

# Verbal Citations

What to include and how to smoothly incorporate it into your speech

In writing, when you use outside research, you build your credibility by **citing** your sources with author lead-ins, parenthetical citations, and a Works Cited page. In speeches, you also need to be concerned with your credibility, which you build through **verbal citations**.

## WHAT'S INCLUDED IN A VERBAL CITATION?

☐ **Include the who, what, and when:**

- Author's name
- Credentials of the author
- Title of work (if it can be done smoothly)
- Source (journal, book, website, newspaper, etc.)
- Date of work/publication/study

## TYPES OF VERBAL CITATIONS

☐ **Full Verbal Citations** include all the information about the source thereby allowing the source to easily be found (state the first time it is mentioned in your speech).

- According to *Harvard University* professors, *Dr. Smith and Dr. Jones* research on this topic published in the *Summer 2015* issue of the *New England Journal of Medicine*....

☐ **Abbreviated Verbal Citations** include less information about the source but still include the most important aspects of that specific source (after the first time you mention this source)

- A *2015* study in the *New England Journal of Medicine* reports that *Harvard University* professors....

## SOME EXAMPLES OF FULL & ABBREVIATED VERBAL CITATIONS

☐ **For a magazine article...**

- "According to an article by Ben Elgin in the February 20<sup>th</sup>, 2016 issue of *Business Week*, we can expect Google and Yahoo's supremacy as the search engine giants to be challenged by new U.S. startups. Elgin reports that..."
- "As reported in the February 20<sup>th</sup>, 2016 issue of *Business Week*, many new companies are getting into the search engine business. This article explains that..."

- “A February 20th, 2016 *Business Week* article reported that Google and Yahoo will face stiff competition in the search engine business...”
- “A 2016 *Business Week* article reported that Google and Yahoo...”

☐ **For a newspaper article...**

- “On February 22<sup>nd</sup>, 2020, *USA Today* reported that...”
- “An article about the effects of global warming appeared in the February 22<sup>nd</sup> edition of *USA Today* from 2020. Todd Smith’s report focused on the alarming rate of...”
- “An article on global warming that appeared in the February 22<sup>nd</sup> issue of *USA Today* sounded the alarm...”

☐ **For a website...**

- “According to information found at [www.ready.gov](http://www.ready.gov), the website of the U.S. Department of Homeland Security, U.S. businesses and citizens...”
- “According to the U.S. Department of Homeland Security published in 2024,...”

☐ **For a journal article (online or print)...**

- “A 2024 study published in the *Journal of Applied Social Psychology* reported that incidents of workplace aggression have increased...”
- “Research conducted by Dr. Bailey and Dr. Cross at Stanford University found that incidents of workplace aggression have increased over the past five years. Their 2024 study published in the *Journal of Applied Social Psychology* reported that...”
- “According to a 2024 study published in the *Journal of Applied Social Psychology*,...”
- “A 2024 study by Bailey and Cross in the *Journal of Applied Social Psychology*,...”
- “In a 2024 study published in the *Journal of Applied Social Psychology*, Bailey and Cross reported that...”

☐ **For a book...**

- “In her 2005 book, *Good Health at Any Age*, Dr. Gabriella Campos describes how we can maintain our health through healthy eating. She recommends...”
- “Gabriella Campos, a nutrition expert, describes what is needed to maintain a healthy diet in her 2005 book *Good Health at Any Age*. She contends that...”
- “In her recent book, *Good Health at Any Age*, Dr. Gabriella Campos recommends...”
- “In *Good Health at Any Age*, Dr. Gabriella Campos, a nutrition expert, offers suggestions for...”

☐ **For a personal interview...**

- “In an interview I conducted with Dr. Desiree Ortezt, a psychology professor, she posed that...”
- “In a telephone interview I conducted with Dr. Forest Wiley, a gerontology professor at University of Illinois, Dr. Wiley stated the elderly are likely to feel...”
- “On April 20<sup>th</sup>, I conducted a personal interview with Dr. Desiree Ortezt, a psychology professor at Eastern University, to learn more about student responses to peer pressure. Dr. Ortezt told me that...”