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## Research Speech

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**Time:** 5-8 Minutes

**Assignment:** Inform or persuade the audience about a topic of your choice. This speech is different from the informative visual aid speech in that, while you may include visual aids if you like, the major focus in this speech should be on selecting appropriate and relevant verbal citations to include in the speech. These citations should be necessary for a further understanding of the topic. For example, avoid needless verbal citations such as Webster's Dictionary defines a headache as a pain in the head. This is a poorly selected verbal citation for at least two reasons: first, we probably all have a dictionary and you did not need to do research to find this; and second, it is very basic information and does virtually nothing to further our understanding of headaches. Can you think of a more relevant type of verbal citation if your topic is headaches?

For this speech you must include a MINIMUM of three verbal citations from a minimum of three **different sources**. (Remember that you should **NOT** select only Internet sources!) Therefore, if you are working for an A or a B you will need to include probably four or five relevant verbal citations. Please work to incorporate the citations smoothly into your speech. Work on eye contact so that you don't have to look down the entire time you are presenting the citation. You may wish to paraphrase the author's words so that the citation doesn't disrupt the flow of your speech. Also, be sure to vary the method of presenting the citation so that we don't hear "According to..." at the beginning of each of your citations. Attach a bibliography to the formal outline that only includes sources that you actually cited in your speech. You do not need to include the entire citation on the outline, but you should at least indicate where you are planning to use verbal citations and which source you are planning to use.

**Grading Criteria:** The topic should be well suited and adapted to the audience. The introduction should be dynamic and perform 4-5 functions. The body should be structured using an appropriate organizational design and provide connectives between main points in the speech. Sources should be well selected and verbally cited. Select sources based on relevancy, recency, clarity, and credibility. A bibliography of all sources cited in the speech should be typed and attached to the formal outline and should be in MLA style. The speech should be practiced enough to allow sufficient eye contact even during verbal citations. Although you are asked to include verbal citations this does not mean you should write out the entire speech. The only complete sentences should be verbal citations and you should avoid excessively long verbal citations. If the citation is long try paraphrasing the citation instead of reading it directly from the source. Reading the speech from a manuscript is unacceptable. Please use an extemporaneous delivery style. The delivery should be dynamic enough to keep audience interest and be free of excessive verbal fillers and distracting nonverbal mannerisms. The conclusion should be functional (remember the 3 functions) and memorable.

### Library Assignment

Find 5 potential sources that you might use for your informative research speech. Such sources might include newspaper articles, magazine articles, pamphlets, interviews, Internet sources or books. You should **not** select all sources from the Internet. Put the 5 sources in correct bibliographical form using MLA (Modern Language Association) style. Attach the typed bibliography to your informative research speech preparation outline.

A sample of a bibliography in MLA form follows. If you have located a source and do not see a sample of how to document it, please consult the MLA manual available in the library. Always make sure to use the most recent edition of the manual.

### Checklist for Library Assignment

Did you...

- \_\_\_\_\_ 1. Type it
- \_\_\_\_\_ 2. Alphabetize your entries
- \_\_\_\_\_ 3. Double space and only double space throughout
- \_\_\_\_\_ 4. Omit titles (e.g., staff reporter), degrees (e.g., M.D., Ph.D., Dr., M.S.W.) and dates the author was living (e.g., 1907-1988)
- \_\_\_\_\_ 5. Indent only the 2nd and subsequent lines of an entry
- \_\_\_\_\_ 6. Capitalize all principle words of titles. Don't capitalize articles (a, an, the), prepositions (against, between, in, of, to), or coordinating conjunctions (and, but, for, not, or, so, yet).
- \_\_\_\_\_ 7. Underline book, journal, magazine and newspaper names
- \_\_\_\_\_ 8. Center the title-- Works Consulted or Works Cited--but don't underline it, bold it, or put it all in capital letters
- \_\_\_\_\_ 9. Type your last name in the upper right hand corner followed by a space and the appropriate page number
- \_\_\_\_\_ 10. Abbreviate months as Jan., Feb., Mar., Apr., May, June, July, Aug., Sept., Oct., Nov., Dec.
- \_\_\_\_\_ 11. See the samples on the following page. Your bibliography should look like the sample.

