



INTEGRATING SOURCES

How to Incorporate
What “They” Say into Your Argument

Step One:

Decide How You Want to Share Your Source Info

- Direct Quote:

“See the sad thing about a guy like you is in 50 years you're gonna start doin' some thinkin' on your own and you're gonna come up with the fact that there are two certainties in life. One: don't do that. And two: You dropped a hundred and fifty grand on a fuckin' education you coulda' got for a dollar fifty in late charges at the public library” (*Good Will Hunting* 1997).

- Paraphrase:

While in a confrontation with Clark, a Harvard student at a bar, Will retorts by rejecting Clark's assertion that holding a degree from a college immediately means the person holding that degree is any more intelligent than someone who is well-read outside of an institutional setting, further noting that a person could feasibly learn just as much from a public library as they would from an education costing over a hundred grand.

Step Two:

Make Sure *Your Words Comes First*

- **DON'T START A SENTENCE WITH A DIRECT QUOTE OR PARAPHRASE**

Example of what **NOT** to do:

“See the sad thing about a guy like you is in 50 years you're gonna start doin' some thinkin' on your own and you're gonna come up with the fact that there are two certainties in life. One: don't do that. And two: You dropped a hundred and fifty grand on a fuckin' education you coulda' got for a dollar fifty in late charges at the public library” (*Good Will Hunting* 1997).

What's wrong with it:

While the direct quote is surrounded by quotation marks and is properly cited with an in-text citation, the audience has no idea who is speaking or how this quote fits within the frame of your argument.

Step Two, Continued:

Make Sure *Your Words Comes First*

- Make sure you first introduce the quote with your own words to let your reader know whose words/ideas are being used.

For Example:

In response to Clark, Will states, “See the sad thing about a guy like you is in 50 years you're gonna start doin' some thinkin' on your own and you're gonna come up with the fact that there are two certainties in life. One: don't do that. And two: You dropped a hundred and fifty grand on a fuckin' education you coulda' got for a dollar fifty in late charges at the public library” (*Good Will Hunting* 1997).

- You may also use this first step to contextualize the information that's about to come.

For Example:

In this scene, we see an accelerated illustration of the film's argument that a person's intelligence cannot be measured by their academic standing. Furthermore, Will's 'low-brow' language effectively combats Clark's Ivy League elitism as he says, “See the sad thing about a guy like you is in 50 years you're gonna start doin' some thinkin' on your own and you're gonna come up with the fact that there are two certainties in life. One: don't do that. And two: You dropped a hundred and fifty grand on a fuckin' education you coulda' got for a dollar fifty in late charges at the public library” (*Good Will Hunting* 1997).

Step 3:

Don't Leave Me Hangin'... Explain Your Source Info

- This third step is often referred to as “explication,” but it really just means that you need to explain how your quote or paraphrase relates to your overall argument.
- Another way to think of this is to consider that you could have, feasibly, included ANY quote, but you decided to use THIS PARTICULAR quote to help support your argument or illuminate your point. Explain this decision to your reader.
- You can write things like “This quote helps the argument that _____ because it shows how _____.” OR “When this passage mentions _____, it draws on ideas of _____ that help prove the argument that _____.”
- A good rule to follow is that you will write at least 1.5-2 lines of YOUR OWN words for each line of quoted material. This means you will be doing more explaining than your quote, which makes sense because it's your essay.
- There is no right or wrong way to explicate – just be honest, speak from your own perspective, and feel free to get creative. Your job is not to prove that you are right or wrong in choosing this source; rather, it is your job to show the reader how this quote relates to your argument.

Step 3, Continued:

Don't Leave Me Hangin'... Explain Your Source Info

- Here is an example of an explication that could be used with our quote:

In this scene, we see an accelerated illustration of the film's argument that a person's intelligence cannot be measured by their academic standing. Furthermore, Will's 'low-brow' language effectively combats Clark's Ivy League elitism as he says, "See the sad thing about a guy like you is in 50 years you're gonna start doin' some thinkin' on your own and you're gonna come up with the fact that there are two certainties in life. One: don't do that. And two: You dropped a hundred and fifty grand on a fuckin' education you coulda' got for a dollar fifty in late charges at the public library" (*Good Will Hunting* 1997). By saying words like "gonna" and cursing, Will's "low-brow" language juxtaposes Clark's "proper" diction, making him appear conventionally less intelligent in comparison. However, this quickly proves to not be the case. By undermining Clark and calling him out on his incessant, uninspired recitations of finishing the memorized lines of the book's passage, Will is able to prove his point, in a nearly meta manner, that being a humble and decent individual is more important than flashing fancy academic credentials for the sake of social theatre. Furthermore, Will's speech demonstrates that the systemic institutionalization of education is merely a characteristic of our capitalistic society while also underscoring the importance of valuing our personal experiences and educational opportunities available to us, in whatever form they may appear.

[For anyone who hasn't seen this scene, I highly recommend it: <https://www.youtube.com/watch?v=hldsJNGCGz4&t=11s>]

Additional Examples from the Q&A Forum

- Example 1:

In Coca-Cola's "Taste the Feeling Advertisement," a gleeful, vibrant dancer brings a bottle of soda to her lips and says, "Taste the feeling" right before taking a drink ("Taste the Feeling"). By featuring a dancer in this role, Coca-Cola is appealing to social conventions surrounding health, perhaps combating the perception that their product is unhealthy because it contains too much sugar. The dancer embodies health and exuberance, so in a way logos is being used to compel the audience to believe the images they see, which portray a healthy person drinking Coke.

- Example 2:

When a pop-up ad suddenly jumps onto a phone screen, it immediately demands the viewer's attention. By flashing words like "patriot" and "future" in red and blue colors, the advertisement attempts to persuade the viewer to think of the candidate as patriotic because of symbolic color associations relating to the American flag (Political Pop-Up Ad). Here, patriotism is being used as a tool for pathos, because the ad is tapping into the viewers emotions to compel them to vote for this candidate.

Things to Keep in Mind:

- Quotes longer than four lines of text should be formatted in a block quote / long quote format. See more information about that format here:
https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_formatting_quotations.html
- I will not be nitpicking your choices of what passages or lines you decided to quote OR how you chose to integrate them in your essay. Rather, I will be looking at whether your quotes are properly cited, effectively integrated, and if you are using them to advance your argument.
- Seriously, feel free to be creative, take risks, and strive to make connections to things that may seem unconnected if you feel that there is an interesting comparison/connection to be made!
- Over-explain everything. Even if it feels obvious, like your audience *should* be able to deduce your meaning, keep on driving it home to the point of exhaustion as long as you're not repeating yourself. You might be surprised at how much this helps your audience fully grasp your unique idea!
- Be sure to check out the "SUPER Helpful Templates For Integrating Sources" and "Attribution Tag" PDFs for further info if necessary!