

Citing Sources (UW-La Crosse Public Speaking Center)

Consistent and correct source citation is essential to effective and ethical communication.

Verbal citations – where the speaker includes relevant information about their source citations when introducing research information in their speech.

Information to include in verbal citations:

- **Publication name** – speakers should identify where the source came from (such as the name of a scholarly journal, popular press publication, digital media source, or personal interview)
- **Publication date** – speakers should include the date (year) or full date (month, date, year) of the source if available. If no date is available, speaker should identify when the publication was last accessed.
- **Author or source** – speakers should identify the person or people who authored the publication.
 - If there is no author (such as *the Economist* magazine), the publication serves as the source.
 - If an expert is quoted in the article, such as medical doctor in *the New York Times*, the speaker needs to make it clear that the author of the article is the source, not the expert.
- **Source credentials** – if available, the speaker should list the relevant credentials of the author.
 - If the author is cited more than once in the same speech, the credentials do not need to be repeated after being introduced.

Handout adapted from Communicating Effectively

Husiman, D., Berry, I., Peterson, J., Van Oss, J. (Eds.) (2019). *Communicating Effectively*. Southlake, TX. Fountainhead Press.

Examples of verbal citations

- **Scholarly journal** – Matt Ventresca, postdoctoral fellow in science and media communication at the University of Calgary, published a study in 2018 in *Communication and Sport* about media and traumatic brain injury in sport...
- **Website** – According to a press release from the Centers for Disease Control and Prevention published on September 6, 2019, electronic cigarettes are linked to a type of acute lung injury...
- **Website without date** – According to the [Mayoclinic.org's](https://www.mayoclinic.org/symptoms/muscle-strain/symptoms-overview) symptoms guide, last updated in 2019, muscle strain is commonly associated with back pain...
- **Book** - Bina Venkataraman, a professor at MIT and author of the 2019 book *The Optimist's Telescope* argues that we should make decisions considering the long term consequences of our actions....