Chapter 14

1. Using Examples
   a. Generalizations – conclusions or claims
      i. Expand for understanding
   b. Examples
      i. Retention improved because of commonality and detail
      ii. Provide logical ties to conclusions
      iii. Real examples
         1. involve actual events, places, or things
      iv. Hypothetical examples
         1. use creativity and invention
      v. Verbal Illustrations
         1. Stories
2. Facts and Statistics
   a. Fact
      i. A verifiable event that has occurred in reality
   b. Statistic
      i. Math that proves a relationship between two or more things
         1. Average is a measure of a central tendency
            a. Mode, median, and the mean
         2. Sample is a portion that reflects the whole
         3. Margin of error is the amount of random sampling error in a survey
3. Testimony
   a. Opinions
      i. Nonauthoritative or authoritative
      ii. Quoted directly or indirectly
4. Visuals
   a. Visual examples - Help your audience more clearly comprehend the message
      i. Diagrams and Photographs
      ii. Physical models and Objects
      iii. Charts and Graphs
      iv. Non-computer Electronic Visual Aids
      v. Computer Generated Visuals
         1. PowerPoint, Keynote, Prezi