

PUBLIC SPEAKING RESEARCH GUIDE

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Find Books

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Library Catalog: Print and E-books

The online catalog offers convenient access to print and electronic books owned by the Vernon College Library System. Use the dropdown menus to limit your search by location and/or by author, title, or subject terms.

E-books: To search only for titles available electronically, select "Online" as the desired location. Use the dropdown menu to choose your search method (author, title, subject terms, etc.), then enter your search term (ex. **gun control**).

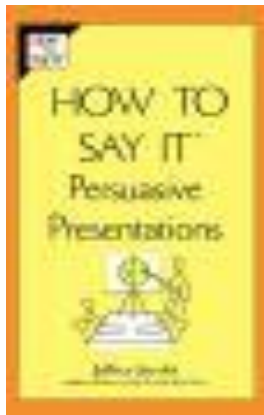
Helpful feature: While viewing a book, select the "Search" tab to bring up a search bar which will allow you to locate a word or phrase within the entire content of the book.

Browse the Shelves

Books on public speaking, interpersonal communication, and mass communications are shelved in the following Library of Congress Classification ranges:

HF 5717-5718.22	Business communication (e.g., presentations)
P 95-95.6	Oral communication. Speech
PE 1135-1137	Modern English language phonetics/pronunciation
PN 4001-4355	Oratory, Elocution, etc. (e.g., public speaking)

Featured Titles



*How to Say It:
Persuasive
Presentations*

Jeffery Jacobi

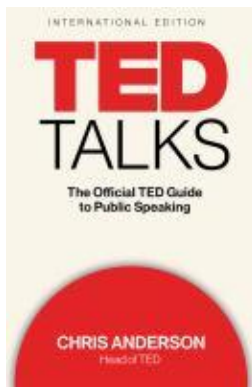
Century City Center
HF5718.22
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Speak with Courage

Martin McDermott

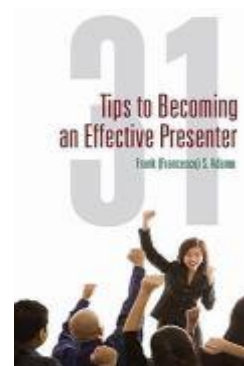
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*TED Talks: The Official
TED Guide to Public
Speaking*

Chris Anderson

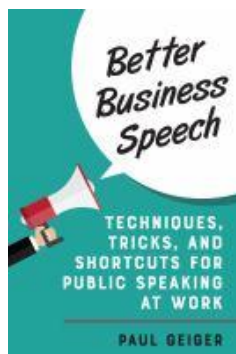
Vernon & CCC
PN4129.15
.A53
2016



*31 Tips to Becoming
an Effective Speaker*

Frank Adamo

Vernon
PN4129.15
.A33



*Better Business
Speech: Techniques,
Tricks, and Shortcuts
for Public Speaking
at Work*

Paul Geiger

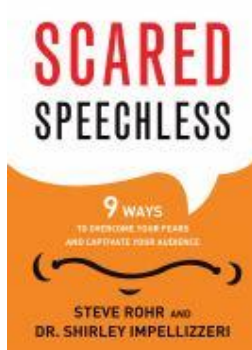
online



*The Natural
Speaker*

Randy Fujishin

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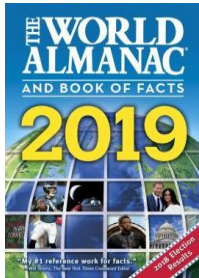
Scared Speechless

Steve Rohr

online

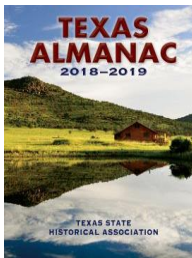
Reference Books: Encyclopedias, Dictionaries, etc.

Reference materials offer background information and broad overviews of topics. This information is often helpful in narrowing your topic and in selecting a specific area to explore further. Reference materials such as almanacs and yearbooks also provide quick access to statistical data.



The World Almanac and Book of Facts

This is a good resource to consult for statistics on a national and international scale. Information includes data on income distributions, small and large business revenues, franchises, crime statistics by state, drug overdose data, federal minimum wage rates by year, health statistics, information on military affairs including active duty personnel, wages, etc.



Texas Almanac

The *Texas Almanac* includes statistical information on crime, energy production, environmental quality, employment by industry, etc.

[Encyclopedia Britannica](#)



Consult the *Encyclopedia Britannica* online for general information and broad overviews of topics. While reviewing general information, researchers may discover a particular event or aspect of the topic to explore further and in more detail.

Find Articles

[Off Campus Access to Databases](#)

[Academic Search Complete](#)

[Opposing Viewpoints in Context](#)

[CQ Research](#)

Off Campus Access to Databases: Search the library's databases for journal articles or other information on any topic. To access databases remotely:

- Select **Access to Databases** from the library homepage (www.vernoncollege.edu/library)
- Choose a main subject area such as **General Research/Reference**.
- Select a database such as **Academic Search Complete**.
- Login with your Vernon College student ID number and 4-digit PIN without chaps.

[Top of Research Guide](#)

Academic Search Complete: Academic Search Complete is the library's premier multidisciplinary database. This database searches hundreds of magazines and scholarly journals for articles on almost any topic.

Helpful Features

Citing the Articles: The database offers formatting rules with examples for citing the articles selected. For assistance in citing the articles,

- Select the "Help" link in the upper right corner of the screen.
- Scroll to view "Citation Styles" in the left menu bar.
- Choose a documentation style such as MLA.

