

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 8

Developing Supporting Material

Types of Supporting Material

- Examples
- Narratives
- Testimony
- Facts
- Statistics

Offer Examples

- Examples
 - ▶ Illustrate, describe, or represent things
 - ▶ Make ideas, items, or events concrete
- Brief example
 - ▶ Single illustration of a point

Offer Examples (cont.)

- Extended example
 - ▶ Multifaceted illustrations
 - ▶ Reiterates the point effectively
- Hypothetical example
 - ▶ Likely outcome of a future event

Share Stories

- Story (narrative)
 - ▶ Helps make sense of our experience
 - ▶ Includes plot, characters, setting, and timeline
 - ▶ Can be brief or drawn-out
 - ▶ Should create an emotional connection
- Anecdote
 - ▶ A brief, interesting personal story

Draw on Testimony

- Testimony
 - ▶ Firsthand findings, accounts, and opinions
- Expert testimony
 - ▶ Testimony from professionals on the topic
- Lay testimony
 - ▶ Testimony by nonexperts

Draw on Testimony (cont.)

- When including testimony, provide
 - ▶ The person's name and qualifications;
 - ▶ Time and location of the testimony.

Provide Facts and Statistics

- Facts
 - ▶ Documented occurrences
 - ▶ Back up with credible evidence
- Statistics
 - ▶ Quantified evidence
 - ▶ Summarize, compare, and predict things

Use Statistics Accurately

- Use frequencies to indicate counts.
 - ▶ Frequency is how often something occurs.
 - ▶ Frequencies can
 - ▶ Help listeners understand comparisons;
 - ▶ Indicate size;
 - ▶ Describe trends.

Use Statistics Accurately (cont.)

- Use percentages to express proportion.
 - ▶ A quantified proportion of a whole
 - ▶ Helps listeners easily grasp comparisons

Use Statistics Accurately (cont.)

- Use averages to describe typical characteristics.
 - ▶ Three types:
 - ▶ Mean (arithmetic average)
 - ▶ Median (center-most score in a distribution)
 - ▶ Mode (most frequently occurring score)

Use Statistics Accurately (cont.)

- Present statistics ethically.
 - ▶ Use only reliable statistics.
 - ▶ Present statistics in context.
 - ▶ Avoid confusing statistics with “absolute truth.”

Refer Orally to Your Sources

- Clearly identify your information source.
- Provide enough context to interpret it.