## Works Consulted

- Gilman, Sander, et al. Hysteria beyond Freud. Berkeley, CA : U of California P, 1993.
- Goldberg, Vicki. "Photographing a Mexico Where Silence Reigned." New York Times 23 Mar. 1997, late ed.,sec. 2: 39+
- "Hurricanes." Microsoft Encarta. CD-ROM. Everett, WA: Microsoft Corporation, 1995.
- Markoff, John. "The Voice on the Phone is Not Human." New York Times on the Web 21 June 1998. 25 June 1998 <<http://www.nytimes.com/library/tech/98/06/biztech/articles/21voice.html>>.
- Mehrabian, Albert, and Michael Wiener. "Decoding of Inconsistent Communications." Journal of Personality and Social Psychology 6 (1997): 109-14.
- Murphy, Cullen, Dori Jones Yang, and Alice Cuneo. "Women and the Bible." Atlantic Monthly Aug. 1993: 39-64.
- Romance Languages and Literature Home Page. 1 Jan. 1997. Dept. of Romance Langs. and Lit., U of Chicago. 8 July 1998 <<http://humanities.uchicago.edu/romance/>>.
- Stafford, Laura. Professor of Nonverbal Communication, The Ohio State University. Personal interview. 27 July 1998.
- "Table Tennis." Compton's Encyclopedia Online . Version 2.0. 1997. America Online. 4 July 1998.  
Keyword: Compton's.
- "This Day in History: August 20." The History Channel Online. 1998. History Channel. 19 June 1999 <<http://historychannel.com>>. Path: Technology History: This Day in Technology History.
- Understanding Your Insulators. San Diego: National Insulator Association, n.d.
- United States. Dept. of Labor. Child Care: A Workforce Issue. Washington: GPO, 1994.

### Tips for Using Verbal Citations

Whenever you use outside sources in a speech, you need to include a verbal citation that lets the audience know where that information came from. Below are some tips that you should keep in mind as you prepare and practice delivering your verbal citations.

1. Include enough information that a listener could locate the source if desired, but not so much that it disrupts the flow of the speech.
2. Omit page numbers, publishers, and places of publication.
3. Always include a date if you are providing a statistic or a fact that may change over time. Use statistics sparingly!!
4. If the person you are citing is an expert, but perhaps not well known, you should include their title. It is always a good idea to include the expertise of the author (Their degrees and experience) during the verbal citation, so the audience members know why they should believe this person you are quoting.
5. Include the entire date when citing major weekly news magazines and newspapers. No volume or page numbers are necessary in the VERBAL citation. "In the June 1, 1999 issue of Time magazine..." If the article is very recent you may say, "In this week's Time magazine..." or, "In last week's Time magazine...."
6. When citing an interview, state the name, title of the person you interviewed, where they work, and the date of the interview if numerical or statistical information was provided.
7. Internet sources are a challenge to verbally cite, and while they may be fast and easy to access, they are not always reputable sources. As the text indicates you should analyze them in terms of the author, the sponsor and the recency of the information. If there is a credible author, cite the author's name and title, and the address of the web site if the address is easy for a listener to remember, such as save-a-pet.org. If there is no clear author but a clear and reputable sponsor such as the Humane Society, or the American Cancer Society, you can cite the sponsor and address of the web site. Remember that if you are getting numerical information off the Internet you must also provide a date, such as the date the website was last updated. If there is no clear author or sponsor you should probably reconsider using this source. In general, websites that end in .org, .edu, or .gov are more reputable than .com.
8. Remember that you should only include citations that are necessary for a further understanding of your topic. Avoid cluttering your speech with unnecessary verbal citations in the hope of receiving a better grade.
9. Vary the method in which you incorporate the verbal citation. You may cite the source at the beginning, middle or end of the overall citation.
10. Cite your source each time you use it. Use an abbreviated citation after the first time. Avoid citing all sources at one time and leaving it to the listener to decide which information comes from which source.

