



# Center for Writing and Speaking

## P | NO. 22 IN THE CENTER FOR WRITING AND SPEAKING HANDOUT SERIES

### Citing Digital Media in Powerpoint Presentations

#### *Introduction*

To ensure one is effectively approaching their oral presentation, it's essential to give credit to other individuals' ideas or words, which should only be used to enhance or reinforce your own opinions/ideas.

#### **Consider what citation style you will be using**

Refer to the instructor's assignment description regarding their preferred citation style (MLA, APA, or Chicago). If their citation style isn't clearly stated in the assignment description, contact your instructor to ensure you're effectively approaching your presentation.

#### **Generally use narrative or parenthetical citations when referencing your source**

When orally describing an image, video, or other forms of digital media, ensure to give credit to another individual's work if you choose to either quote or paraphrase that source within your PowerPoint.

In your slides, incorporate one of these citation style formats at either the **beginning** or the **end** of a sentence:

- The **MLA** format at the **beginning** of a sentence:
  - “According to \*authors' first and last name\* / Image/Figure 1...”
    - Ex: “According to Kelly Brooks...”
    - Ex: “According to “Image 3”...”
- The **MLA** format at the **end** of a sentence:
  - ...”(Author's last name) or (“Title of image”).
    - Ex: “emphasized in this image” (Brooks).
    - Ex: “emphasized in this image” (“ Johnson's Family Vacation in Orlando, Fl.”)
- The **APA** format at the **beginning** of a sentence:
  - “...\*Author's Last name\* (year of publication)...”
  - Ex: “Brooks (2023) emphasized...”
- The **APA** format at the **end** of a sentence:
  - (Author's Last name, date of publication).
    - Ex: “...emphasized in this image” (Brooks, 2023).
- The **Chicago** format at the **beginning** of a sentence:
  - “... \*Authors last name\*... ”<sup>\*insert superscript number\*</sup>

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## X NO. X IN THE CENTER FOR WRITING AND SPEAKING HANDOUT SERIES

### Citing Digital Media in Powerpoint Presentations, Continued

- Ex: Jones argues that “the content of this image is deceiving”<sup>1</sup>
- The Chicago format at the end of the sentence:
  - (Author's Last name and the date of publication, page number/range).
    - Ex: (Jones 2014, 26)

Place a caption underneath the mode of digital media to describe it

To emphasize its significance, verbally describe the photograph, artifact, etc., and place the citation of this source right under this type of media. Only include portions of the in-text citation that are provided to you.

#### 1. The MLA format:

- Artist's Last Name, First Name (if any). “Title of the Picture.” *Title of the Site. Publication.* Date of publication. Date accessed, URL.
  - i. Example from Purdue Owl:
    1. MacLeod, Michael. Cover of *Space Cat and the Kittens*, by Ruthven Todd. *Pinterest*, 2020, [www.pinterest.com/pin/565412928193207246/](https://www.pinterest.com/pin/565412928193207246/)

#### 2. The APA format:

- Artist's last name, First name. (Year of publication). *Title of photograph* [Photograph]. Source. URL
  - 1. Example from Purdue Owl:
    - a. Ryan, S. (2019). *Sea smoke on Lake Michigan* [Photograph]. New York Times.

#### 3. The Chicago format:

- First Name Last Name of creator, *Title of Work*, date of creation or completion, medium, Name of Institution, location (if applicable), URL.
  - i. Example from Simon Fraser University Library
    1. Yuri Beletsky, *Three Planets Dance over La Silla*, June 3, 2013, photograph, European Southern Observatory, <https://www.eso.org/public/images/potw1322a/>.

Keep track of your sources chronologically in the speaker notes section of your presentation

Ensuring you're documenting the sources you use as they appear in your presentation allows you to easily incorporate those references into your “Works Cited” slide at the end of your presentation.

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