Benefit of using testimony is that it helps to enhance or expand the speaker’s personal credibility

- Drawback: you might be unaware of challenges to this source’s credibility
  - Hypothetical Example
    - Like “Example,” but fictional
    - Has advantage of only containing relevant, generalizable details
    - Drawback: it may lack sufficient detail to be interesting; fail to provide a coherent story, seem implausible to audience
  - Definitions
    - Useful way to efficiently explain a new concept or term to an audience
    - Important to avoid using the word or phrase in definition
    - Include link or connection that lies within the audience’s existing frame of reference
  - Explanation
    - Provide additional detail to enhance the audience’s understanding
    - Is another form of supporting material
  - Analogies and Metaphors
    - Use of unrelated concept or idea and through comparison or replacement help the audience understand the new concept
    - Metaphor: replaces the new concept with something different
  - Compare and Contrast
    - Frequently used as part of an analogy or metaphor.
    - Used as a means of further explaining or describing a concept
  - Literary allusion
    - Use of quoted material from a specific text that changes the tone of the speech
  - Humor
    - Effective way to support ideas
    - Audience most likely responds positively

- Reasoning: The link Between Your Ideas and Evidence
  - Generalization
    - We assume what is true of a chosen sample or particular instance is likely to hold true for a larger group or population
    - Based on probability
  - Analogy
    - Important that analogies between two situations are sufficient, typical, and relevant
  - Causal Reasoning
    - When you claim that a specific occurrence or event is the result of, or is affected by, another occurrence or factor
  - Authority
    - We reason from authority when our supporting material comes from a person or test that is an authoritative source on the issue in question