**Interpreting Informational Text: Definitions**

**Colloquialism:** an informal expression, meaning an expression not used in formal speech or writing. Example: “gonna” or “ain’t nothin”

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

**Anecdotal evidence:** An informal account of evidence in the form of a short account of an interesting or humorous incident. The term is usually used in contrast to scientific evidence, especially evidence-based medicine, which are types of formal accounts. Anecdotal evidence is often unscientific because it cannot be investigated using the scientific method.

**Expert Testimony:** A declaration given by an individual who has specific knowledge of, and background in the subject being discussed.

**Bias:** A partiality that prevents objective consideration of an issue or situation.  A biased piece of writing tries to influence in an unfair way, and only has one point of view.

**Editorial:** An article giving opinions or perspectives.

**Research:** Systematic investigation to establish facts.

**Audience:** The reader.

**Slang:** Informal language consisting of words and expressions that are not considered appropriate for formal occasions; can include vulgar or coarse language.

**Purpose:** What a piece of writing is trying to achieve. What the author wanted the reader to gain from what is being read.

**Emotional Appeal:** To persuade by appealing to emotions (desires, gut reactions, etc.) May also be represented by a picture.

**Subjective Language:** Emotional, not based on fact, but instead based on personal opinion, thoughts, feelings, and as a result cannot be impartial.

**Objective language:** Not depending on, or influenced by personal opinions or prejudices.

**Jargon:** speech or writing considered unintelligible or meaningless. Often the language of a trade or profession (computers, medicine) seems full of unnecessary complex or inflated terminology.

**Rhetorical Question:** A question used for effect, but not seeking an answer. Example: Who cares?

**Persuasive Techniques:** Techniques used by writers to persuade the audience to accept their point of view. Example: emotional appeal, research, case studies, expert testimony, anecdotal evidence.

**Stylistic Techniques:** The writer’s manipulation of language to achieve his or her purpose. Example, literal/figurative language, analogy, formal vs. informal language.

**Propaganda:** An organizational scheme to spread information of a doctrine or practice. Example of corporate propaganda: Fast Food Advertisements

**Archaic Language:** A word or phrase that is not longer used in actual speech.

**Graphic Text:** Presenting information visually. Graphic text usually involves a combination of words and illustration. Can include: drawings, diagrams, graphs, charts, symbols, geometric designs, comics, maps etc.

**Historical reference:** A reference to a documented and relevant event that has happened in the past.

**Pro and Con Argument:** Presenting both the positive and negative sides of an issue. (Arguing both for and against something so all points of view can be explored)

**Understatement:** Presenting something as less significant than it really is.

**Statistical Evidence:** Evidence that relies on numbers, percentages or statistics about a certain issue.