

Introduction to Oral Citation

According to great-quotes.com, retrieved May 9, 2006, John Quincy Adams, the 6th President of the United States, is quoted as saying,

“Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passions, they cannot alter the state of facts and evidence.”

1. Why is it important to gather facts and evidence for your speeches?

- a. It builds your credibility,
- b. it demonstrates that experts or others support your position,
- c. in turn you will have stronger arguments which may positively influence the audience
- d. it demonstrates the range of your research.

2. Why is it important to **CITE** the facts and evidence you gathered in your speech?

- a. It builds your credibility as a speaker. Your audience views you as:
 - i. more trustworthy,
 - ii. more knowledgeable,
 - iii. more objective; that is what you are saying is based on research not just your experience and you are demonstrating that you reviewed the information with an open mind.
- b. It establishes the credentials or qualifications of the source (person or persons) to whom you are referencing and the data or information
- c. It lets the audience know where you retrieved your information so he or she can retrieve the information too
- d. You are giving credit where credit is due. You are being ethical. Remember, you wouldn't write a term paper using outside sources and fail to give credit to the originator of the information, the same is true for speaking.
 - i. For example: I quoted John Quincy Adams a few minutes ago. If I just quoted him and did not give him credit you would think that those were my words. That

would be verbal plagiarism on my part. It would decrease my credibility rather than add to my credibility.

3. Carol Bledsoe (as cited in Brydon and Scott, 2006) has devised an acronym to help you remember what information you give in an oral citation. The acronym is CITE

a. **C** = credit the source of all material.

i. State the author of the article and/or the organization

ii. Provide the title of the article, book, etc.

iii. State the date the article, book or data was written/published or the date the Web site was last updated if the article is not dated

iv. If you cannot locate a date consider the credibility of the source and if you decide to use, state "no date" and provide the date you retrieved the information from the Web site

v. Provide the Web site address but not the www or http information

1. For example, if you went to the CDC Web site to learn more about the mump outbreak.

a. First you want to explain any acronym you use. CDC stands for Centers for Disease Control and Prevention.

b. If you use statistics, round up or down and don't over use. Best presented visually (e.g., pie chart)

c. Use the most current information

2. For Example:

On April 14, 2006, the Centers for Disease Control and Prevention a government office also known as the CDC, distributed a Health Alert Update, which the CDC categories as the highest level of importance. The Health Alert Update retrieved May 8, 2006 from cdc.gov stated, 605 cases or suspected outbreaks of mumps have been reported to the Iowa Department of Public Health.

b. **I** = integrate the source citation throughout the speech. Put the source where it belongs. Do not state all of your sources at the end of your speech or place on a PowerPoint slide at the end of your speech. Give credit where and when it is

due.

c. **T** = take your time citing sources. Your audience wants to know your source and they want to be able to understand it.

i. It is best to cite your source prior to presenting your evidence.

d. **E** = establish the credentials of the source. The credentials will impact your evidence if the listener is not familiar with your source. For example:

i. In a 2003 article titled Mumps, retrieved May 2nd, 2006 from kidshealth.org, a Web site supported by the Nemours Foundation that provides information on health issues

ii. For example, Dr. James Fixx, in his 2003 book, More Games for the Super Intelligent wrote

iii. In the April 2006 edition of the New England Journal of Medicine, retrieved May 8, 2006 from Academic Search Premier database, in an article titled "Paperless Medicare" reporter Monica Jones, states

4. **Credit-Integrate-TakeTime** = **Establish credentials = CITE.**

5. So what information is important to give in your citation?

a. The author and the credentials of the author if know and available

b. The title of the article or book

c. The date the article or book was published or if there is no date, provide the "last updated" date of the Web site if the source is from a Web site

d. The organization or medium (title of the newspaper, magazine, database used, etc.)

e. The date you retrieved the online article

6. If you use one source more than once in your speech, cite all information the first time (author, title, date, web site, date retrieved) and the next time state in the CDC "Health Alert Update" article previously mentioned

7. What information you do not need to cite:

a. The www or http://www

b. The page number, volume, or issue number

8. Refer to the Web Links available under the Researching category for additional information on written and verbal citation and formatting in APA and MLA.

References

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