

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 20th, 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 20th, 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 22nd, 2020, *USA Today* reported that...”
- “An article about the effects of global warming appeared in the February 22nd 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 22nd issue of *USA Today* sounded the alarm...”

For a website...

- “According to information found at 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 Ortez, 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 20th, I conducted a personal interview with Dr. Desiree Ortez, a psychology professor at Eastern University, to learn more about student responses to peer pressure. Dr. Ortez told me that...”