

Public Speaking
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Lecture: 16
Significance of Citations in Public Speaking

Good morning friends and welcome back to NPTEL online certification course on Public Speaking. In the previous lecture we talked about positive thinking or the role of positivity in public speaking. My dear friends, we could also see what were the certain ways to bring positivity. I mean as a public speaker one has got the content but while delivering the content how one can remain positive throughout.

I mean in this lecture we are actually going to talk about the significance of oral citations in public speaking. All of you are well aware of the fact that as a public speaker one may come across myriad of topics and while everyone is not a know-it- all and that is why when you prepare for a talk, you actually go to gather data. We have already talked about how one can organize the data after gathering the data.

And how, one can go to bring all sorts of data, pieces of information on a particular topic with the help of library, with the help of books. Now, here one can see that one wants one's talk or presentation to be logical, coherent, and committed and that is why one has to do a lot of research once a person has already organized the content and he is ready to deliver. Then if he has a look at the content, he actually finds at different places that if he could bring some good sentences, some good quotes, some statistical data, some sayings of wise people and one actually quotes it.

Now there is some amount of difference when we talk about citations. These citations can be both in a written document and it can also be in an oral document. All of us know that public speaking is a sort of oral activity and. So, while we are having a sort of public speaking or a talk or a presentation or speech in order to make our talk beautiful, in order to make it attractive and pleasing for the ears of our audience.

We actually have to bring some very good citations. Now why these citations? In order to make our talk as I have been saying effective, one actually has to make it pleasing to the ears of the audience and it is for this reason that a conscious, seasoned and effective speaker takes care of bringing certain citations in his work. So, that the overall impact becomes very interesting.

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What is Citation?

- ❖ According to Merriam-Webster Dictionary, the word *citation* implies “an act of quoting”.
- ❖ However, citation does not merely include quoting excerpts or statements when it comes to public speaking.
- ❖ Rather, it also includes verbally acknowledging someone’s idea, work, contributions, findings, report, etc.
- ❖ It is an ethical duty for a speaker to provide the audience with access to the source in any form of presentation medium.

Narrative citation
Patterson (2000) found that citing is fun. It could also be said that citing is sometimes perplexing (Patterson, 2000).

Parenthetical citation

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Citations not only from others’ works or writings but citations actually lend credibility to the speaker. It actually tells the speaker how well- read how well- researched how familiar he is with the topic what also gets the impression of one's knowledge the way one has prepared tailored and brought citations in one's speech or one's talk. Now you might all be thinking about-- what is actually citation?

People who are carrying out their researches and writing papers, they also must be familiar with how with every research paper they bring some documentation. I mean because a research paper is the culmination, combination and mix of the knowledge and also the mix of supplementary materials in order to make one's research work effective and relevant. So, in this regard let us see what citation that means according to Merriam Webster's dictionary.

The word citation actually implies an act of quoting. So, as a researcher you quote, you actually supplement your line of thinking with the help of a quotation or with the help of what others have said on this topic. However, citation does not merely include quoting experts quoting excerpts or statements when it comes to public speaking rather citation also includes verbally acknowledging someone's ideas someone's works.

Someone's contribution findings report etcetera. That is why when one gets a new topic the first need that one feels to understand is---- how much has been done or worked on this topic. So, when he goes to the library, he consults the related papers and then tries to find out where are the gaps. What new thing he is going to do. Actually, citation is an ethical duty for a speaker to provide the audience with access to the source in any form of presentation or medium.

I mean every authentic work you can come across has got several citations. The same is true when one is giving a public speech or a talk where he tries to corroborate, where he tries to supplement his own line of thinking with the help of what others or what other experts have done in this regard. Now Patterson mentions two types of citations----- narrative citation and parenthetical citation.

