

# Structure, Conversational Style & Oral Source Citation

## **INTRODUCTION to speech**

**Opening remarks:** [eye contact is particularly important here] Begin with an interesting fact, a rhetorical question, a quotation, an interesting story, etc. [adlib this]

**Purpose:** (focus) What will you be talking about?

**Preview:** (main points to be covered) – offer a BRIEF overview of the main points

**ORGANIZATIONAL STRUCTURE:** Principles of *coordination* (which main point should come first? Which one second? Which one third?, etc.) and *subordination* (the structure of support for each main point). Each main point should be about equal length. In shorter speeches (under 8-10 minutes), you have time to develop 3-4 main points. Each main point should have *at least* 2 subordinate points, but probably *no more than* 4.

## **BODY** [remember eye contact!!]

- I. **FIRST MAIN POINT** [word this carefully, using succinct phrasing]
  - A. Sub-point #1 [use words and phrases]
    1. Support, explanation, short quotation [write in source & page number]
    2. Support, explanation [quotation or example or illustration]
    3. Support, explanation [details]
  - B. Sub-point #2 [per above]
    1. Support, explanation, short quotation
    2. Same
    3. Same

**TRANSITION:** signal to the audience that you are moving to the next main point – this could be an internal summary of I. or some useful connection to the second main point. [slow pace here] “My second point is related to the material we’ve just covered and that is . . . .”

- II. **SECOND MAIN POINT** [per above]
  - A. Sub-point #1
    1. Support. . .
    2. Support. . .
  - B. Sub-point #2
    1. Support. . .
    2. Support. . .
  - C. Sub-point #3
    1. Support
    2. Support

**TRANSITION:** [slow pace here] help audience move from II to III. “We looked at [substance of point 1] and [substance of point 2] so now we’re ready to consider. . . .” **Check time!**

- III. **THIRD MAIN POINT** [per above ]
  - A. Sub-point #1 [with support]
  - B. Sub-point #2 [with support]
  - C. Sub-point #3 [with support]

**TRANSITION:** [PAUSE! Establish eye contact – slow your pace here] This is an important transition. You are moving the audience from the body of the oral presentation to the conclusion [check time!]

**CONCLUSION:** [Don't rush this, if possible] [how much time do you have?]

Summary (what have you covered?)

Significance (why is it significant?)

Relevance or salience (why should your audience care?)

[Pause for 2 seconds, look at your audience, then say whatever you wish to close, e.g., “thank you”]

## Oral Source Citation

Did you know? If you read a quotation to your audience and do not give credit to the origin of that quotation, you have plagiarized a source. [Your professor could choose to penalize your grade or forfeit the assignment altogether.]

### How do you avoid plagiarizing in an oral communication assignment?

1. ALWAYS cite sources in your speaker notes (abbreviated format), plus. . .
  - Cite your sources orally, e.g., “the *New York Times* reported in April that ‘the economy continues to stagnate’” [year].
  - Paraphrase, but give credit, e.g., “To paraphrase Pinelope Goldberg, we can expect an economic recession at least every 10 years” (*The Economist*, May 12, 2019)
  - Enhance your credibility with the audience by giving the credentials of your source: “To paraphrase Pinelope Goldberg, Chief Economist at the World Bank. . .”
  - Other examples: Opening statement in a speech –
    - o Ex #1: “The stock market is in turmoil, the trade war is dragging on and the global economy is slowing” . . . and I’m quoting, here. (Ben Casselman, *New York Times*, July 29, 2019)
    - o Ex #2: “The stock market is in turmoil, the trade war is dragging on and the global economy is slowing” . . . according to Ben Casselman of the *New York Times* (July 29, 2019).
2. As you prepare your speaker notes, be very careful to mark any direct quotations or paraphrased material and cite sources accordingly.
3. As you take notes from your sources, BE VERY CAREFUL when you copy material word for word (use quotation marks) – provide page or paragraph number for each quote.
4. Think about how to phrase oral source citation in the text of your speech.
5. Whether required or not, prepare a bibliography of your sources.

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