

**A POCKET  
GUIDE TO  
PUBLIC  
SPEAKING  
4<sup>TH</sup> EDITION**

**Chapter 9**

**Locating Supporting Material**

# Primary and Secondary Sources

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- Primary sources
  - ▶ Provide firsthand account or direct evidence
- Secondary sources
  - ▶ Provide analysis or commentary
  - ▶ Not directly observed or created

# Locate Secondary Sources



- Most likely secondary sources:
  - ▶ Books, newspapers, periodicals, government publications
  - ▶ Reference works (encyclopedias, almanacs, etc.)
  - ▶ Internet sources (blogs, social news sites)

# Books



- Books by credible authors
  - ▶ Provide detail and perspective
  - ▶ Excellent source of supporting material
- Locating books
  - ▶ Library's online catalog
  - ▶ *Books in Print* and Amazon.com

# Newspapers



- Newspapers contain a mix of
  - ▶ Eyewitness accounts;
  - ▶ In-depth analysis of events;
  - ▶ Human-interest feature stories.
- Search for articles using online databases.

# Periodicals



- Regularly published magazines or journals
- Refereed journals
  - ▶ Experts evaluate articles before publication
- General-interest magazines
  - ▶ Rarely contain citations
  - ▶ Authors may not be experts

# Government Publications



- Most information comes from primary sources.
- Highly credible
- USA.gov
  - ▶ Federal, local, and tribal government information
  - ▶ Links to reliable statistics

# Digital Collections



- Rich source of primary materials:
  - ▶ Oral histories and letters
  - ▶ Old newspapers
  - ▶ Photographs
  - ▶ Audio and video recordings
- Library of Congress offers digital collections.



# Reference Works

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- Encyclopedias provide an overview of subjects.
  - ▶ General encyclopedias
    - ▶ Cover nearly all important subject areas
  - ▶ Specialized encyclopedias
    - ▶ Delve deeply into one subject area

# Reference Works (cont.)

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- Almanacs and fact books
  - ▶ Published annually
  - ▶ Facts and statistics on many subjects
  - ▶ *World Almanac and Book of Facts*
  - ▶ *Information Please Almanac*
  - ▶ *Guinness World Records*

# Reference Works (cont.)

- Biographical Resources
  - ▶ *Biography and Genealogy Master Index*
    - ▶ Information on famous or noteworthy people
  - ▶ *Current Biography* or *Dictionary of American Biography*
    - ▶ Analysis/criticism of individuals' published works

# Reference Works (cont.)

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- Books of quotations
  - ▶ *Bartlett's Familiar Quotations*
  - ▶ Many are targeted at public speakers.
- Poetry collections
  - ▶ *The Columbia Granger's World of Poetry*
  - ▶ Library of Congress Poetry Resources Web Guide

# Reference Works (cont.)

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- Atlases

- ▶ Collection of maps, text, charts, and tables
- ▶ Can be used to help you
  - ▶ Find a particular locale
  - ▶ Learn about its terrain and demographics
- ▶ Sometimes used for exploring other subjects

# Reference Works (cont.)

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- Weblogs and social news sites
  - ▶ Provide up-to-the-minute information
  - ▶ Sources *must* be reputable to cite.
  - ▶ Blogs contain journal-type entries.
  - ▶ Social news sites allow user submissions.
  - ▶ Use both with extreme care.

# Recording and Citing Books

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- Locate and record citation elements:
  - ▶ Title
  - ▶ Author
  - ▶ Publisher
  - ▶ City and year of publication
  - ▶ Page number

# Recording and Citing Books (cont.)

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- When taking notes
  - ▶ Create separate headings for each idea;
  - ▶ Record each citation element;
  - ▶ Indicate direct quotation, paraphrase, or summary.



# Recording and Citing Books (cont.)

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- Orally cite sources in your speech.
  - ▶ Alert listeners to sources of ideas not your own.

# Recording and Citing Articles from Periodicals

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- Locate and record citation elements:
  - ▶ Author
  - ▶ Article title
  - ▶ Periodical title
  - ▶ Date of publication
  - ▶ Page number

# Recording and Citing Articles from Periodicals (cont.)

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- When recording notes
  - ▶ Create separate headings for each idea;
  - ▶ Record each of the citation elements;
  - ▶ Indicate direct quotation, paraphrase, or summary.

# Recording and Citing Articles from Periodicals (cont.)

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- Orally cite sources in your speech.
  - ▶ Alert listeners to sources of ideas not your own.

# Generating Primary Sources: Interviews and Surveys

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- Conduct interviews.
  - ▶ Prepare questions in advance.
  - ▶ Word questions carefully.
    - ▶ Avoid vague questions.
    - ▶ Avoid leading questions.
    - ▶ Aim to create neutral questions.

# Generating Primary Sources: Interviews and Surveys (cont.)

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- ▶ Establish a spirit of collaboration.
  - ▶ Express respect for the interviewee's expertise.
  - ▶ Summarize your topic and informational needs.
  - ▶ State a reasonable goal.
  - ▶ Establish a time limit.

# Generating Primary Sources: Interviews and Surveys (cont.)

- ▶ Use active listening strategies.
  - ▶ Don't break in.
  - ▶ Don't interject with leading comments.
  - ▶ Paraphrase the interviewee's answers where appropriate.
  - ▶ Seek clarification and elaboration when necessary.

# Generating Primary Sources: Interviews and Surveys (cont.)

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- ▶ End by rechecking and confirming.
  - ▶ Check that your topics were covered.
  - ▶ Positively summarize what you learned.
  - ▶ Offer to send the interviewee the results.



# Generating Primary Sources: Interviews and Surveys (cont.)

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- Conduct surveys.
  - ▶ Tool for investigating audience attitudes
  - ▶ Primary source material
  - ▶ Effective source for topics focused on the attitudes and behaviors of people in your immediate environment

# Evaluate Sources for Trustworthiness

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- Critically evaluate sources before using them.
  - ▶ What is the author's background?
  - ▶ How credible is the publication?
  - ▶ How reliable is the data?
  - ▶ How recent is the reference?

# Record References as You Go

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- While researching, maintain a working bibliography.
  - ▶ Helps avoid losing track of sources