



## Supporting your ideas

## Reasons for using support materials

- ◆ To develop and illustrate ideas
- ◆ To clarify ideas
- ◆ To make a speech more interesting
- ◆ To help listeners remember key ideas
- ◆ To help prove an assertion



## Types of support materials

- ◆ Definition: a statement of the meaning of a word or phrase





## Examples

◇ Diversity  
◇ Censorship

◇ Probation  
◇ Turnover

## Types of support materials (cont)

- ◆ Vivid image: a description that evokes a lifelike picture within the mind of the listener





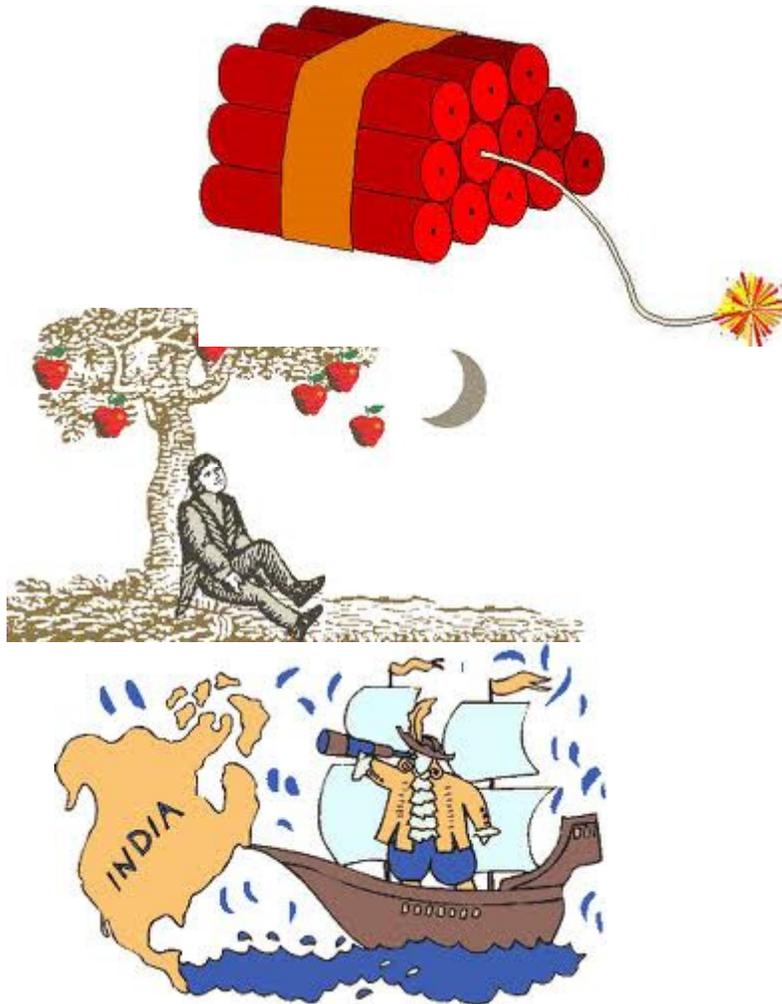
## Example

- ◆ ...Sometimes, she sits in a dark corner of the room, just over there. She wears a long, grey dress, and a white hat. Sometimes she's seen with her head, sometimes without it, and sometimes she's carrying her head under her arm. Other people have seen the ghost of Anne Boleyn walking in the Bloody Tower, and some have heard it crying, saying "I am innocent, I am innocent". Perhaps one of you will see the ghost of Anne Boleyn today!

# Example

## ◇ Serendipity

- Alfred Nobel invented an explosive when accidentally mixing nitroglycerin and nitrocellulose
- Isaac Newton's famed apple leading to findings about gravitation
- Christopher Columbus discovered America by chance





## Narrative

- ◆ A story that explains, illustrates, or reinforces a point/key idea
- ◆ Hypothetical narrative: imaginary story related to help listeners visualize a potential situation



## Example

- ❖ One third of the Irish population in the 1840s depended entirely on a single crop – potato. Therefore, when blight – a disease affecting potatoes – spread in Ireland, nearly 1 million people died of hunger, which accounted for between 20-25% of the population...



# Comparison and contrast

◇ [lincoln vs. kennedy.docx](#)



# Analogy

- ◆ Resemblance in some respects between things that are otherwise dissimilar





## Example

- ◆ Pupils are more like oysters than sausages. The job of teaching is not to stuff them and then seal them up, but to help them open and reveal the riches within. There are pearls in each of us, if only we knew how to cultivate them with ardor and persistence.  
(Sydney J. Harris, "What True Education Should Do," 1964)



## Examples

- ◇ "How can you beat five players by running in a straight line? The answer is that the English defenders reacted to what they expected Maradona to do. . . . Monetary policy works in a similar way. Market interest rates react to what the central bank is expected to do."



## Examples

- ◇ "MTV is to music as KFC is to chicken." (Lewis Black)
- ◇ "Memory is to love what the saucer is to the cup."  
(Elizabeth Bowen, *The House in Paris*, 1949)

# Testimony

- ◆ Testimony: statement by a knowledgeable person, used by a speaker to explain or bolster a point
- ◆ Quote verbatim: to cite the exact words used by a source
- ◆ Summarize: to give condensed form of a statement
- ◆ Paraphrase: to restate material

