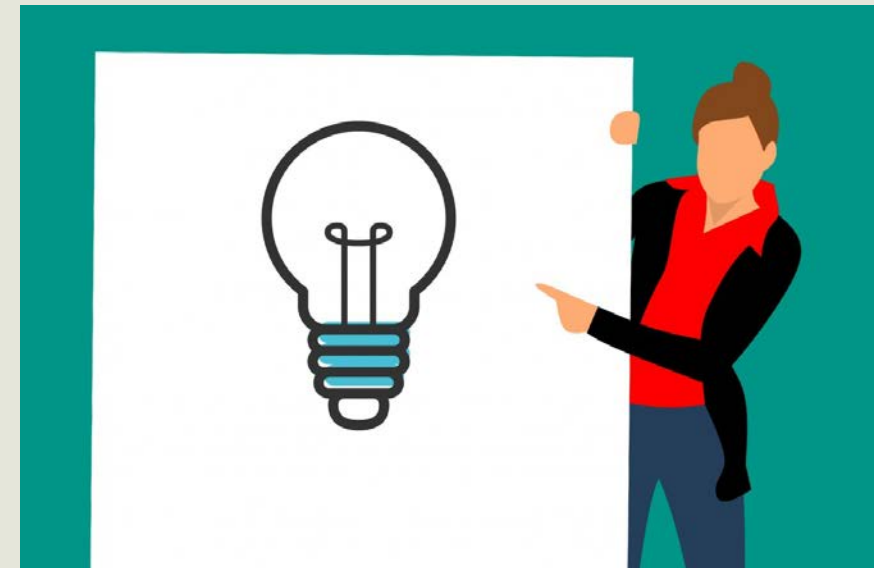
- Brief examples
- Extended examples
- Hypothetical examples
- Tips for using examples

# Examples

**Example:** a specific case used to illustrate or to represent a group of people, ideas, conditions, experiences, or the like.

Research has shown that vivid, concrete examples have strong impact on listeners' beliefs and actions. With examples, ideas become specific, personal, and lively.

This is nowhere better illustrated than in the Bible and the Koran, both of which use all manner of stories, parables, and anecdotes to make abstract principles clear and compelling.



# Brief Examples

**Brief example:** a specific case referred to in passing to illustrate a point/ introduce a topic/ create the desired impression (especially two or more examples proving the same view).

Point of view: *the importance of taking notes in class.*

e.g. answer: *taking notes is an effective way of learning and remembering. In a biology class, notes can help you remember the details of a cell's structure; in an English class, notes can help you remember the processes of writing an essay; in a math class, notes can help you record classic patterns that can be reviewed later.*

# Extended Examples

**Extended example:** a story, narrative, or anecdote developed at some length to illustrate a point. By telling a story vividly and dramatically, they pull listeners into the speech, make your speech personal, and connect your speech to your audience.

Point of view: *exercise is necessary for your health.*

e.g. answer: *you have no idea how exercise could change your life. As a lazy person, I hated the idea of exercising. Yet, my best friend encouraged and pushed me to do it. The first two weeks were tough; I often thought about quitting. The truth is, except my muscle hurt for a while, my sleep quality went straight up; I felt more energetic at day times; my appetite was never better...*

# Hypothetical Examples 1

**Hypothetical example:** an example that describes an imaginary or fictitious situation. Hypothetical examples are effective when the speaker creates a realistic scenario that relates directly to his/her audience.

Point of view: *protect the ocean is protecting ourselves.*

e.g. answer: *imagine this, due to pollution and mass-killing, your grandchildren may never know what tuna taste like; worse things could happen, the eco-system would break and animals on land would suffer from it too. Then, we have to spend extra money on trying to fix everything. Even though, what's lost is lost...*

# Hypothetical Examples 2

**Whenever you use a hypothetical example, it is a good idea to follow it with statistics or testimony to show that the example is not far-fetched.**

**Make sure the hypothetical example is realistic enough for it to happen.**



# Tips for Using Examples

- Use examples to **clarify** your ideas.
  - *Clarify unfamiliar/complex ideas: put abstract ideas into concrete terms that listeners can easily understand.*
- Use examples to **reinforce** your ideas.
  - *Examples made for reinforcement need to be representative – don't deal with rare/exceptional cases.*
- Use examples to **personalize** your ideas.
  - *Personal examples connect to the audience in a way that numbers can't.*
- Make your examples **vivid and richly** textured.