Patterson found that citing is actually fun, it could also be said that citing is sometimes perplexing. We are living in an age where we cannot make others published work saying it or claiming it as own, otherwise this will lead to a sort of plagiarism. Now it is time that we understood the difference between citing orally and citing in the written form. Because here we are talking about public speaking and in public speaking a person has to speak and while speaking how he can cite.

So, when somebody is citing in the written way there are several ways you can come across while some is writing something, and he can cite in text. I mean within the text; he will also cite fine within the body of the written report full length citations they are attached only at the end of the document. Whereas when you do it in the oral form or I mean oral citation, source actually should be fully cited with reference to the author's name.

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Oral Citation	Written Citation
<p>1. Source should be fully cited with reference to the author's name, title and date of the source—following the quotation or paraphrase employed during public speaking.</p> <p>2. Example: Stephen Lucas in the tenth edition of his book <i>The Art of Public Speaking</i> published in the year 2008 speaks of the redundancy of saying statements like "As I found on the Web (or) According to the Internet".</p>	<p>1. In-text citation is usually included, within the body of the written report. Full-length citations are usually attached only at the end of the document.</p> <p>2. Example: Public speakers usually refrain from citing sources as referring to be borrowed from a larger and unreliable domain like the Web or Internet. (Lucas 41) – In-text citation MLA Style</p> <p>Full citation: Lucas, Stephen. <i>The Art of Public Speaking</i>. McGraw-Hill Education, 2008, p. 41.</p>

You might have always heard people saying that Shakespeare says in one of his plays that... fine. So, what is it? It is actually a case of citing sometimes you can also find that people writing according to Mr. X according to Mr. Y. So, when you are citing orally, you need to mention the author's name and the date of the source following the quotation or paraphrase employed during public speaking.

Here, you can find an example. The example has been provided both for the written citation and oral citation. So, while in written citation you can find in- text citation specially in MLA Style, where you write something and in the midst of your writing, you can write under bracket the person that you have somewhere or the other referred to. Say for example, public speakers usually refrain from citing sources as referring to be borrowed from a larger and unreliable domain like the web or internet.

Now this is in the written form where we can call it in-text citation and from where it has been taken. It has been taken from Lucas's book *The Art of Public Speaking* and then the page number is also mentioned. Of course, when we do it in the form of oral one, we do not mention the page number but in written also, we can have full citation once we can have in-text citation and then we can also have full citation.

When we have full citation we must mention the name of the author, the name of the book, the name of for the publisher, and then the year of publication and then the page number. On the other hand, when you are going to cite orally, you can say it like this you can include it like this saying----- Stephen Lucas in the 10th edition of his book *The Art of Public Speaking*

published in the year 2008 speaks of the redundancy of saying statements like as I found on the web or according to the Internet.

Now you can also see we can always say, according to the , according to Lee Cox, fine. So, this is how. Now when one is going to cite orally one has to be very careful.

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Because you know citation whether if it is in the written form you can consider that when without seeking the prior permission of somebody you have cited and not acknowledged then it is actually a sort of plagiarism. Here, you can say it is a sort of stealing fine and then it is not considered to be a good.

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Be a/an (In)Credible Speaker

- ❖ In the first week's lecture on public speaking and ethics, we discussed the importance of ethics in carrying the message of the speaker.
- ❖ The evidential support from authentic sources would boost their own unique message uttered in public speaking.
- ❖ An experienced speaker would show themselves as different from ordinary speakers by equipping credible sources for supporting their delivery.
- ❖ Thus, a public speaker is entitled to trace out the authenticity of sources mentioned through means of "oral citations".

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So, as a speaker what are we trying to become we are trying to become a speaker who is credible. Credibility is the hallmark of an effective speaker. So, you have to decide whether you want to be a credible speaker or an incredible speaker or a speaker who simply does not want, rather simply speaks by borrowing from others. All of us, as I have been saying, take ideas from others but what is the harm if we simply acknowledge.

