

SOLVING THE PUBLIC SPEAKING MANUSCRIPT MYSTERY

Presented by:

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Topic Selection

Checklist of Topic Characteristics

Is the Topic...	Answer honestly	
1. ...of interest to the student?	Yes	No
2. ...within the student’s ability to comprehend?	Yes	No
3. ...issue oriented (more than one view or “side”)?	Yes	No
4. ...technical in nature rather than based solely on personal experience/opinion/emotion?	Yes	No
5. ...of local interest with “global” relevance?	Yes	No
6. ...clearly defined in focus?	Yes	No
7. ...unique or a unique view of a common issue?	Yes	No
8. ...persuasive – can it include a clear call to action?	Yes	No
9. ...beyond the scope of common knowledge for the average person? (current/new news or old news)	Yes	No
10. ...within the realm of understanding for the average person?	Yes	No

If you answered yes to all of these questions, you have a topic with great potential!

Using the checklist, evaluate the titles from the 2011 State CDE...

How could the topics below be modified to meet the above criteria?

2011 Titles

- | | |
|---|---|
| 1. A Zoo of Diseases | 17. Vertical Farming |
| 2. Temple Grandin – A single magic bullet | 18. The Voice (FFA leadership) |
| 3. Protecting America’s Harvest | 19. I Believe (decline of Ag Ed programs) |
| 4. Free Trade and Government | 20. Organic vs. Conventionally Produced Beef |
| 5. Eating Good in the Neighborhood (locally grown) | 21. FFA Program Benefits |
| 6. Once a Waste, Now a Treasure (poultry by-products) | 22. How Genetically Modified Foods Can Save the World |
| 7. The Mennonite Influence on Kansas Agriculture | 23. Role of Grocery Stores in Rural Communities |
| 8. Bioremediation in Agriculture | 24. Fast Food Marketing |
| 9. Horse Slaughter | 25. Therapeutic Horticulture |
| 10. Spreading the Word (ag advocacy) | 26. Inspiration of Leadership |
| 11. Power (world hunger) | 27. 100% Beef Baloney |
| 12. John Deere | 28. Today’s Youth, Tomorrow’s Future |
| 13. Spirit of the Chant (auctioneering) | 29. Horse Sense and Slaughter |
| 14. Genetically Modified Crops | 30. Lethal Recessive Genetic Disorders in Cattle |
| 15. Pros and Cons of Seed Biotechnology | 31. Certified Angus Beef |
| 16. Horse Slaughter | |

Selecting and evaluating sources

Selecting and using credible sources is the best way to develop a meaningful and successful speech.

Selecting and using questionable sources is the best way to raise judges' concerns about the accuracy of the content.

Which of the following do you consider to be credible and which are questionable sources?

Source	Credible	Questionable
1. http://www.cdc.gov/ncidod/EID/vol12no04/05-0956.htm#comp		
2. www.extension.umn.edu/distribution/horticulture/dg6757.html		
3. http://en.wikipedia.org/wiki/Auction_chant		
4. GIPSA – Laws and Regulations. <i>GIPSA Home</i> . Web. Retrieved Jan 12, 2011. http://www.gipsa.usda.gov/GIPSA/webapp?area=home&subject=lr&topic=landing		
5. Google, By, and Harry Young. (2009, March 5). The benefits of using fresh, local produce. EzineArticles Submission – Submit Your Best Quality Original Articles for Massive Exposure, Ezine Publishers Get 25 Free Article Reprints. Retrieved from http://ezinearticles.com/?The-Benefits-of-Using-Fresh,-Local-Produce&id=2066588		
6. Hellerstein, D. Nickerson, C., Cooper, J., Feather, P., Gadsby, D.M., Mullarkey, D., Tegene, A., & Barnard, C. (2002, October). Farmland Protection: The role of public preferences for rural amenities. <i>Agricultural Economic Report</i> No. 815, 1-38.		
7. Fan, X. (2008, May). Value-Added Products From Chicken Feather Fibers and Protein. Auburn University Theses and Dissertation. Retrieved December 12, 2010. http://etd.auburn.edu/etd/handle/10415		
8. http://www.buzzle.com/articles/genetically-modified-foods-pros-and-cons.html		
9. http://www.animalag.org		
10. http://www.watertowndailytimes.com/article/20100502/NEWS02/305029959		
11. http://www.humanesociety.org/news/press_releases/2010/04/horse_slaughter_canadian_video_040110.html		
12. First name, Last Name. Personal Interview. 12 Aug. 2010 (Same last name as speaker)		
13. Brownback, Sam. Email interview. 30 Nov. 2010		

Keep in mind that manuscript judges will also consider the entire collection of references in the bibliography to determine the quality of sources overall.