**Research Speech**  
*Instructor's Evaluation Form*

Speaker: \_\_\_\_\_

Introduction: \_\_\_\_\_ (0-10)

- \_\_\_\_\_ Gained attention and interest
- \_\_\_\_\_ Introduced topic clearly
- \_\_\_\_\_ Related topic to audience
- \_\_\_\_\_ Established credibility
- \_\_\_\_\_ Previewed body of speech

Topic is adapted to the audience throughout the speech \_\_\_\_\_ (0-5)

Speaker credibility is enhanced throughout the speech \_\_\_\_\_ (0-5)

Organization Design and Content: \_\_\_\_\_ (0-10)

- \_\_\_\_\_ Main points were well selected
- \_\_\_\_\_ Main points were fully supported
- \_\_\_\_\_ Content organization pattern was well planned and easy to follow
- \_\_\_\_\_ Appropriate outline format
- \_\_\_\_\_ Language was accurate, clear, and appropriate
- \_\_\_\_\_ Variety of information was provided
- \_\_\_\_\_ Met assignment and ethical standards
- \_\_\_\_\_ Topic proved challenging and enhanced audience knowledge
- \_\_\_\_\_ Demonstrated effective preparation
- \_\_\_\_\_ Explanation of the topic was logical

Connectives: \_\_\_\_\_ (0-5)

- \_\_\_\_\_ From the introduction to the first main point
- \_\_\_\_\_ Between main points
- \_\_\_\_\_ Between the last main point and the conclusion
- \_\_\_\_\_ Effective
- \_\_\_\_\_ Diverse

Sources are well selected and verbally cited \_\_\_\_\_ (0-15)

- \_\_\_\_\_ Number of sources
- \_\_\_\_\_ Source verbally cited fully
- \_\_\_\_\_ Quality of citation(Necessary, Current, Credible, Clear, Unbiased)

Voice: \_\_\_\_\_ (0-5)

- \_\_\_\_\_ Articulated/pronounced words clearly
- \_\_\_\_\_ Used appropriate rate and pauses
- \_\_\_\_\_ Avoided verbal fillers such as "you know, like and ah"
- \_\_\_\_\_ Used vocal variety (fluctuation, emphasis, energy) and enthusiasm for the topic
- \_\_\_\_\_ Demonstrated confident volume and vocal quality (pitch, inflection)

Eye Contact:

- \_\_\_\_\_ Established initial eye contact \_\_\_\_\_ (0-5)
- \_\_\_\_\_ Looked at all members of the audience throughout the speech
- \_\_\_\_\_ Appropriately referred to notes
- \_\_\_\_\_ Avoided looking at walls, floor, ceiling, window
- \_\_\_\_\_ Avoided distracting eye movements

Physical Delivery:

- \_\_\_\_\_ Avoided distracting mannerisms \_\_\_\_\_ (0-5)
- \_\_\_\_\_ Appeared comfortable, yet poised and alert
- \_\_\_\_\_ Avoided leaning, shifting, or poor posture
- \_\_\_\_\_ Used gestures to add emphasis and understanding to the topic
- \_\_\_\_\_ Facial expressions communicated interest and enthusiasm for topic

Conclusion:

- \_\_\_\_\_ Prepared audience for ending \_\_\_\_\_ (0-5)
- \_\_\_\_\_ Reinforced central idea
- \_\_\_\_\_ Round out ending
- \_\_\_\_\_ Demonstrated effective preparation
- \_\_\_\_\_ Void of abruptness

Outline/Bibliography is in correct form \_\_\_\_\_ (0-5)

Time (5-8 minutes) \_\_\_\_\_ (0-75)

**Total** \_\_\_\_\_

Additional Comments: