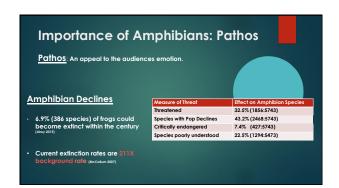
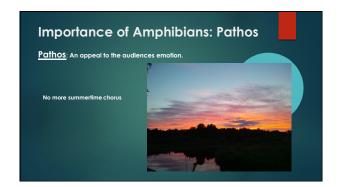


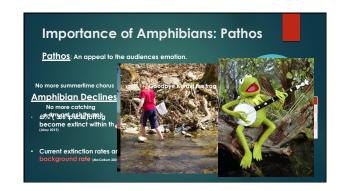
My goal is to give each of you the information to effectively explain why amphibilians are important to an audience regardless of the audiences' education, background or values. Aristotle's Ingredients of Persuasion • Ethos- Convince the audience you a credible source • Pathos- Appeal to the audience's emotions • Logos- Use logical arguments to persuade the audience that your argument is correct

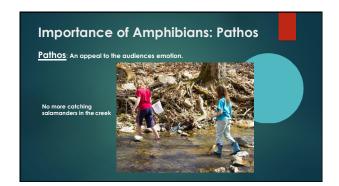
Your Audience Matters Note: Who are you talking to ? Try and imagine what might matter most to them Tailor your argument to them

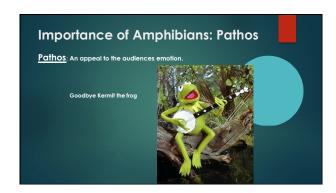






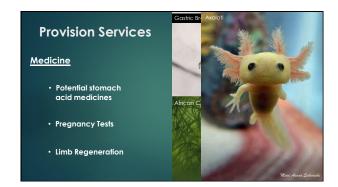






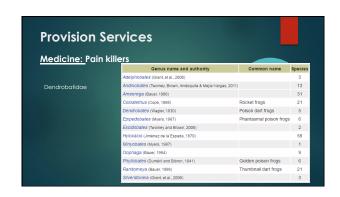
Importance of Amphibians: Logos Ecosystem Services "These services are the components of ecosystems that influence human well-being." (Hocklang and Babbellt 2014) Provision Food, fresh water, fiber and medicine Regulating Purification, erosion control, climate control, pest species regulation Culture recreation, religion, spirituality and aesthetics Support Nutrient cycling, soil formation, primary production and other ecosystem functions

Malar Consumers - France - Belgium - Luxembourg - Hong Kong - United States Malor Exporters - Indonesic - India - Brazil











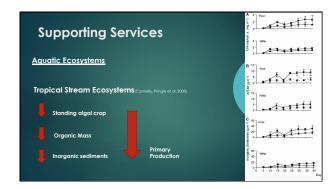




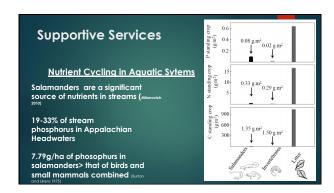












Supportive Services Nutrient Cycling studies of Plethdon cinereus Reduce decomposition rates Invertebrates Leaf litter breckdown Help cycle Na Sink for Ca, Mg, K, P, N, S and Zn (Buton and litters 1972)





Assigning a Monetary Value to **Amphibians**

Site: Ellenton Bay, SC Animals Captured:

Dominant Species: Southern Leopard Frog Value: \$3,605,848

Site: Charlotte, NC Animals Captured: 848,824 Dominant Species: Eastern Newt Value: \$6,021,007

References