Five criteria for evaluating Web pages

Evaluation of Web documents	How to interpret the basics
<p>1. Accuracy of Web Documents</p> <ul style="list-style-type: none"> Who wrote the page and can you contact him or her? What is the purpose of the document and why was it produced? Is this person qualified to write this document? 	<p>Accuracy</p> <ul style="list-style-type: none"> Make sure author provides e-mail or a contact address/phone number. Know the distinction between author and Webmaster.
<p>2. Authority of Web Documents</p> <ul style="list-style-type: none"> Who published the document and is it separate from the "Webmaster?" Check the domain of the document, what institution publishes this document? Does the publisher list his or her qualifications? 	<p>Authority</p> <ul style="list-style-type: none"> What credentials are listed for the authors? Where is the document published? Check URL domain.
<p>3. Objectivity of Web Documents</p> <ul style="list-style-type: none"> What goals/objectives does this page meet? How detailed is the information? What opinions (if any) are expressed by the author? 	<p>Objectivity</p> <ul style="list-style-type: none"> Determine if page is a mask for advertising; if so information might be biased. View any Web page as you would an infomercial on television. Ask yourself why was this written and for whom?
<p>4. Currency of Web Documents</p> <ul style="list-style-type: none"> When was it produced? When was it updated? How up-to-date are the links (if any)? 	<p>Currency</p> <ul style="list-style-type: none"> How many dead links are on the page? Are the links current or updated regularly? Is the information on the page outdated?
<p>5. Coverage of the Web Documents</p> <ul style="list-style-type: none"> Are the links (if any) evaluated and do they complement the documents' theme? Is it all images or a balance of text and images? Is the information presented cited correctly? 	<p>Coverage</p> <ul style="list-style-type: none"> If page requires special software to view the information, how much are you missing if you don't have the software? Is it free or is there a fee, to obtain the information? Is there an option for text only, or frames, or a suggested browser for better viewing?
<p>Putting it all together</p> <ul style="list-style-type: none"> Accuracy. If your page lists the author and institution that published the page and provides a way of contacting him/her and . . . Authority. If your page lists the author credentials and its domain is preferred (.edu, .gov, .org, or .net), and, . . . Objectivity. If your page provides accurate information with limited advertising and it is objective in presenting the information, and . . . Currency. If your page is current and updated regularly (as stated on the page) and the links (if any) are also up-to-date, and . . . Coverage. If you can view the information properly--not limited to fees, browser technology, or software requirement, then . . . <p>You may have a Web page that could be of value to your research!</p>	

In Text Citations

“An author does not present the work of another as if it were his or her own work.” *Publication Manual of the American Psychological Association (APA)* p. 294

Plagiarism – to take (ideas, writings, etc.) from another and pass them off as one’s own (Webster’s New World Dictionary, 2003) See also: <http://owl.english.purdue.edu/owl/resource/589/02/>

According to the APA Publication Manual, a manuscript should be documented

“throughout the text by citing by author and date the works used in your research. This style of citation briefly identifies the source for readers and enables them to locate the source of information in the alphabetical reference at the end of the article.” (p. 207)

Parenthetical Citation

- is required by the APA Publication manual – required by Kansas FFA Association Prepared Public Speaking CDE Rules
- adds credibility to the speech manuscript by emphasizing that credible sources were used for the research
- decreases suspicion of plagiarism by crediting facts or opinions from others that the speaker could not possibly just “know” without research
- assists the reader in finding the original source of information to verify accurate interpretation
- makes clear to the reader the variety of sources used in the research (or lack thereof)
- lack of parenthetical citation is the most common error found in FFA Speaking manuscripts

Some examples where parenthetical citation was needed:

1. Bioremediation is the process which uses microorganisms such as yeast, fungus, and bacteria to return contaminated land and groundwater environments back to their original conditions.
2. PETA stated that horses were being transported poorly and unjustly, and that it is cruel and inhumane to slaughter a horse for human consumption.
3. John Deere was born February 7, 1804, in Rutland, Vermont.
4. The risk of gene transfer from engineered foods to animals or to human cells “is generally acknowledged to be negligible, but one cannot be completely discounted.”
5. Research by the University of California School of Veterinary Medicine estimates that since the slaughter facilities closed, there are nearly 100,000 unwanted horses in our country.
6. 684 thousand childhood deaths occur worldwide due to Vitamin A deficiencies.

