

Guide for Citing Sources in your Speech

QUOTATIONS:

1. Avoid the use of “quote,” “unquote,” “close of quotation,” ect. unless you want to specifically emphasize the quotation.
2. A *slight pause or change of vocal tone* will indicate to your audience that you are quoting the word of another.
3. It is sometimes permissible to abstract or *summarize a long quotation* so long as you remain consistent with the thoughts of the material being summarized.
4. *Page numbers are not a necessity* unless there is a need to pinpoint the location of the material.
5. Try to give the *source first, then the quotation*. This lessens the chance of confusing the audience.
6. When quoting an expert, give his or her *name, a brief indication of their credentials, and the location of the quotation*.
 - Example: “According to George Schultz, U.S. Secretary of State, as reported in *Foreign Affairs Quarterly*, January 27th, of this year, ‘Terrorism must be stopped.’”
 - Example: “*Foreign Affairs Quarterly* of January 27th, 1986 quotes U.S. Secretary of State George Shultz as saying ‘Terrorism must be stopped.’”

Book: include title and author

- Incorrect: “According to Jones, the best way to...”
- Correct: “According to April Jones, author of *Readings on Gender...*”

Periodical (magazine): include title and date

- Incorrect: “*Time* magazine wrote...”
- Correct: “*Time*, March 28, 2005, explains...”
- Correct: “*The New York Times*, June 5, 2006, explained it this way...”

Journal: include journal title, date, and author

- Incorrect: “Smith writes...”
- Correct: “Morgan Smith writes in the Fall 2005 issue of *Science...*”

Web site (organization site or other longstanding site): include title

- Incorrect: “I found this information on the internet” or “At www.incrediblylongaddress.com/article.htm, they argue that...”
- Correct: “The Center for Disease Control web site includes information...”

Website (news/magazine): include title and date

- Incorrect: “www.CNN.com states...” Or “CNN.com writes...” (without date)
- Correct: “CNN.com, on March 28, 2005, states...” (note that CNN is an exception to the “don’t use address rule” because the site is known by that name)

Interviews, lecture notes, or personal communication: include name and credentials of source

- Incorrect: “Alice Smith said...”
- Correct: “Alice Smith, Professor of Economics at USM, had this to say about the growth plan...”
- or “According to junior Speech Communication major, Susan Wallace...”

FACTS AND STATISTICS:

1. Always give the *source* of your information and, if possible, the *individual or group who compiled the figures*.
 - Example: “*The New York Times* of October 17th, 1985 tells of the American Heart Association’s study that showed 50% of all cancers are curable if caught in time.”
2. Where possible, *indicate the sample size of a study*.
 - Example: “*The Washington Post* of June 4th, 1986 surveyed 1500 Americans and found 68% approve of President Reagan’s performance in office
3. Try to *round off large numbers* in order to help the audience remember.
 - Example: If national debt is \$976, 346, 761, 829, it would be better to say “one trillion.”
4. When possible, try to *personalize* your figures.
 - Example: “Each year, 50% of all Americans take a vacation.”
 - Personalized: “Each year, one out of every two Americans takes a vacation.”
 - More Personalized: “If this group is typical of America, one out of every two of you will go on vacation this year.”
5. Where possible, try to *compare figures with other well-known or easily understood facts*.
 - Example: “The national debt is one trillion dollars. That is the same as \$1500 for every person in this room. And \$1500 for every other man, woman, and child in America.”

Sample phrases to help you integrate evidence into your speech.

- To prove this point, I’d like to direct your attention to...
- Let’s turn to (source and date) and see what they say about the subject.
- If you need proof of this, all you have to do is look at...
- I was surprised when I read (source and date) and found out...
- The evidence for this point comes from...
- An important fact is found in...
- According to...
- Let’s turn to...
- (Source) on (date) states / reported / said...
- A valuable bit of data is provided by...