

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 11

Citing Sources in Your Speech

Crediting Speech Sources

- Demonstrates quality and range of research
- Shows reliable sources support your position
- Helps you avoid plagiarism
- Gives you credibility as ethical speaker

Crediting Speech Sources (cont.)

- Enhances your authority
- Wins support for your viewpoint
- Enables listeners to locate your sources
- Common knowledge need not be credited.

Alert Listeners to Key Source Information

- Oral citations briefly alert the audience to
 - ▶ Author or origin of the source;
 - ▶ Type of source;
 - ▶ Title or description of the source;
 - ▶ Date of the source.

Alert Listeners to Key Source Information (cont.)

- Do not give complete bibliographic references.
 - ▶ Interrupts the flow of the speech
 - ▶ Diverts listeners' attention
 - ▶ Present sources in a rhetorically effective manner.

Alert Listeners to Key Source Information (cont.)

- Establish the source's trustworthiness.
 - ▶ Source reliability increases level of trust.
 - ▶ A reliable source can be inaccurate.
 - ▶ Offer a variety of sources instead.
 - ▶ Source qualifier
 - ▶ Briefly describes the source's qualifications

Alert Listeners to Key Source Information (cont.)

- Avoid a mechanical delivery.
 - ▶ Vary the wording.
 - ▶ Lead with the claim.

Demonstrating Your Sources' Reliability and Credibility

- Note credentials if they inspire trust.
- Identify sources that are reputable institutions.
- Reveal how cited statistics were obtained.
 - ▶ Put them into context.

Overview of Source Types



- Book with two or fewer authors:
 - ▶ First and last names
 - ▶ Source qualifier
 - ▶ Title
 - ▶ Date of publication

Overview of Source Types (cont.)

- Book with three or more authors:
 - ▶ First author's first and last name
 - ▶ "Coauthors"
 - ▶ Source qualifier
 - ▶ Title
 - ▶ Date of publication

Overview of Source Types (cont.)

- Reference work:
 - ▶ Title
 - ▶ Date of publication
 - ▶ Author or sponsoring organization
 - ▶ Source qualifier

Overview of Source Types (cont.)

- Print article:
 - ▶ Author's first and last name
 - ▶ Source qualifier
 - ▶ Title
 - ▶ Date of publication

Overview of Source Types (cont.)

- Online-only magazine, newspaper, journal:
 - ▶ Author's first and last name
 - ▶ Source qualifier
 - ▶ Title and date of publication
 - ▶ Identify publication as “online magazine,” “online newspaper,” or “online journal”

Overview of Source Types (cont.)

- Organization Web site:
 - ▶ Name of Web site
 - ▶ Source qualifier
 - ▶ Section of Web site cited
 - ▶ Last update

Overview of Source Types (cont.)

- Weblog (“blog”):
 - ▶ Name of blogger
 - ▶ Source qualifier
 - ▶ Affiliated Web site (if applicable)
 - ▶ Date of posting

Overview of Source Types (cont.)

- Television or radio program:
 - ▶ Name of program
 - ▶ Segment
 - ▶ Reporter
 - ▶ Source qualifier
 - ▶ Date aired

Overview of Source Types (cont.)

- Online video:
 - ▶ Name of online video source
 - ▶ Program
 - ▶ Segment
 - ▶ Source qualifier
 - ▶ Date aired (if applicable)

Overview of Source Types (cont.)

- Testimony (lay or expert):
 - ▶ Name of person
 - ▶ Source qualifier
 - ▶ Context in which information was offered
 - ▶ Date information was offered

Overview of Source Types (cont.)



- Interview and other personal communication:
 - ▶ Name of person
 - ▶ Source qualifier
 - ▶ Date of interview, correspondence, e-mail, or memorandum

Properly Citing Quoted, Paraphrased, and Summarized Information

- Direct quotation
 - ▶ Statement by someone else, cited verbatim
- Paraphrase
 - ▶ Restatement of another's words, ideas, etc.
- Summary
 - ▶ Overview of another's words, ideas, etc.