Some examples of parenthetical citation used correctly:

7. According to Robinson resident Greg Bryant, “The store isn’t viewed as a money-maker, but a public service (Biles, 2010).
8. A 2009 report finds that 40% of youngsters ask to go to a fast food restaurant weekly and nearly 15% ask every day (Sharp, 2009).
9. Providing the best environment for cattle, with ample food, water and healthcare is the right thing to do and it creates an ideal setting for them to grow (KLA’s Advocate Resource Center, 2010).
10. According to Xiuling Fan (2008) from Auburn University, “the main physical structure of chicken feathers is a structural fibrous protein, keratin.” Keratin is a protein similar to what makes up fingernails and hair (Thompson, 2007).

Bibliography format

The bibliography should:

- Provide all information a reader would need to relocate the original source
- Provide bibliographic information for all sources cited in the body of the manuscript
- Be formatted according to one of the two style manuals specified in the CDE rules: Consult the APA Publication Manual or the Chicago Manual of Style for specific reference style format.
- Be presented alphabetically by author's last name
- Give an indication to judges/readers that a variety of credible sources were used
- Indicate to judges that thorough research was conducted in preparing the manuscript

The following **general** forms of bibliographic citations are taken from the APA Publication Manual: Fifth Edition (2001) p. 223. Additional, more specific assistance can be obtained from the same publication pages 232-281. Reliable, abridged online guides to APA style can be found at: <http://www.apastyle.org/learn/faqs/index.aspx> and at <http://owl.english.purdue.edu/owl/resource/560/01/>

Periodicals: items published on a regular basis: journals, magazines, scholarly newsletters, etc.

Author, A.A., Author, B.B., & Author, C.C. (YEAR). Title of article. *Title of Periodical*, xx, xxx-xxx. (where xx indicates volume number and xxx-xxx indicates page numbers)

Nonperiodicals: items published separately: books, reports, brochures, certain monographs, manuals, and audiovisual media.

Author, A.A., & Author, B.B. (YEAR) Title of chapter. In A. Editor, B. Editor, & C. Editor (Eds.), *Title of book* (pp. xxx-xxx). Location City: Publishing Company.

Online periodicals:

Author, A.A., Author, B.B., & Author, C.C. (YEAR). Title of article. *Title of Periodical*, xx, xxx-xxx. Retrieved month day, year, from URL source.

Online document:

Author, A.A. (2000). *Title of work*. Retrieved month day, year, from URL source.

Scoring

Manuscript scoring breakdown as currently implemented by the CDE Coordinator.

Scoring Breakdown

<u>Content</u>	<u>Max Pts</u>
Importance of Subject/Relationship to Agriculture	35
Materials used	35
Accuracy of statements	35
Evidence of purpose	35
Bibliography/parenthetical citation	60
Total	200
<u>Composition</u>	
Organization	20
Cohesiveness/logical development	20
Language used	20
Sentence structure / spelling / grammar	20
Accomplishment of purpose	20
Total	100
Grand total	300

References

Agnes, M. (2003). Plagiarism. In *Webster's new world dictionary* 4th Ed. New York: Pocket Books.

American Psychological Association (2011). Frequently asked questions about APA style. Retrieved July 22, 2011 from <http://www.apastyle.org/learn/faqs/index.aspx>

Kansas FFA Association. Prepared Public Speaking CDE Rules. Retrieved July 22, 2011 from <http://www.hpj.com/wdocs/ffa/career%20development%20events/prepared.cfm>

Kapoun, Jim. *Teaching undergrads WEB evaluation: A guide for library instruction*. C&RL News (July/August 1998): 522-523. Retrieved July 15, 2007 from <http://www.library.cornell.edu/olinuris/ref/webcrit.html>

Publication Manual of the American Psychological Association, 5th Ed. (2001) Washington D.C.: American Psychological Association

The Owl at Purdue University. *Is it Plagiarism yet?* Retrieved July 22, 2011 from <http://owl.english.purdue.edu/owl/resource/589/02/>

The Owl at Purdue University. *APA formatting and style guide*. Retrieved July 22, 2011 from <http://owl.english.purdue.edu/owl/resource/560/01/>