

Drury University
Speech Communication Center
Guide for Citing Sources in your Speech

It is important that you cite your sources of information during your speech.
Here are some tips on how to deliver citations.



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.

Example, “According to the DU Academic Catalog, on page 11, one of the education goals of the university is to foster the integration of theoretical and practical knowledge.”

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.””

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...”
or “reported”
or “said”

“A valuable bit of data is provided by...”

