

## PUBLIC SPEAKING RESEARCH GUIDE

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### Find Books

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### [Library Catalog](#): Print and E-books

Students can search the library's online catalog for print and e-books available within the VC library system.

#### **E-books:**

The library's e-books can be checked-out and downloaded to an iPad, PC, or other personal device. To download e-books, install an e-reader such as Adobe Digital Editions, select a book from the library catalog, and then check-out and download the book to your device.

View [instructions](#) for downloading e-books.

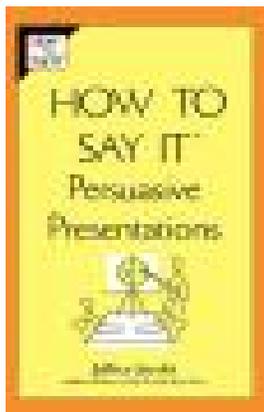
E-books are loaned for a period of 1 to 7 days. At the end of the check-out period, the book is no longer accessible and automatically returned for use by other patrons. If a book you are wanting is in use, you can place a hold on the book and receive an email notification when the book is available.

### **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)

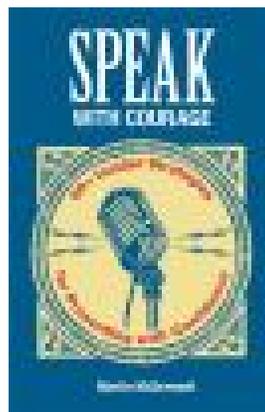
## Featured Titles



*How to Say It:  
Persuasive  
Presentations*

Jeffery Jacobi

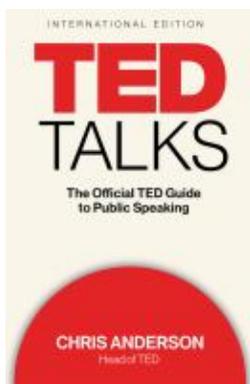
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*Speak with Courage*

Martin McDermott

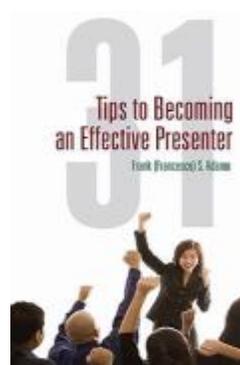
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*TED Talks: The Official  
TED Guide to Public  
Speaking*

Chris Anderson

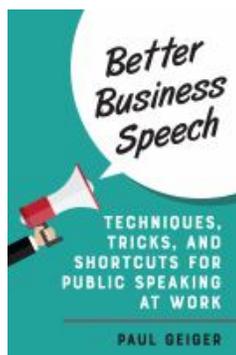
Vernon & CCC  
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*31 Tips to Becoming  
an Effective Speaker*

Frank Adamo

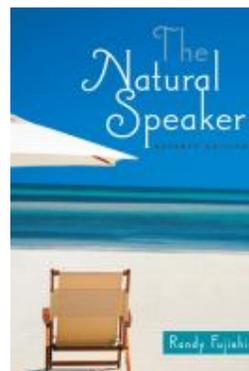
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*Better Business  
Speech: Techniques,  
Tricks, and Shortcuts  
for Public Speaking  
at Work*

Paul Geiger

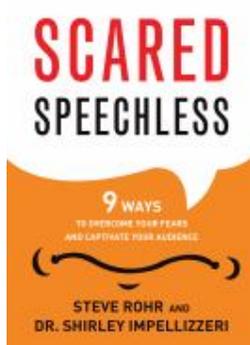
online



*The Natural  
Speaker*

Randy Fujishin

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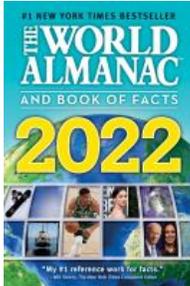
*Scared Speechless*

Steve Rohr

online

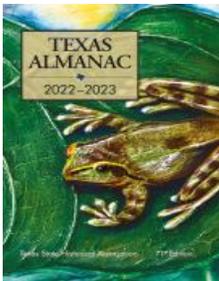
**Reference Books:** Encyclopedias, Dictionaries, etc.

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:** Search the library's databases for journal articles or other information on any topic. To access databases remotely:

- Select **Articles** from the library homepage ([www.vernoncollege.edu/library](http://www.vernoncollege.edu/library))
- Choose a main subject area such as **General Research/Reference**.
- Select a database such as **Gale OneFile Academic**.
- Login with your new Vernon College Colleague student ID number (with the zeros) and your PIN Number which is the last four digits of the ID. Do not include "Chaps#" with the PIN Number.

**Gale Academic OneFile** is the library's multidisciplinary database that offers full-text journal coverage in almost all subject areas including social sciences, political science, technology, health sciences, literature, and more. Students can enter their search term/s to search hundreds of journals at once for articles on their topic.

Features include:

- A citation generator in the formatting style of your choice.
- Highlighting and notes tools.
- The option to download markups into a Google Drive or One Drive.
- The ability to filter results by publication date, document type, and more.

**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.

## Suggested Websites

- [Presentation Tips](#)  
From Garr Reynolds, author of *Presentation Zen*
- [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 Guide

- OWL: Purdue Online Writing Lab
  - [OWL MLA Formatting and 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.

<b>Concept 1</b>		<b>Concept 2</b>
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](mailto:librarian@vernoncollege.edu)

Visit the chat room: Select the chat icon on the homepage.

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

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

[Library Handbook](#)