

CITING SOURCES IN ORAL PRESENTATIONS

BASIC CONCEPTS: Proper source citation is a necessary part of speech writing. Demonstrating that your subjective arguments are supported by objective data is necessary in both informative and persuasive speaking as it goes to the very heart of what a competent communicator must do: establish their credibility. By providing evidence, the speaker will not only be better able to convince audiences that they are competent, but may also provide concepts that will make your presentation more memorable. Not only must the speaker avoid less than credible sources (Wikipedia, unpublished manuscripts, unattributed websites, etc.) but they must also focus on how to convey how and when they found information.

In the writing phase, documentation should be provided for all specific information gained from consulting outside sources. This includes: textbooks, lectures, personal interviews, journal and newspaper articles, Internet sites, televised programs, etc. For more on APA or MLA citation methods, consult <http://citationmachine.net>, or any APA or MLA style guide.

Oral citation of sources requires less information than printed citations, yet there is still the need for academic rigor. There are two obligations when citing data orally:

- Attribution
- Recency

ATTRIBUTION

Where evidence is found, and establishing their credibility, is essential to demonstrating support for your arguments.

Examples of Source Attribution:

- Internet: "According to CNN.com..."
- Interview: "In an interview with Dr. Cynthia Bioteau, President of Florida State College at Jacksonville..."
- Newspaper/Journal: "In the *New York Times* Article 'Breast Cancer is not a Death Sentence'..."
- Television: "The popular news program *60 minutes*..."

RECENCY

When evidence is published is essential to establishing both salience and relevance in order to demonstrate support for your arguments or information.

Examples of Source Recency:

- Internet: "...posted on January 17, 2014..."
- Interview: "...on March 5 2014..."
- Newspaper/Journal: "...of April 1, 2014"
- Television: "...aired on February 4, 2014"

PRESENTING ORALLY CITED SOURCES

Together, attribution and recency demonstrate that your information is relevant to your audience and is as up-to-date as possible, demonstrating that your research helps support your contentions (statements/ideas).

Proper Examples of Orally Cited Sources:

- Internet: "According to CNN.com posted on January 17, 2014....."
- Interview: "In an interview with Dr. Cynthia Bioteau, President of Florida State College at Jacksonville on March 4, 2014..."
- Newspaper/Journal: "In the *New York Times* Article 'Breast Cancer is not a Death Sentence' by John Smith of April 1, 2014, reports argue that..."
- Television: "The popular news program 60 minutes aired on February 4, 2014 reports that ..."

This same format will work for a variety of sources including press releases, e-mail interviews, commercials, and literature (books as well as credible, informative pamphlets or annual reports).

REMEMBER...without proper source citation, you run the risk of losing credibility and being guilty of PLAGIARISM! Any material drawn from a source must be properly cited!