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| **Using Facts, Reasons, Examples, Statistics, Comparisons, Anecdotes (FRESCA)**  **to Support Claims**  **Adapted by Jennifer Bernhard from materials developed by Dr. Elizabeth Best** |
| Teacher’s Key and suggestions for making connections to claims |
| 1. Have you ever tried talking on the phone while watching a TV show? Do you find that you lose track of what’s happening on the tube? That’s what happens when you talk on a cell phone while driving.  COMPARISON – showing similarity between losing focus watching TV and while driving caused by talking on the phone  Is this writer pro or con cell phone use while driving? |
| 2. A recent survey by Consumer Reports National Research Center found that 89 percent of consumers are aware of government recalls on toys containing lead, and 70 percent of that group said they are checking product labels. The louder wake-up call for the industry is that 36 percent said they will buy fewer toys this holiday season.  STATISTICS – used to show impact of consumer awareness on toy sales  What could be a feasible claim? (e.g., Parents should be aware of the safe toy issue. . .) |
| 3. How’s this for misleading advertising! The Whatzit gadget claims to be self-cleaning. The part that cleans it is a detachable arm that scrapes along the surface of the gadget each time you use it. The problem is you then need to clean off the goop that accumulates on the arm. Technically, it is self-cleaning, but detaching the arm, cleaning it, then reattaching it is more trouble that simply cleaning the gadget yourself.  EXAMPLE – misleading advertising  REASONS – dispute self-cleaning claim  What could be a feasible claim? (e.g., We need to be aware that advertising can be misleading. . .) |
| 4. I oppose the use of cell phones while driving is because I was in an accident that was the result of using my cell phone. I was driving home from school, and I decided to make a quick call to my girlfriend. We got into an argument over nothing. The next time I heard her voice, she was at my bedside in the hospital, telling me how sorry she was about my lost leg.  ANECDOTE – given as reason to support claim  How could this anecdote be used as an observation rather than a personal experience? |
| 5. According to the NM Motor Vehicle Department, over 30 percent of traffic accidents involve “driver distraction.”  STATISTIC from reliable source, indisputable, can be proven  How would this type of statistic need to be revised to make it relevant for a different audience? |
| 6. Waiting until you’re thirsty to drink some water is like waiting until the oil light comes on in your car before you put any oil in. There’s already damage being caused to your car at that point. Because at a certain level of dehydration, your body loses its ability to tell when you need water, you have to drink water before you’re thirsty.  COMPARISON – waiting until you are thirsty before you drink water similar to waiting until the oil comes on in your car  FACT – body losing ability to tell when you need at a certain level of dehydration can be proven  What could be a feasible claim? (e.g., We need to pay close attention to the signals our bodies give us. . .) |
| 7. Snack cakes are meant to be taste treats. Twinkies taste better than other snack cakes because of their texture, their creamy filling, and their golden appearance.  REASONS – to support Twinkies being a taste treat  What could be a different claim? (e.g., We all love taste treats, but. . .) |
| 8. According to the Albuquerque Journal, the total rain and snow New Mexico has received in the last five years doesn’t add up to an average year’s precipitation.  FACT – but is it defensible? Where did the Journal get its information?  What could be a feasible claim - using a reliable source? (e.g., Drought is becoming a problem. . .). |
| 9. According to a recent survey 90% of students in my school think we should become more concerned about environmental problems.  STATISTIC – can be proven  What could be a feasible claim? (e.g., Students need to be concerned about environmental problems. . .) |
| 10. People often fail to realize that bats benefit humans. One benefit is their ability to consume large amounts of insects. A single little brown bat (one of the most common house-dwelling bats) may eat 600 mosquitoes in an hour.  EXAMPLE – a specific benefit of bats to humans is they eat insects  STATISTIC – the brown bat may eat 600 mosquitoes in an hour  What is important information is missing from this statistic? (the source) |
| 11. Weather reports have become extremely reliable. When they say it’s going to snow we no longer have to do the snow dance because we know school will be closed, and when they give us a tornado warning, we know it is time to take shelter.  EXAMPLES – two ways we can rely on weather report  What could be a feasible claim? (e.g., With modern technology we have learned that we can rely on weather reports. . .) |