


- Quote  
Integration and  
Analysis

# First: How to Incorporate the Quote into Your Paragraph: The First Time

- When you are using a source for the first time, you have to properly introduce the source in order to make the information clear to the reader, avoid plagiarism and develop your own credibility (ethos).
- Here is a checklist to help you do that. To correctly incorporate a quote, you must:
  - state the author's name
  - establish the author's credibility
  - name the title of the author's text
  - include a completed sentence telling readers what the author is doing
  - in a new sentence, use a verb to lead into the quoted passage
  - after the close of the quote, put the page number the quote was founded on in parenthesis.
  - EXAMPLE: In her article "Warfare Is Only an Invention--Nota Biological Necessity," Margaret Mead, the famous American cultural anthropologist, makes an assertion about warfare. She claims, "there are peoples even today who have no warfare" (417).



## How to Incorporate the Quote into Your Paragraph: Consecutive Times

- Once you have introduced your source the first time, you do not need to include the full introduction when using information from that same source. All you need to do is name the author's last name and provide the page number.
  - Example: Mead attempted to raise “liberated, nonviolent sons whose aggressive tendencies would be mollified by a sensitivity and compassion” (17).

# The Importance of Strong Quote Analysis

- Quotes support/prove your argument.
- The way a quotation supports your argument is not likely to be self-evident for your audience.
- If you want a quotation to make your main claim more persuasive, you need to make the quotation do work for your argument by analyzing it in a way that explains precisely how it bolsters the claim you are using it to make.



# Quote Analysis Overview

01

State what you understand the quotation to mean, reframing, if possible, the language of the quotation in the terms of your argument.

02

Link the quotation to its immediate context or to the subclaim you are making locally (i.e. in that paragraph or section of your paper)

03

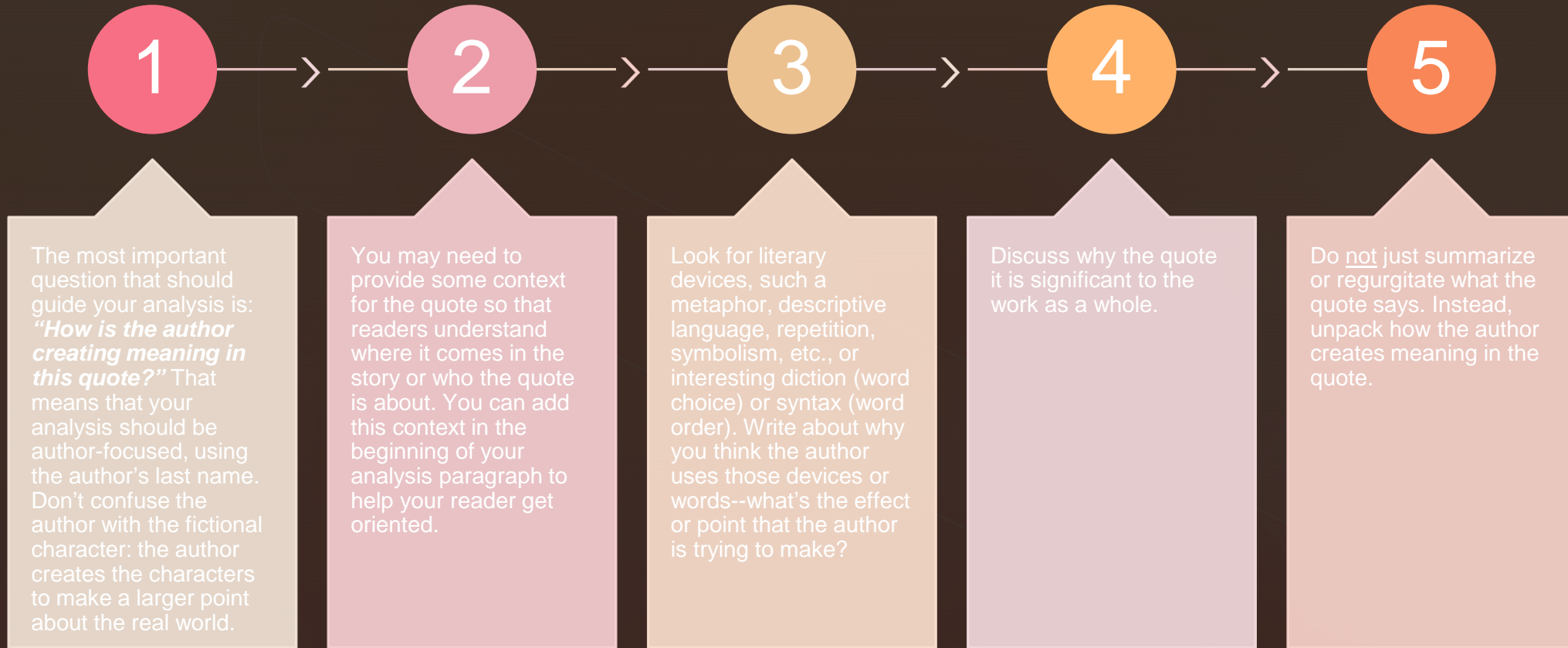
.Explore the deeper implications of the quotation in a larger context related to your essay's more general main claim (e.g. an existing hypothesis, paradigm, or section of the field).

# First Steps to Analyzing a Quote

1. Select a “rich” quote for analysis: the quote you select should connect to key concepts from the story or article, highlight a theme, contain literary techniques or devices, offer some complexity, or evoke ideas and connections.
  1. In general, quote excerpts should be between 2-5 typed lines of text, though it’s possible to do excellent analysis of longer or shorter quotes.
2. Read the quote carefully--at least twice--and annotate it.
3. Next, take quick notes (in bullet form) about all of the parts that strike you and why you think they’re significant or what the author could mean.



# Getting to the Analysis



# Quote Analysis in Action

- Paragraph Topic Sentence: Social media campaigns are damaging to real social justice because they create weak connections, failing to inspire true action
- Quoted Evidence: In the article “Small Change” by Malcolm Gladwell, a renown journalist for The New Yorker, the author makes the claim that social media does not foster strong commitments. He says, “The platforms of social media are built around weak ties. “How [do] the [social media] campaigns get so many people to sign up? By not asking too much of them” (3).
- Analysis: Gladwell is pointing out that the reason people so easily commit to social justice campaigns online is that they are not really committing to much, meaning that the connection they make by liking or retweeting a hashtag is weak and will therefore not lead to any meaningful action. When social media users are asked to do something by a stranger, they do not develop the necessary commitment to follow through.] [This idea of weak relationships crosses over to lead to weak campaigns and weak pledges, and these weaknesses ultimately hurt real social justice campaigns by never fostering the commitment needed to secure real change.
  - \*\*\*Note that the explanation portion is longer than the information portion. The explanation is where your voice as a writer is the loudest, so it should be a significant portion of your paragraph. Explanation part 1: Restates the information in writer’s own words and connects it to this paragraph’s point. Explanation Part 2: Connects quote back to overall argument/ thesis