In our first weeks lecture we have also mentioned we have talked about ethics we also discussed how ethics plays a vital role in carrying the message of the speaker. Actually whatever we say we want to be supported we actually want a sort of evidential support if we are citing from others. So, from authentic sources because it will boost their own unique message uttered in public speaking. Have you not at times listened to a person who quotes from different sources.

Somebody says as Arjuna says in *The Mahabharata*, fine? Now it actually gives you some inkling of the person as how he or she has read or has access to *The Mahabharata*, then somebody may say as mentioned in the Vedas. So, as a speaker you actually get to know about his credibility and about his knowledge. So, an experienced speaker, a seasoned speaker would show themselves as different from ordinary speakers by equipping or by including credible sources for supporting their delivery.

I have been time and again saying that no man is a know- it- all and know-- it all is a person who believes that he knows everything but as a speaker when we cite from the works of others not only are we acknowledging the sort of knowledge that they have lent to rather we are also showing how updated we ourselves are. So, a public speaker is entitled to trace out the authenticity of sources because when you go to the library or when you are culling some information from some sources.

Now it is many of us without bothering about the authenticity of any piece of information we actually bring it. But my dear friends, as a well aware researched topic, it has actually the demands of some authentic information and that is why as a speaker too,, we need to find out the authenticity of sources which actually can be mentioned through the means of oral citations.

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Creating Credibility

- ❖ While delivering the speech, the speaker is bound to orally cite the sources from which s/he is quoting (or) rephrasing.
- ❖ Unlike in writing, the oral citation as a task demands memory retention of the speaker.
- ❖ Oral citation gives a strong outlook and support to the speaker - giving them a credible and reliable image amongst listeners.
- ❖ The value of credibility does not just add on to the speaker but also to the topic of concern and keep listeners interested and intuitive.

Now, while we have already talked about credibility in some of the previous lectures as an oral speaker, or as a speaker we need to understand that while we are addressing the crowd or while we are delivering the speech, the speaker is bound to orally cite these sources from which he is quoting or rephrasing. There are two ways if you are quoting the exact words, naturally then, you say according to and then in the written form, you write it under inverted commas or whatsoever.

But then when you are rephrasing, then actually you are not going to tell the same but you have your own words but then you are telling the idea or sharing the idea of others. So, we say that we have already an access to the information as shared in our religious books namely in the *Mahabharata* in the *Gita* fine or in some other religious texts that it is karma that decides our own fine fate, is not it. Now, this has got some background information which we have taken from our religious texts.

So, this is one way of citing. But if you are going to put it the way it is, then you are going to mention it. Of course, when you are writing it, you are writing it in the form of a quote. many speakers while they are giving talks they also say rightly has John Keats said--- “A thing of beauty is a joy forever,” fine? Now, what it does? It actually not only corroborates your idea on the issue of beauty rather it also tells others that you have access to John Keats, you have access to some other authors.

So, unlike in writing oral citation as a task demands memory retention, memory is very important my dear friends here you are not going to read everything with the help of the

paper you have already found that seasoned speakers they actually remember so, many quotes. But remember while you are quoting from somebody, quote the actual words otherwise, you know it will appear to be half cooked.

And if you forget in the middle, you may actually become a butt of laughter. So, unlike in writing the oral citation as a task demands memory retention of the speaker so, majority of good speakers on this earth actually have a very good memory and when they quote from some celebrated texts from some classics, they ensure they actually retreat to their own memory oral citation gives a strong outlook and a support to the speaker.

I mean while your line of thinking while your line of argument you are with the help of the oral citation strengthening your own point of view. Making your saying or your speech more credible giving them a credible and a reliable image amongst listeners. The value of credibility does not just add on only to the speaker but also it helps to the topic of concern and you know it keeps the listeners tied bound confined, fine, glued to the topic.

So, the listeners are throughout, if you find some of the speakers who actually are very famous, you will find why they are famous? Because their listeners their audience members are. So, much lost in the thoughts of the speakers, in the knowledge of the speaker that they feel that it is time that they are lost. They find some food for thought in it. So, as a speaker not only are you going to benefit out of it.

