

# PRINCIPLES OF PUBLIC SPEAKING

## CHAPTER 6: FINDING AND USING SUPPORTING MATERIALS

### DETERMINING THE KINDS OF SUPPORTING MATERIAL NEEDED

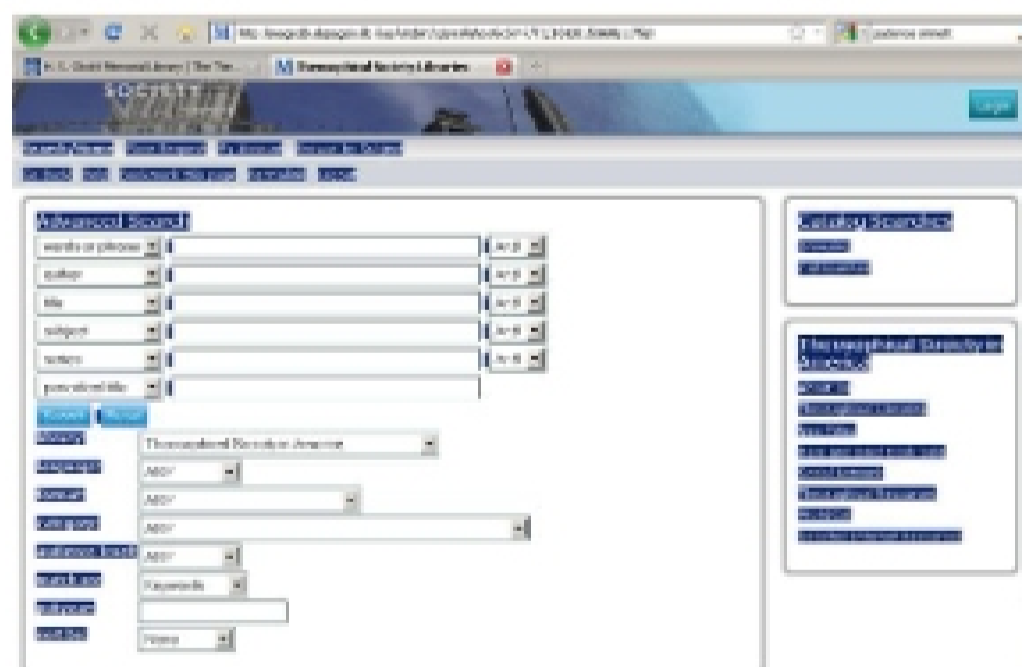
1. What support does your topic need?
2. What does your audience need to know?
3. What form of support will be most effective for your topic?
4. How objective is your supporting material?
  - **Primary Sources:** Eyewitnesses/firsthand accounts
  - **Secondary Sources:** Based on other sources of information.

### FINDING SUPPORT MATERIALS

- **Print Resources:** Usually colleges and university libraries have print sources. Those sources can be books, newspapers, and magazines.



- **Electronic Resources:** Databases can have a central focus on categories like medical information or periodicals.



- **Search Engines:** A computer program that allows you to search multiple databases using specific words or phrases



- **Metasearch Engines:** Sends your search request to various search engines at the same time.
- **Directories:** Look for information, but arrange sites by topics, likes sports, shopping, etc.
- **Virtual libraries:** Smaller than commercial search engines and hosted by academic or scholarly organizations like universities or research groups.
- **Invisible Web:** Databases or resources that are not indexed by commercial search engines and escape notice with generic searches.

## FINDING INFORMATION THROUGH INTERVIEWS

- **Informational Interview:** Getting answers to specific questions. They increase your understanding of a topic because you can gather information first hand.
1. **Determine your specific purpose**
  2. **Structure the interview in advance (Plan questions in advance)**
  3. **Remember that interviews are an interactive process**
  4. **Build a sense of mutual respect and trust**
  5. **Be courteous**



## FORMS OF SUPPORTING MATERIALS

- **Examples**
  - **Hypothetical:** Made up
  - **Factual:** Real examples or events that really happened with real people, places, or things.
  - **Choosing examples:**
    1. **Is the example relevant?**
    2. **Is it a fair sample?**
    3. **Is it vivid and impressive in detail?**
    4. **Will comparison and contrast heighten the impact of your examples?**
  
- **Statistics:** Numbers showing relationships of the phenomena
  - **Magnitude:** Size
  - **Segments:** show aspects of the problem caused by separate factors
  - **Trends:** Tell about the past, present, and the future.
  - **Using Statistics:**
    1. **Translate difficult numbers to where they can be understood**
    2. **Round off complicated numbers**
    3. **Use visual materials to clarify statistics whenever possible**
    4. **Use statistics fairly (Do not overdo it)**

