Oral Citation

Oral Citation Booklet

Designed by Chandler Johnson
Oral Citations are about showing credibility to your topic, as well as giving credit where credit is due.
The following are examples of how oral citations are used in speeches.
Oral Citation Key:
This is the “key to creating any oral citation...”

- **Author**
- **Credibility Statement for the Author**
- **Date of Publication**
- **Source Information**
- Sometimes... **Previously Cited**
Note: Although each source is phrased differently, they all at least have a Date of Publication and Source Information.
“Business consultant Dan Roam is the leading advocate for visual thinking. He defined it at the 2010 South by Southwest conference, as “an amazing neurological biological cognitive process that allows us to make sense of the world in front of us.”

Key: Author - Credibility - Date - Source - Previously

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“The March 14, 2008 New Zealand Herald points out that ‘Visuals give you a fantastic way to capture an idea and sometimes, they can change the way you think.’

Key: Author - Credibility - Date - Source - Previously
As Professor Josef Rauschecker of the Physiology and Biophysics department at Georgetown University Medical Center, pointed out to Science Daily on October 10, 2010, “The visual cortex is one of the largest and most powerful parts of the brain, with about 40 different specialized modules. By comparison, the auditory processing center in the brain only has about 20 modules.”

Key: Author - Credibility - Date - Source - Previously
Now you try to decipher the part of the oral citation.
As previously cited Wired Magazine pointed out, some problems are complex enough that words don’t work well. Instead it’s easier to see solutions visually.

Key: Author - Credibility - Date - Source - Previously
Derek Bruff, an assistant director at the Vanderbilt Center for Teaching, commented with an August 25, 2010 posting on his blog that visual thinking helps students see the forest for the trees. Visual Thinking would allow them to create the framework that illustrates basic ideas and principles.

**Key:** **Author** - **Credibility** - **Date** - **Source** - **Previously**

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As explained by professors Catherine McLoughlin and Krzysztof Krakowski in their 2001 article, Technological Tools for Visual Thinking, people who use this form of processing move through a continuum from visual thinking, to visual learning, to visual communication which allows for really sophisticated visual processing.

Key: Author - Credibility - Date - Source - Previously
Remember, Oral Citations are all about showing credibility to your topic, as well as giving credit where credit is due.
So, take credit in your work and do them right.