But as an audience member, they also get a lot of information, my dear friends, if you have the accessibility to lots of references. A man of references can only be a man of knowledge, if somebody specializes in something naturally he has at his back he has in his memory several texts several books several critical works that he or she has read and that actually comes to his aid that is why we say that when you are gripped with a fear of anxiety you might realize how seasoned speakers they never come across such a sort of situation.

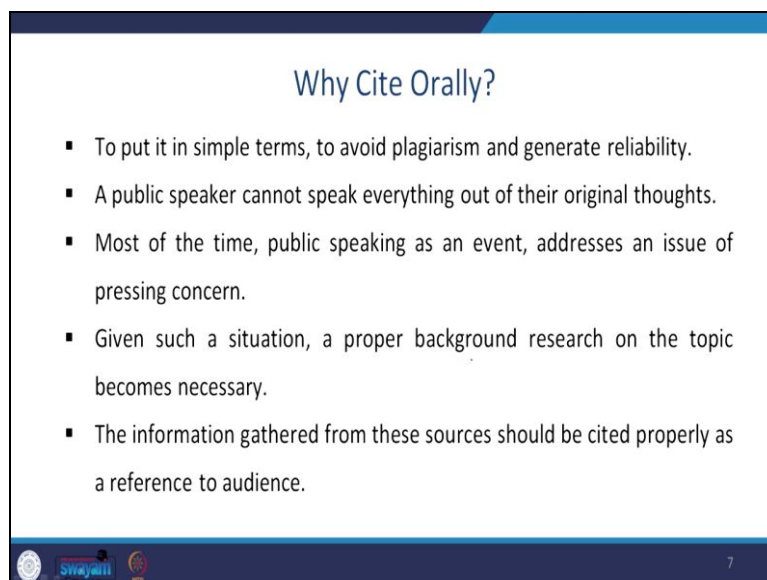
Because they know how to adapt themselves to by bringing some references or by bringing some quotes from some other texts but provided they are actually relevant. Another question that you may come across why cite orally? Is it actually essential to cite orally? Yes, if we can say in simple words in order to avoid this menace of plagiarism and in order to create a sort of reliability authenticity it is better that we cite orally.

Moreover, you cannot say everything only out of your own content. Have you not marked that a seasoned speaker not only speaks from the topic that he has brought from the information but he also refers to? How does he refer to? He actually cites orally and brings in so, many illusions and references. His original thoughts are less rather the supplementary materials are too many. Most of the time these public speakers while addressing an event they actually address an issue of pressing concern.

Sometimes, they may speak on a very present day topic say for example pollution say for example the eco-critical imbalance say for example are the menace that is being created by noise. So, of course, ordinary things which can be said in a very factual manner may appear to be a very routine, ordinary unless and until they are supplemented by some beautiful quotations on the said issue and that can actually create, that can actually help you have an edge over others.

During such situations, a proper background research has to be carried out that is why it is essential that when one gets the topic one needs to consults so, many books and so, many pieces of information either through library or through Internet or through some authentic sources.

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The slide is titled "Why Cite Orally?" and contains five bullet points. At the bottom left, there are logos for "Swayam" and "SWAYAM". At the bottom right, there is a small number "7".

