

- 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 text that is an authoritative source on the issue in question