

factual
evidence

statistics

examples
or
anecdotes

expert
testimony

logical
reasoning

emotional
appeal

undeniable
statements

facts from
research in the
form of
percentages,
numbers, etc.

actual stories
or events that
explain a claim

conclusions
from a expert
in the field

understandable
conclusions
that make
sense

incorporating
strong feelings of fear,
urgency, courage, etc.
in effort to
persuade an audience

Hydrogen is the most abundant element in the universe and we will never run out of it.

As a result of EPA's regulatory efforts to remove lead from gasoline, emissions of lead from the transportation sector dramatically declined by 95 percent between 1980 and 1999, and levels of lead in the air decreased by 94 percent during that time period.

The nation of Iceland is attempting to become the first hydrogen based energy economy using its abundant geothermal energy resources.

Some energy experts believe that combining hydrogen fuel and electricity could serve as a basis for a clean, safe, and energy efficient energy system.

When petroleum is burned as gasoline or diesel, it produces a number of emissions that have a detrimental effect on the environment.

It is a critical time for hydrogen, governments and companies need to seize the opportunity for utilizing such an important resource in decarbonizing our future. The time is now.