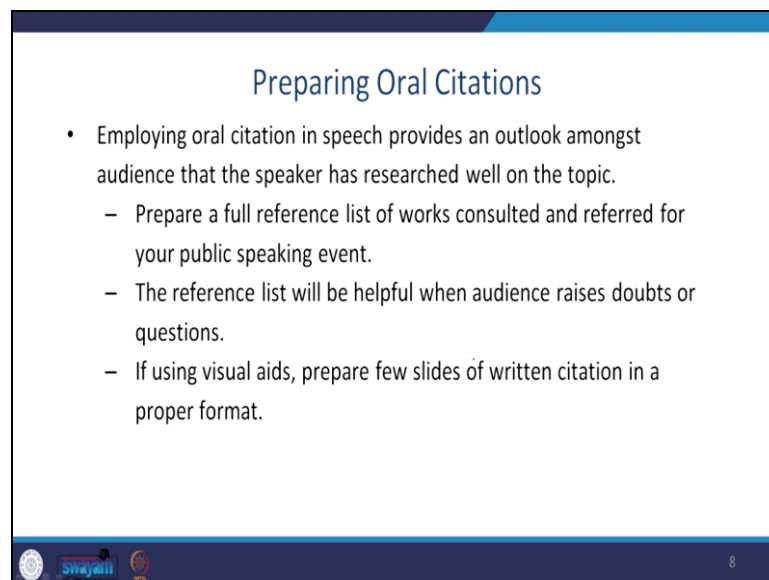
- To put it in simple terms, to avoid plagiarism and generate reliability.
- A public speaker cannot speak everything out of their original thoughts.
- Most of the time, public speaking as an event, addresses an issue of pressing concern.
- Given such a situation, a proper background research on the topic becomes necessary.
- The information gathered from these sources should be cited properly as a reference to audience.

The information gathered from such sources can be cited properly as a reference to the audience and you can also understand the result the moment you quote or the moment you make a mention of a beautiful quote and if some of the audience members have gotten access

to it, you can find the sort of credibility and the sort of exchange in the form of a smile that generates and it actually spreads and makes the entire atmosphere very pleasant.

Now is the time also to understand how to prepare oral citations. My dear friends, one does not become a public speaker just in one day one week one month. One has to take several months to do it. And then somebody who is very conscious every day he is conscious and even if he comes across a beautiful line he will actually write in his notebook or diary or whatsoever and then when the need arises he may not have to go to a particular one. He simply can be reminded of and can bring his bring in his content or talk while he is preparing that.

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Preparing Oral Citations

- Employing oral citation in speech provides an outlook amongst audience that the speaker has researched well on the topic.
 - Prepare a full reference list of works consulted and referred for your public speaking event.
 - The reference list will be helpful when audience raises doubts or questions.
 - If using visual aids, prepare few slides of written citation in a proper format.

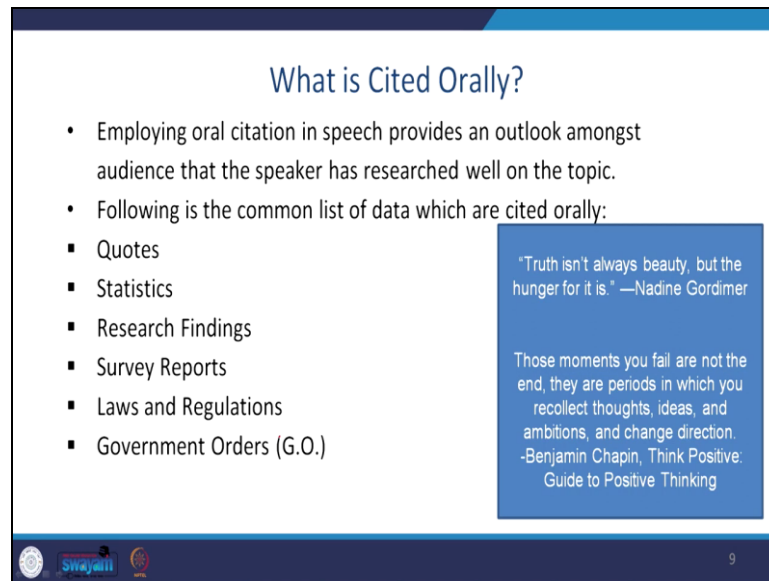
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So, employing oral citation not only any speech, presentation and talk but then it can provide an outlook amongst audience that the speaker is well -versed well- researched he has got a sort of control over this subject and the knowledge that he is going to share with us is going to be very relevant. So, while preparing a sort of oral citation, prepare a full reference list of works consulted and referred for your public speaking event.

