**Informational Text Terms**

**Anecdotal Evidence:** The argument draws a conclusion from cases specifically chosen to support the conclusion (often while ignoring cases that might tend to undermine the conclusion). Usually told as a story or an example of one or two events. These anecdotes are designed to "prove" something which is the opposite of what the large body of data show.

**Bias**: An inclination or prejudice toward or against a person, group, or ideas; a concentration on or interest in a single particular area or subject.

**Case Study**: A study of a single event or instance. Case studies are often used in medical studies.

**Colloquialism:** A colloquialism is an informal expression, that is, an expression not used in formal speech or writing. Ex. Using the term loonie to describe the dollar coin is a colloquialism. Typically, in every day conversation we speak with colloquialisms.

**Emotional Appeal**: An appeal to emotion is a type of argument which attempts to arouse the emotions of its audience in order to gain acceptance of its conclusion. This could be an aim to make the reader feel: angry, happy, sad, etc.

**Expert Testimony**: Using ideas and/or words of an expert to advance an argument or position within a piece of writing. Ex. We trust a doctor to tell us about medicine more than an average person.

**Jargon:** Strictly speaking, jargon is a special vocabulary of a trade or profession; but the term has also come to mean inflated, vague, meaningless language of any kind. It is characterized by wordiness, abstractions galore, pretentious diction, and needlessly complicated word order. Whenever you meet a sentence that obviously could express its idea in fewer words and shorter ones, chances are that it is jargon.

**Rhetorical Questions**: A question for which a reply is not required or even wanted. The question is asked for effect; often a rhetorical question is a way of making a statement. It often provokes thought, lends emphasis to a point, asserts or denies something without making a direct statement, launches further discussion, introduces an opinion, or leads the reader where the writer intends. “Will the world ever see the end of war?” is an example of a rhetorical question.

**Statistical Evidence:** Relies on scientifically gathered numbers to prove an argument.

**Objective Language**: Unbiased language; language that does not attempt to influence the attitudes of others through the use of personal feelings or opinions. Objective language only considers the facts of the matter. Newspaper articles use objective language.

**Subjective Language:** Language which shows a bias; the writer uses language which show his/her feelings or opinions about the subject. Editorials use subjective language.

 Objective: The boys threw the ball across the street.

 Subjective: The careless, selfish boys threw the ball recklessly across the street.

**Graphic Text:** Visual information in the form of graphs, maps, timelines, charts, etc.

**Historical References**: Any reference to past events of people in history.