

Oral Source Citations

When you are delivering your speeches, you should plan on telling the audience the source(s) of your information *while* you are speaking. Using information from a website, book, journal article, newspaper article, television program, radio broadcast, or any other written or spoken source, without giving credit to the original source is considered unethical and an act of plagiarism according to the JMU Honor Code.

You will be perceived as a more credible speaker when you use multiple sources and cite these sources in the body of your speech.

General Tips:

- Tell the audience your source before you use the information (the opposite of in-text citations).
- Do not say, “quote, unquote” when you offer a direct quotation. Use brief pauses instead.
- Provide enough information about each source so that your audience could, with a little effort, find them. This should include the author(s) name, a brief explanation of their credentials, the title of the work, and publication date.
 - For example, “In the 1979 edition of *The Elements of Style*, renowned grammarians and composition stylists Strunk and White encourage writers to ‘make every word tell.’”
- If your source is unknown to your audience, provide enough information about your source for the audience to perceive them as credible. Typically we provide this credentialing of the source by stating the source’s qualifications to discuss the topic.
 - For example, “Dr. Derek Bok, the President Emeritus of Harvard University and the author of *The Politics of Happiness* argues that the American government should design policies to enhance the happiness of its citizens.”
- Provide a caption citation for all direct quotations and /or relevant images on your PowerPoint slides.

EXAMPLES

From a reference work:

Typically include: Title, credentials, and date of publication

"The 2005 edition of *Simmons Market Research*, considered by most to be the nation’s leading authority on the behavior of the American consumer, notes..."

From a web site

Typically include: Site title, credentials, and date last updated (some websites may not be updated on a regular basis)

“One of the most active developers of neurotechnology, Cyberkinetics, claims on their website last updated on March 24, 2006 that...”

Communication C E N T E R

From a TV or Radio Show:

Typically include: Name of show, date it aired, title of story, and name of reporter

“On the television show ‘60 Minutes,’ which aired on March 26, 2006, golfer Tiger Woods told reporter Ed Bradley that ...”

“On March 24, 2006, National Public Radio’s *Morning Edition* aired a story by reporter Christopher Joyce entitled, ‘Greenland glaciers moving more quickly to the ocean.’ In the story, experts claimed ...”

From an interview you performed:

Typically include: Name, date, credentials

“In a personal interview conducted on February 12, 2006 with Charlotte Maddux, the director of the local chapter of the American Cancer Society, she told me...”

From an interview not performed by you:

Typically include: Name, date, interview source, and credentials

“Appearing on the television program, ‘Dateline’ on February 10, 2005, Dr. Michael Beck, a Harvard University economist, argued that...”

From an Online Magazine:

Typically include: Name of publication, name of reporter and date (providing additional information may give credibility to the source)

“In his March 17, 2006 column in *Slate*, an online magazine of culture and politics, David Plotz claims...”

From a Print Magazine

Typically include: Name of publication, name of reporter, and date

“According to a feature article written by reporter Kelli Brown about the rising costs of medicine in the March 27, 2006 issue of *Time* magazine ...”

From a Newspaper

Typically include: Name of reporter, name of publication, date, and version (i.e. print or electronic version). Providing additional information may give credibility to the source.

“In a front page article in the January 17, 2006 edition of the *Washington Post* which looked ahead to President Bush’s second term, reporter Dana Milbank quoted White House Chief of Staff, Andrew H. Card, Jr., who said, ‘President Bush...’”

From a Web log (Blog)

Typically include: Title, name of blogger, website, and date posted

“National Public Radio reporter Ari Shapiro, in his March 24, 2006 blog titled, ‘DOJ files voting rights suit,’ claimed...”