Of course, on certain occasions they may seek your written speech as well and then you do not have to go an extra mile because you already have of course while you are citing orally you are not mentioning everything in course of citing or in course of speaking rather you simply make a mention of the name of the speaker or the name of the person who is speaking. So, this reference will benefit you in a number of ways. It will actually be helpful if any member from the audience raises a question.

And the person who has done a good amount of research in this area can respond to questions. Otherwise, if simply you found the lines to be beautiful and are unaware of the references perhaps you cut a very sorry figure, my dear friends. So, if you are using some visual aids you must prepare some slides of written citation in a proper format that is very important because that will come to your aid on a number of occasions.

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The slide is titled "What is Cited Orally?". It contains a bulleted list of items that are commonly cited orally. To the right of the list, there are two blue boxes containing quotes. The first quote is by Nadine Gordimer, and the second is by Benjamin Chapin. The slide also features a footer with logos and the number 9.

What is Cited Orally?

- Employing oral citation in speech provides an outlook amongst audience that the speaker has researched well on the topic.
- Following is the common list of data which are cited orally:
 - Quotes
 - Statistics
 - Research Findings
 - Survey Reports
 - Laws and Regulations
 - Government Orders (G.O.)

"Truth isn't always beauty, but the hunger for it is." —Nadine Gordimer

Those moments you fail are not the end, they are periods in which you recollect thoughts, ideas, and ambitions, and change direction.
-Benjamin Chapin, Think Positive. Guide to Positive Thinking

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Now you might also be thinking that when we cite, do we simply cite only the beautiful quotes which actually please your ears, which actually create a sort of musicality in your ears? No, it is not. Because you may also get an opportunity to speak on factual topics, everyday topics you may also at times require the data, fine? You may, at times, require the statistical data as well, you may also require at times the reports.

Because many people may also say how can you claim this. So, employing oral citation in speech as I have been saying that not only does it provide an outlook amongst audience but at the same time it actually tells that the speaker has done a good amount of research on it but what are the things that can be cited orally. quotations or quotes fine statistics on a real topic is not it research findings fine.

Nowadays, we are living in an age when we come across several problems ecological imbalance fine. How do you simply can say that ecological imbalance is more in urban areas than in rural areas? I think here you will have to have a sort of survey to support your line of

thinking. And then, laws and regulations sometimes you may also have to refer to the laws and regulations and sometimes government orders.

My dear friends, imagine if you are delivering a talk on beauty or on truth--- what could not be a better way than to bring in a citation from Nadine Godimer who says--- “Truth is not always beauty but the hunger for it is.” On the other hand, while we are talking about because in the previous lecture we have talked about positive thinking. So, if you are trying to cite something orally in your talk on positive thinking, you can bring a quote from Benjamin Chapman and say---“These moments you fail are not the end, they are the periods in which you recollect thoughts, ideas, ambitions and change direction.” My dear friends, there are occasions when one does not cite only the lines of the poems ,the lines of the essays but also at times the lines from some plays the dialogues from some movies or the sayings from certain speeches.

Now while you are quoting it is always to be seen or one always has to ensure that one provides because one actually has to show the obligation to the to the owner of the original quote.

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Quoting

In public speaking, whenever a speaker quotes words of importance from prominent speakers of the past, the speaker of concern is ethically obligated to cite the owner of the original quote.

