

Integrating quotes: Some tips

1. Every quote needs an introductory phrase. Otherwise it's a "floating" quote—off in space by itself.
2. Pick a quote you understand—not a scholarly quote that you might not understand. Then you can give the reader an idea why you selected it.
3. You can enhance your analysis by adding commentary after the quote.

Examples:

Jeffrey Kluger, the author of the *Time* magazine article, tries to entice the readers of the popular magazine into his article from his first sentence: "The last time you had sex, there was arguable not a thought in your head." Whether the reader agrees with this statement or not might be debatable, but the Kluger is definitely extending himself to the reader, "you."