**Interpreting Informational Text: Definitions**

**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.

**Audience:** The reader.

**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.

**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.

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.

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