"The problem with quotes on the Internet is that it is hard to verify their authenticity"
- Abraham Lincoln

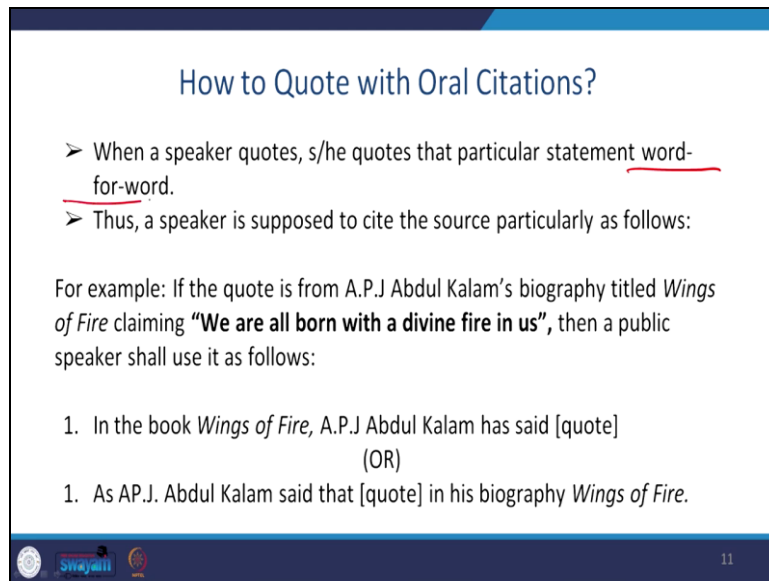
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Who quoted this originally that is very important, say for example if we are quoting from Lincoln--- the problem with the quotes on the internet is that it is hard to verify their authenticity. Especially younger’s I have a piece of advice please do not quote without knowing the authenticity. Internet is actually very easy to access but one has to see whether

the quote that you have taken from the Internet was said in the same way by the original speaker.

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How to Quote with Oral Citations?

- When a speaker quotes, s/he quotes that particular statement word-for-word.
- Thus, a speaker is supposed to cite the source particularly as follows:

For example: If the quote is from A.P.J Abdul Kalam's biography titled *Wings of Fire* claiming "**We are all born with a divine fire in us**", then a public speaker shall use it as follows:

1. In the book *Wings of Fire*, A.P.J Abdul Kalam has said [quote]
(OR)
1. As AP.J. Abdul Kalam said that [quote] in his biography *Wings of Fire*.

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Now how to quote? I mean, sometimes you can quote word for word, meaning thereby Verbatim, is not it when a speaker quotes the statement word for word then naturally one can follow this I have provided the example here. If the quote is from A.P.J Abdul Kalam biography as you are all well familiar with columns biography entitled *Wings of Fire* fine. So, we can write like this. "We are all born with a divine fire in us", then a public speaker shall use it as follows in the book wing.

So, far APJ Kalam has said and then you will mention the quote and of course while in the written form it will be under inverted commas or you can also say Abdul Kalam said that we are all born with a divine fire in us in his biography *Wings of Fire*. I think nowadays the present day generation is more intelligent and should know that not only while writing but while speaking also citations are very important.

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Paraphrasing

- Similar to quoting, when a public speaker uses ideas of another person but rephrases it in his own words then it is called as **paraphrasing**.
- Paraphrasing is a common tool employed by prominent speakers.
- It also has an advantage over quoting, i.e. one does not have to remember the line word for word by heart.
- One can even add their own style and humor while paraphrasing the borrowed ideas.

Now another form of citation can be paraphrasing I mean to put the words of the original speaker in your own words but while doing so a public speaker uses the ideas of another person, but while doing that what he does? He rephrases it in his own words this is actually termed as paraphrasing. This also has an advantage over quoting here you may not remember everything fine word for word rather you are telling the essence.

But at the same time you are acknowledging the original speaker, the original author. One can also make use of one's own style and humour while one paraphrases. Sometimes, you can see one changes some of the words fine but then at that time he is not to be judged that he has actually some way or the other violated the rules. But he is actually in a way he is acknowledging but he is saying it in a different way that is why it is actually rephrasing.

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How to Paraphrase with Oral Citations?

