**C:\Users\Bronwen\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3Q1SY8OS\MC900437797[1].wmfTerms for Information Text Section**

**Look closely! These are very important.**

**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**: A bias is a prejudice in a general or specific sense, usually in the sense for having a predilection (the tendency to think favorably of something in particular) to one particular point of view or ideology. It is also defined as a preference or an inclination, especially one that inhibits impartial judgment.

**Case Study**: A case study is a detailed analysis of a person or group, especially as a model of medical, psychiatric, psychological, or social phenomena. It is also a detailed intensive study of a unit, such as a corporation or a corporate division that stresses factors contributing to its success or failure.

**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 in 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**: Testimony by one acknowledged to have special training and knowledge in a particular subject. An expert witness is a witness, who by virtue of education, or profession, or experience, is believed to have special knowledge of his subject beyond that of the average person, sufficient that others may officially (and legally) rely on his opinion. 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 asked not to elicit an actual response but to make an impact or call attention to something. 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; the writer’s feelings about the subject are not clearly identifiable. Newspaper articles use objective language.

**Subjective Language:** Language which shows a bias: the writer uses language which show his/her feelings 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.