Search Options: The database will retrieve articles customized to your specifications including number of pages, cover stories, and date of publication.

Opposing Viewpoints in Context: Opposing Viewpoints in Context is an ideal resource to consult when preparing a persuasive speech. The database includes:

- Viewpoint essays presenting both sides of an argument.
- Ample use of statistical graphs/tables for convincing evidence in support of an argument.
- Topic overviews tracing the evolution of the topic from early legislation to the current state of affairs.
- Scholarly journal and magazine articles on the topic.
- Recommended websites.
- Images, videos, and audio clips.

Helpful Feature

Use the citation tool to automatically generate a citation in the MLA or APA format.

CQ Researcher provides in-depth coverage of important issues of the day. Content includes topic overviews, historical backgrounds, chronologies, and statistical data with tables and graphs. A pro/con feature presents differing viewpoints on the topics.

Helpful Features

- View content in HTML or PDF formats.
- Select "Cite Now" to generate and export a citation in the APA or MLA style.
- Email, print, or save the content in your personalized account.

Suggested Websites

- [Presentation Tips](#)
From Garr Reynolds, author of *Presentation Zen*
- [MIT's Public Speaking Tips](#)
- [Public Speaking Tips](#)
From Toastmasters, an organization dedicated to communication and leadership development
- [Old Dominion University's Idea Generator](#)
-lists of topics in various subject areas
- [ProCon.org](#)
-explores controversial issues from a nonpartisan perspective
- [Introducing the Speech](#)
-a learning object from WISC-Online (Wisconsin Technical College System)
- [Concluding the Speech](#)
-a learning object from WISC-Online (Wisconsin Technical College System)
- [Pew Research Center](#)
The Pew Research Center is a nonpartisan fact tank that informs the public on issues, attitudes, and trends through opinion polling, demographic research, and media content analysis.
- [Six Minutes Speaking and Presentation Skills](#)
- [625 Good Persuasive Speech Topics](#) from MySpeechClass.com
- [626 Informative Speech Ideas and Topics](#) from MySpeechClass.com
- [130+ Demonstration Speech Ideas](#) from MySpeechClass.com

Citation Style Guides

- OWL: Purdue Online Writing Lab
 - [OWL MLA Formatting and Style Guide](#)
 - [OWL APA Formatting and Style Guide](#)
- Citation Resources from Tarrant County College Libraries
 - [Information Literacy Workbook](#) An excellent resource to consult for information on:
 - The Research Process pages 5-6 planning, gathering, evaluating, and organizing information on a topic
 - Citing Sources and avoiding plagiarism pages 15-18
 - Database Search Techniques pages 23-28
 - Selecting and evaluating Internet search engines and websites pages 29-33
 - [MLA Citation Style Guide](#)
Citation style guide for Works Cited page and for in-text citations.
 - [APA Citation Style Guide](#)

The Research Process

The Research Process

- 1) Select a topic that you find interesting and appropriate for the assignment.
- 2) Review reference sources such as encyclopedias for background information to help focus or narrow the search.

For example, students interested in **GMOs (genetically modified organisms)** may consult the *Encyclopedia Britannica* for ideas in narrowing the focus of the search to a particular area of interest such as how GMOs are used in agriculture, medicine, or environmental management. Students may also choose to approach the topic from a sociopolitical angle.

- 3) Restate the topic as a question. Inquiry is at the heart of the research process, a quest to locate information which answers questions and leads researchers to a greater understanding of the topic.

Restating the topic as a question will help in:

- Locating information that is useful and relevant to the primary focus or thesis of your research.
- Identifying the keywords or phrases to use in the search statement.

Example: How are GMOs used in agriculture?

- 4) Develop a search statement by combining keywords or concepts from the research question. For example, "**GMOs**" and "**agriculture**" are identified as keywords in the question above. By connecting both terms with the Boolean operator "**and**", the researcher will retrieve only those articles that discuss *both* concepts, thus improving the relevancy of the search.

Enter in database search fields: **GMOs and agriculture**

- 5) Develop alternate search statements to improve the search results. Authors may use various terms to describe the same concept.

For example, **GMOs** may be used in the same context as **GMFs**.

By identifying and connecting alternate terms, researchers may expand the search results. As indicated below, consider brainstorming and listing synonyms or word variations to identify alternate keywords.

Concept 1		Concept 2
GMOs	AND	agriculture
GMFs	AND	crop production
genetically engineered foods	AND	farming
genetically modified crops	AND	fruit

- 6) Evaluate information for objectivity and reliability. See the Community College of Rhode Island's [criteria](#) for evaluating websites.
- 7) Cite the information borrowed from other authors or informational sources. Careful documentation will ensure that credit is given with no intention to plagiarize or claim ownership of information belonging to other researchers. For explanations and examples, visit Purdue's Online Writing Lab (OWL) for [MLA](#) and [APA](#) formatting style guides.

Library Assistance

Email: librarian@vernoncollege.edu

Visit the chat room: Select "[Ask the Librarian](#)" from the library homepage.

Phone: 940-552-6291 ext: 2222 in Vernon
940-696-8752 ext: 3220 at Century City Center

[Library Orientation](#): Discover library services! Find information on reserving group study rooms and on accessing articles, e-books, career resources, and library assistance online via email or live chat.

[Library Webinars](#): View a schedule and register to participate in one of the library's weekly webinars.

[Library Handbook](#)