

THREE "AS HE HIMSELF PUTS IT"
bottom slice
 TEMPLATES FOR EXPLAINING QUOTATIONS

- ▶ Basically, X is saying
- ▶ In other words, X believes
- ▶ In making this comment, X argues that
- ▶ X is insisting that
- ▶ X's point is that
- ▶ The essence of X's argument is that

We suggest getting in the habit of following every major quotation with explanatory sentences structured by templates like these. Consider, for example, how the passage on Bordo might be revised using some of these moves.

The feminist philosopher Susan Bordo deplores the hold that the Western obsession with dieting has on women. Her basic argument is that increasing numbers of women across the globe are being led to see themselves as fat and in need of a diet. Citing the island of Fiji as a case in point, Bordo notes that "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" (149–50). Bordo's point is that the West's obsession with dieting is spreading even to remote places across the globe. Ultimately, Bordo complains, the culture of dieting will find you, regardless of where you live.

Bordo's observations ring true to me because a friend of mine from a remote area in China speaks of the cult of dieting among young women there. . . .

This framing of the quotation not only helps to better integrate Bordo's words into the writer's text, but also serves to demonstrate the writer's interpretation of what Bordo is saying. While "the feminist philosopher" and "Bordo notes" provide basic information that readers need to know, the sentences that follow the quotation build a bridge between Bordo's words and those of the writer. Just as important, these sentences explain what Bordo is saying in the writer's own words—and thereby make clear that the quotation is being used purposefully to set up the writer's own argument and has not been stuck in just for padding or merely to have a citation.

BLEND THE AUTHOR'S WORDS WITH YOUR OWN

The above framing material works well because it accurately represents Bordo's words while at the same time giving those words the writer's own spin. Instead of simply repeating Bordo word for word, the follow-up sentences echo just enough of her text while still moving the discussion in the writer's own direction.

Notice how the passage refers several times to the key concept of dieting, and how it echoes Bordo's references to "television" and to U.S. and British "broadcasting" by referring to "culture," which is further specified as that of "the West."

Despite some repetition, this passage avoids merely restating what Bordo says. Her reference to 62 percent of Fijian girls dieting is no longer an inert statistic (as it was in the flawed passage presented earlier), but a quantitative example of how "the West's obsession with dieting is spreading . . . across the globe." In effect, the framing creates a kind of hybrid text, a mix of Bordo's words and those of the writer.