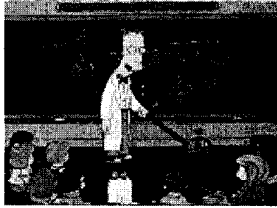


Explaining Complex Information



Who uses this type of speaking?!



Obstacles

- 1. Audience may not understand the meaning and use of a concept or term.
- 2. Audience may struggle to model or represent mentally some phenomenon, structure, or process.
- 3. Audience may have a preexisting or understood model that prevents them from believing (and therefore understanding) the experts' representations of some phenomenon.

How To Overcome these Obstacles

- 1. Audience may not understand the meaning and use of a concept or term.
- Use an **Elucidating Explanation**

Elucidating Explanation

- Clarify the meaning and use of a term
- All MUST contain
 - 1. A **definition** that lists **each of the concept's critical features**
 - 2. A list of **varied examples and non-examples** (non-examples are instances that are likely to be mistaken for examples)
 - 3. **Opportunities to practice distinguishing examples from non-examples by looking for the critical features**

How To Overcome these Obstacles

- 2. Audience may struggle to model or represent mentally some phenomenon, structure, or process.
- Use a **Quasi-Scientific Explanation**

Quasi-Scientific Explanation

- Model or picture the **Key aspects** of topic
 - Give **the Big Picture** to the audience begin with familiar concepts or what they already know
1. Locate **key components** or processes
 2. Highlight the **structure, parts, processes, or interrelations**
 3. Use images or models to convey the structure or gist

Quasi-Scientific (continued)

4. **Focus on the relationships** among the parts
(transitional phrases are critical here)
5. May **use comparisons** BUT **be consistent** with the comparisons used

How To Overcome these Obstacles

- **3.** Audience may have a preexisting or understood model that prevents them from believing (and therefore understanding) the experts' representations of some phenomenon.
- Use the **Transformative Explanation**

Transformative Explanation

MUST contain these portions

1. state people's preexisting, understood, or lay theory about the topic or the phenomenon
2. Acknowledge the apparent plausibility of this lay theory
3. Demonstrate the inadequacy of this theory
4. State the more accepted account
5. Demonstrate the accepted account's greater adequacy