

Integrating Quotations

Quotations must be smoothly integrated

Your
quotation is
“that one
guy.”



When you do not introduce a quotation, it is “that one guy” at the party

Unintroduced quotations seem disconnected



Quotations should NEVER be a stand-alone sentence:

It is very interesting that the women's clothing is placed to the left in the store, as shopping tends to be aimed at the female crowd. "Paco estimates the human downshift period to be anywhere from twelve to twenty-five feet" (Gladwell, 2009, p.12). By placing the women's section to the left, it gives the female shopper time to slow down and lures her into the store. As she walks by the men's side she will see mannequins with female clothing on them enticing her for what is on offer within a few feet.



Instead, introduce all quotations with a signal phrase

The store is structured in a very particular manner. The left-hand side of the store is where the small children's section is located. The right-hand side of the store is where the junior's sized clothing is situated. This setup can be rationally explained by urban anthropologist P. Underhill, who says that "the shopper invariably and reflexively turns right upon entering a store" (Gladwell, 1996, p. 404). Since the majority of the store's clothing is for those who wear junior's sizes, it is understandable why the store is set up this way.

Is this quotation well integrated?

After leaving Wilson's Sporting Goods I had the feeling that I was just in a sports bar. The music was playing, people were yelling about the scores on the scoreboard, and it was a fun place to be. After being in Wilson's I can relate to R. Bowlby when she says that "consumer culture lends itself to images of unconscious imprisonment" (77). Anybody that enjoys sports will be drawn in Wilson's. These "tricks of advertising" as Bowlby says, are key ingredients in running a successful retail business.

Quotation sandwich part 1: INTRODUCTION



Bread: Introduction to quotation

Examples:

It has been argued that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” (Freire, 2005, p. 77).

APA

Freire writes that “The dominant elites consider the remedy to be more domination and repression, carried out in the name of freedom, order, and social peace (that is, the peace of the elites)” (78).

MLA

Quotation sandwich part 2: QUOTATION



Filling: Quotation

Examples:

It has been argued that **“The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication”** (Freire, 2005, p. 77).

APA

Freire writes that **“The dominant elites consider the remedy to be more domination and repression, carried out in the name of freedom, order, and social peace (that is, the peace of the elites)”** (78).

MLA

Quotation sandwich part 3: CITATION



Bread: The citation

Examples:

It has been argued that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” **(Freire, 2005, p. 77).**

APA

Freire writes that “The dominant elites consider the remedy to be more domination and repression, carried out in the name of freedom, order, and social peace (that is, the peace of the elites)” **(78).**

MLA

Provide explanation, discussion, or analysis for ALL quotations

After leaving Wilson's Sporting Goods I had the feeling that I was just in a sports bar. The music was playing, people were yelling about the scores on the scoreboard, and it was a fun place to be. After being in Wilson's I can relate to R. Bowlby when she says that "consumer culture lends itself to images of unconscious imprisonment" (77). **By this she means that people who enter stores such as Wilson's are prisoners in the sense that they do not have control over their own purchasing decisions. This viewpoint assumes that the shopper is blindly obedient to marketing tricks such as making a sports store seem like a sports bar, but this view does not give enough credit to shoppers.**

MLA

There are two types of citations:

TYPE ONE: SPLIT

APA

Freire (2005) believes that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” **(p. 77)**.

MLA

Freire believes that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” **(77)**.

There are two types of citations:

TYPE TWO: END

APA

It has been argued that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” **(Freire, 2005, p. 77).**

MLA

It has been argued that “The teacher cannot think for her students, nor can she impose her thought on them. Authentic thinking, thinking that is concerned about reality, does not take place in ivory tower isolation, but only in communication” **(Freire 77).**

Practice

1. Choose the quotation from the top of your Write On.
2. Decide: APA or MLA?
3. Integrate your quotation using the quotation sandwich.
4. Provide commentary/discussion afterwards
5. Type it out on a document.
6. When we come back we will share and discuss.