

General

Quoting is using other people's work in your essays. You do this to support your point¹, and therefore it is not the same as copying or plagiarising! It is more a proof², an example to show that your point is based on good research. You need to think about 3 things;

quote type
grammar
reference

Quote type;

There are 2 types of quote;

Indirect quote

This is a paraphrase/summary of the original text. This means you put it in your own words. It is the most common kind of quote as it is very flexible and easy to use.

Direct quote

This is using exactly the same words as the original text. Punctuation is very important, so use the following;

quote marks = ' ' ³

Put these around the quote.

square brackets = [] ⁴

Use these around any word or words that you maybe need to add to make things clear.

three dots = ... ⁵

Use these if you want to miss out a word or words.

Compare this direct quote with the original text to see where and why the essay writer has added words, or missed them out.

See the next page to see how to make your quote grammatical, and how to reference it.

(NB quoting is sometimes called 'citation' or 'referencing' – it is all the same thing.)

Your point ¹

Advertising is a feature of modern life, but opinion is divided over what, if any, impact it has on children. There is some evidence to suggest that it is not as influential as many people think¹. ▲

Proof ² (found in a book that you read)

(Original text = page 103 in book by Professor Rachel Robbins, 'Advertising in the Spotlight', published by Yeovil Press in 2003)

Television advertisements are not the problem as they are far less intrusive upon children's lives than is imagined. Research done by myself in 2001 in 38 local schools, shows most children between three and thirteen spend only 1.4% of their waking time watching television advertisements².

Quote type

Indirect quote

Advertising is a feature of modern life, but opinion is divided over what, if any, impact it has on children. There is some evidence that it is not as influential as many people think. Robbins (2003) argues that advertisements are unlikely to affect children, given that those between the ages of three and thirteen only spend 1.4% of their waking time watching them.

Direct quote

Advertising is a feature of modern life, but opinion is divided over what, if any, impact it has on children. There is some evidence that it is not as influential as many people think. Robbins (2003) argues that they [advertisements]⁴ are far less intrusive upon children's lives than is imagined. Research ...⁵ shows most children between three and thirteen spend only 1.4% of their waking time watching television advertisements.³

Grammar

When you use any kind of quote, it must fit into a sentence. Below are 4 possible ways you can do this;

1. According to¹ + name/noun phrase² + sentence³

Remember a sentence must have at least a subject and a verb.

2. Name/noun phrase² + verb⁴..

After the verb, you usually put 'that' and a sentence. However, after some verbs, you use an -ing verb or an infinitive instead; it depends on the verb. Check in a dictionary.

3. As⁵ + name/noun phrase² + verb⁴, + sentence³

Be careful with this one – it suggests that you agree with the quote!

4. Nothing⁶

Just summarise the information.

Also, try and use a variety of verbs, eg suggest, detail, predict, prove etc.

Reference

This is where your quote came from. Use the surname of the writer of the book/website etc where you found it, and the year the book etc was published. Put this in round brackets. It must be exactly the same information as in your bibliography.

Year⁷

If the writer's surname is already in the sentence, just put in the year.

Surname, year⁸

If the writer's surname is not already in the sentence, put it in along with the year and use a comma.

+ Pages⁹

Put in the pages numbers as well if you want, and use a colon. This is more common with direct quotes.

Extra

If you have listed 2 or more surnames¹⁰ in your bibliography, use the same in your reference.

If you find a quote from one person, but in a book written by someone else, use the book writer's name¹¹ (ie the same name as your bibliography).

If you have listed an organisation's name¹², not a surname in your bibliography, (common with websites) this goes in the reference. (ie the same name as your bibliography)

Grammar

1. According to¹ a recent study² (Robbins, 2003), children watch too few advertisements to be influenced by them.³

According to¹ Colby² (2002), taxes rose by 11%.³

2. A recent study by Robbins² (2003:103) found⁴ that 'most children between three and thirteen spend only 1.4% of their waking time watching television advertisements.'

Colby² (2002) suggested⁴ that taxes rose by 11%.

3. As⁵ Robbins² (2003) proves⁴, children spend less than 2% of their waking time watching adverts.³

As⁵ Colby² (2002) stated⁴, taxes rose by 11%.³

4. Children spend less than 2% of their waking time watching adverts⁶ (Robbins, 2003).

Taxes rose by 11%³ (Colby, 2002).

Reference

Year

Work by Robbins (2003)⁷ suggests that many children spend less than 2% of their waking time watching advertising.

Surname, year

Evidence suggests that many children spend less than 2% of their waking time watching advertising (Robbins, 2003)⁸.

+ Pages

Robbins (2003:103)⁹ argues that 'they [advertisements] are far less intrusive upon children's lives than is imagined. Research ... shows most children between three and thirteen spend only 1.4% of their waking time watching television advertisements.'

According to a recent survey (Robbins, 2003:103)⁹ 'they [advertisements] are far less intrusive upon children's lives than is imagined. Research ... shows most children between three and thirteen spend only 1.4% of their waking time watching television advertisements.'

Extra

According to a recent study (Shah and Kent¹⁰, 2003), 33% of advertising is aimed at children under 10 years old.

According to the psychologist Dr Geffens, children watch on average 8 days of adverts a year (Cox¹¹, 2001).

A recent study found children watched approximately 22 000 adverts a year (Dept. of Consumer Affairs¹², 2006).