

INTRODUCING QUOTATIONS:

A) Short quotations (less than four lines)

Always provide some introduction to quoted material. Never insert quoted material without providing some introduction of your own. Look at these two examples.

WRONG: “Currently, a rapid rate of urban growth is one of the most obvious characteristics of the underdeveloped nations” (Anderson 14). The farmers and laborers in Asia, Africa and Latin America are tired of their misery. Thus, they are moving to the city.

CORRECT: As Randall C. Anderson notes, “Currently, a rapid rate of urban growth is one of the most obvious characteristics of the underdeveloped nations” (14). The farmers and laborers in Asia, Africa and Latin America are tired of their misery. Thus, they are moving to the city.

When introducing reference material, avoid repetition of a clichéd phrase---for example, “Professor Jones says....” Instead, vary the method of formal introduction, as shown in the following:

According to Newton Arvin, Melville centers his story around.....
Raymond Weaver sees Billy Budd as gospel story filled.....
E.L. Watson states that Melville uses his characters to.....
Melville portrays Billy as “a sort of upright barbarian.....
One critic suggests that “there is a mysterious justice.....
A survey of government pamphlets on the subject reveals.....

B) Long quotations

Quotations of four lines or more are blocked, indented and have NO quotations marks.

David Ogilvey, one of advertising’s most famous successes, suggests that most advertising treats consumers as if they were unable to reason:

When I first began making advertisements, I looked
at the so-called mass magazines and I was impressed
by the extraordinary gap between editorial content
and advertising content (58).

Ogilvey saw that editors were directing their thoughts to an intelligent audience, while the advertising writers were not.