Example:

If one is referring to this particular point **“Each minute of speaking time requires one to two hours of preparation time—perhaps more, depending on the amount of research needed”** (Lucas 12).

One shall paraphrase and orally cite it as,

Stephen Lucas emphasizes on the need for intense background research and hours of preparation before final presentation in the first chapter of his book *The Art of Public Speaking*.

How to paraphrase with oral citations? Here you can also get a mention of it if somebody is referring to this particular point each minute of speaking time requires one to two hours of preparation time perhaps more depending on the amount of research needed. So, this is why it is in the written one, it can be in text. But if you are going to do it in the oral way you must say Stephen Lucas emphasizes on the need for intense background research and arts of preparation before final presentation. In the first chapter of his book *The Art of Public Speaking*. Here no inverted commas are needed because you are simply paraphrasing.

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Things to include in Oral Citations

A public speaker should address three major questions of **(who, what, when)** regarding the borrowed source to the listeners.

Who	Name of the Author along with the credentials.
	<ul style="list-style-type: none"> In 2009 issue of <i>Communication Skills for Engineers and Scientists</i>, Binod Mishra and Sangeetha Sharma addressed various areas of communication bordering on Indian situations.
What	Title/ Event
	<ul style="list-style-type: none"> In 2009 issue of <i>Communication Skills for Engineers and Scientists</i>, Binod Mishra and Sangeetha Sharma addressed various areas of communication bordering on Indian situations.
When	Date of Publication/ Utterance
	<ul style="list-style-type: none"> In 2009 issue of <i>Communication Skills for Engineers and Scientists</i>, Binod Mishra and Sangeetha Sharma addressed various areas of communication bordering on Indian situations.

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Same way while you are making use of oral citations one also need to see that there are three things which one must be very much careful of who what when. Now here you can find the examples, of course ,this is from my own book where you know you can say the authors, you can name the authors addressed various areas of communication bordering on Indian situations is not it. So, this is who.

So, you are giving more emphasis on the authors but when you talk about the content what. So, naturally you talk about the name of the book and then when naturally you are going to talk about a time that is 2002, 2009 issue 2009 edition. But my dear friends, even though citations make your talk beautiful attractive pleasant to the ears but then some amount of caution is important it is actually mandatory to practice to maintain some caution while you are citing.

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Cautions while Oral Citations

- Do not give a general source of information such as the Internet, library etc.
 - Never use “According to the [Internet]” as a catchphrase for oral citations.
- Do not orally state page number, web address type of details.
- Avoid repetitive usage of full oral citations.
 - After the first complete oral citation, it would suffice to mention the name of the author only.
- Never read the complete written citation word-for-word during public speaking.



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Do not give a general source of information such as the Internet says, library. Never use according to the Internet, fine. Do not orally stage page number as I have said it is only for the written one, avoid repetitive uses of full oral citations after you have cited once it is actually sufficient or adequate to mention simply the name of the author, fine. But in the first instance you should take the full name of the author.

Never read the complete written citation word for word during public speaking. My dear friends, oral citations make one's talk not only authentic, credible but also lends ears to so, many. That is why while you are citing while you are making oral citations you have to practice utmost caution, utmost care because it is actually the question of your credibility. Every, beautiful content depends on upon the credibility of the author who said this.

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“Credibility is a leader’s currency!”

- John Maxwell

"The smallest seed of faith is better than the largest fruit of happiness." - Henry David Thoreau

Thank You



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As rightly has been mentioned by Maxwell--- “Credibility is the leader’s currency “. But I would actually focus more on Thoreau who says---“ The smallest seed of faith is better than the largest fruits of happiness.” And what is that the smallest seed of faith the smallest seed of faith is when you are citing please acknowledge please recognize. Because when next time you are being cited you will also expect the same.

The world actually hinges on expectations and on true expectations and true expectations should always be met by a conscious, by an effective and also by a committed speaker. I think it is time to wind up this talk. Wishing you all good luck and good night, thank you very much.