## 2 – Statistics

- Understanding statistics
- Tips for using statistics
- Where to find statistics

# Understanding Statistics

**Statistics:** numerical data, especially percentage/ratio.

Statistics make the speaker's claim **credible and specific**. Of course, the audience didn't remember all the numbers, but that's all right.

The purpose of presenting a series of figures is to create **an overall impact** on listeners. What the audience did recall is that an impressive array of statistics supported the speaker's position.

# Understanding Statistics e.g.

## Percentage/ratio statistics examples:

- *12 percent of U.S. children under the age of 18 suffer from some form of psychological illness.*
- *The adult literacy rate of Brazil is 83 percent.*
- *To document the role of community colleges in the U.S. educational system: “according to the Chronicle of Higher Education, 45 percent of all undergraduates in America study at a community college.*
- *According to Scott Jaschik’s article on Insidehighered, One in five female college students experience sexual assault while in college.*

# Tips for Using Statistics

- Use statistics to **quantify** your ideas.
  - *Give your ideas numerical precision.*
- **Identify the sources** of your statistics.
  - *Reliable and creditable data.*
- **Explain** your statistics.
  - *Statistics don't speak for themselves; they need to be interpreted and related to your audience.*
- Use **visual aids to clarify** statistical trends.
  - *Take advantage of using graphs and charts.*

# Where to Find Statistics

Statistics can be found in any kind of reputable publication – books, newspapers, scholarly journals, government documents, business reports, and so forth.

**Remember to use Cuyamaca library.**

For statistics from the Internet, universities, government agencies, nonpartisan organizations are considered reliable.

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# 3 – Testimony

- Expert testimony
- Peer testimony
- Quoting V.S. paraphrasing
- Tips for using testimony

# Testimony

**Testimony:** quotations or paraphrases used to support a point.

Audiences tend to respect the opinions of people who have **special knowledge/experience** on the topic at hand.

By quoting/paraphrasing such people, you can give your ideas greater **strength and impact**.

The two major kinds of testimony are **expert** testimony and **peer** testimony.



# Expert Testimony

**Expert testimony:** testimony from people who are recognized experts in their fields.

Citing expert testimony is an excellent way for students to lend credibility to their speeches. It shows that the speaker's views are shared by people who have special knowledge on the topic.

**Expert testimony is even more important when a topic is controversial or when the audience is skeptical about a speaker's point of view.**

# Peer Testimony

**Peer testimony:** testimony from ordinary people with firsthand experience or insight on a topic.

Peer testimony is especially valuable because it gives a more personal viewpoint on issues than can be gained from expert testimony. It conveys the feelings, the knowledge, the insight of people who speak with the voice of genuine experience.

*e.g. if you were speaking about the barriers faced by people with physical disabilities, you can use both types of testimony, explaining views from authorities (doctors as experts) and the individuals (patients as peers).*

# Quoting

**Direct quote:** testimony that is presented word for word.



When should you use a direct quotation as opposed to paraphrasing?

**The standard rule is that quotations are most effective when they are brief, particularly eloquent, witty, or compelling.**

# Paraphrasing

**Paraphrasing:** to restate or summarize a source's ideas in one's own words.

Paraphrasing is better than direct quotation in 2 situations:

- 1. When the wording of a quotation is obscure or cumbersome, as is often the case with government document.**
- 2. When a quotation is longer than 2 or 3 sentences. Audience often tune out partway through lengthy quotations, which tend to interrupt the flow of a speaker's ideas.**

# Tips for Using Testimony

- Quote or paraphrase **accurately**.
  - Make sure you didn't misquote someone.
  - Make sure you don't violate the meaning of the statements you paraphrase.
  - Make sure you don't quote out of context.
- Use testimony from **unbiased** sources.
- **Identify** the people you quote or paraphrase.

Depending on your topic, you may want to use some of them, all of them, or none of them. Remember, they are tools, and they all serve the same purpose- getting your message across to your audience.

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## **4 – Review tips**

Except for hypothetical example, other examples should be factual and real. Don't make up examples that are not real.

is your quote/paraphrase accurate and prove your idea?

Did you identify/introduce the people you quote or paraphrase?



