

DON'T BE A HIT-AND-RUN QUOTER.

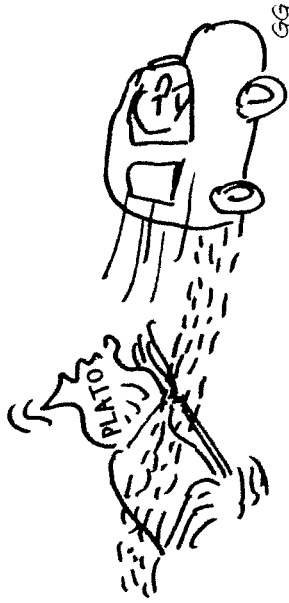


FIGURE 4

Susan Bordo writes about women and dieting. "Fiji is just one example. Until television was introduced in 1995, the islands had no reported cases of eating disorders. In 1998, three years after programs from the United States and Britain began broadcasting there, 62 percent of the girls surveyed reported dieting."

I think Bordo is right. Another point Bordo makes is that . . .

This writer fails to introduce the quotation adequately or explain why he finds it worth quoting. Besides neglecting to say who Bordo is or even that the quoted words are hers, the writer does not explain how her words connect with anything he is saying. He simply drops the quotation in his haste to zoom on to another point.

To adequately frame a quotation, you need to insert it into what we like to call a "quotation sandwich," with the statement introducing it serving as the top slice of bread and the explanation following it serving as the bottom slice. The introductory or lead-in claims should explain who is speaking and

set up what the quotation says; the follow-up statements should explain why you consider the quotation to be important and what you take it to say.

(top slice)

TEMPLATES FOR INTRODUCING QUOTATIONS

- ▶ X states, "....."
- ▶ As the prominent philosopher X puts it, "....."
- ▶ According to X, "....."
- ▶ X himself writes, "....."
- ▶ In her book,, X maintains that "....."
- ▶ Writing in the journal *Commentary*, X complains that "....."
- ▶ In X's view, "....."
- ▶ X agrees when she writes, "....."
- ▶ X disagrees when he writes, "....."
- ▶ X complicates matters further when she writes, "....."

When adding such introductory phrases, be sure to use language that accurately reflects the spirit of the quoted passage. It is quite serviceable to write "Bordo states" or "asserts" in introducing the quotation about Fiji. But given the fact that Bordo is clearly alarmed by the effect of the extension of the media's reach to Fiji, it is far more accurate to use language that reflects her alarm: "Bordo is alarmed that" or "is disturbed by" or "complains." (See Chapter 2 for a list of verbs for introducing what others say.)