Integrating source material into your essay.

There are several ways to integrate quotations, summaries, and paraphrased sections into your text. Often, a short quotation works well when integrated into a sentence. Longer quotations can stand alone. Remember that quoting should be done only sparingly; be sure that you have a good reason to include a direct quotation when you decide to do so.

**Provide Context—TIC**

Once you have found material you need as support, your next challenge is incorporating that information into the text of your essay. This must be done skillfully; the quoted material should “flow” smoothly with your own writing style. To do this, you must remember to provide some context for the quoted material. Each time you use quoted material think of this: **T-I-C.** You should use a *tagline* to introduce your source, *interpret* the quotation, and make the necessary *connections* to your claim / thesis for your reader.

- **Tagline:** Introduces your quotation to your audience and establishes the credibility of your source.
- **Interpretation:** Explains for your reader your understanding of the evidence the quote provides.
- **Connection:** Explains and clarifies for your reader the relationship between the quoted material and your claim, reasoning, and other evidence provided in your essay.

This combination of tagline, quotation, interpretation, and connection creates a *full thought cycle.* If any one part is missing, the reader is left with questions. For instance,

- If no tagline is presented, in response to the quotation, the reader wonders, Who says so, and why should I care?
- If no quotation (or summary or paraphrase) follows, the reader wonders, Where is the proof?
- If no interpretation follows the quotation, the reader wonders, What does this mean? Or, Why have you included the quote?
- If no connection, or explanation of the connection, follows, the reader wonders, Why is this quote important; what does it have to do with, or how is it related to, your point?

*(example on reverse)*
An example:

In a Rolling Stone magazine essay, Marilyn Manson states that, “from Jesse James to Charles Manson, the media, since their inception, have turned criminals into folk heroes.”

He implies the media sensationalizes the exploits of criminals and due to the media’s extensive coverage of such events and people, they feed the criminals’ desire for fame and notoriety, and that the general public is all to eager to bestow that notoriety upon them. As such, a disenfranchised youth may certainly be influenced by the apparent fame of these criminals, which leads them to similar acts of violence upon their peers, all in hopes of being heard.


Tagline: 

*In a Rolling Stone magazine essay, Marilyn Manson states...*

- Let’s the reader know “who” is being quoted.
- Establishes credibility as *Rolling Stone* is a well-known music magazine, and Marilyn Manson is an established performer, whose music is often blamed for influencing youth violence.

Quotation:

*“from Jesse James to Charles Manson, the media, since their inception, have turned criminals into folk heroes.”*

- Direct quote is provided.

Interpretation: 

*He implies the media sensationalizes the exploits of criminals and due to the media’s extensive coverage of such events and people, they feed the criminals’ desire for fame and notoriety, and that the general public is all to eager to bestow that notoriety upon them.*

- Provides the reader with the author’s interpretation of the quote.

Connection: 

*As such, a disenfranchised youth may be influenced by the apparent fame of these criminals, which leads them to similar acts of violence upon their peers, all in hopes of being heard.*

- Makes the connection between the quote and the essay’s primary claim—that the media plays a role in influencing youth violence.