**Your instructor's requirements are always the priorities !**



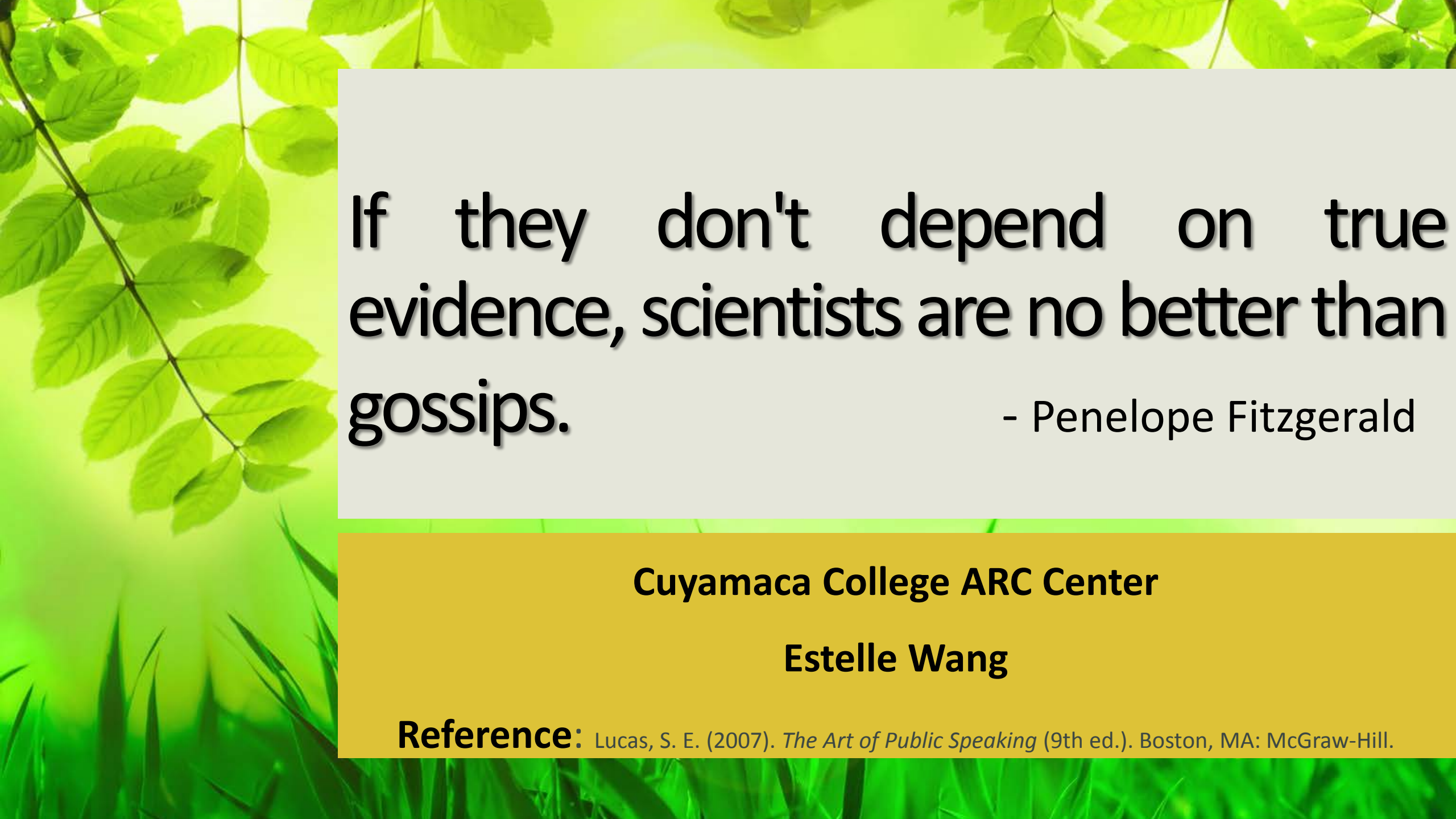
Is your supporting material relevant/really back up your ideas?

Were your supporting materials from reliable sources? Did you cite the sources?

Did you explain your supporting materials and visual aids, statistics/graph/chart?

**Your instructor's requirements are always the priorities !**



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If they don't depend on true evidence, scientists are no better than gossips.

- Penelope Fitzgerald

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