

From: an article entitled, "Are Too Many People Going to College" by Charles Murray in The American: A Magazine of Ideas (September 08)

Original quote:

"The rationale for colleges based on colleagueships has eroded. Until a few decades ago, physical proximity was important because correspondence and phone calls just weren't as good. ***As email began to spread during the 1980s, physical proximity became less important. As the capacity of the Internet expanded in the 1990s, other mechanisms made those interactions richer. Now, regular emails from professional groups inform scholars of the latest publications in their field of interest. Specialized chat groups enable scholars to bounce new ideas off other people working on the same problems. Drafts are exchanged effortlessly and comments attached electronically. Whether physical proximity still has any advantages depends mostly on the personality of the scholar.*** Some people like being around other people during the workday and prefer face-to-face conversations to emails. For those who don't, the value of being on a college campus instead of on a mountaintop in Montana is nil. Their electronic access to other scholars is incomparably greater than any scholar enjoyed even within the world's premier universities before the advent of the Internet. Like the library, face-to-face colleagueships will be an amenity that colleges continue to provide. But colleges and universities will not need to exist because they provide a community of scholars."

First paraphrase of the bolded & italicized portion:

As email became more common in the 1980s, being close to the person you were communicating with became less important. As the internet grew in the 1990s, interactions over the net became richer. Today, scholars receive emails from their professional groups that keep them up on the latest developments in their field, and chat groups allow them to bounce ideas off their professional colleagues. It is very easy to exchange and comment on document drafts. How much it helps to be physically near colleagues depends mostly on a scholar's personality.

Second paraphrase:

The development and increasing sophistication of email and the internet in the 1980s and 1990s have greatly decreased the importance of scholars being clustered together. Today, academics have email and chat groups and the ability to exchange and comment on electronic documents, all of which allow them to maintain relationships and currency in their field from a distance. If a scholar's personality is such that she doesn't feel the need for face-to-face contact with colleagues, that contact is no longer necessary.

## Example #2

From: "Is This How We'll Cure Cancer?" by Matthew Herper, in Forbes online, 5/7/14  
<http://www.forbes.com/sites/matthewherper/2014/05/07/is-this-how-well-cure-cancer/>

**A successful trial would prove a milestone in the fight against the demon that has plagued living things since dinosaurs roamed the Earth. Coupled with the exploding capabilities of DNA-sequencing machines that can unlock the genetic code, recent drugs have delivered stunning results in lung cancer, melanoma and other deadly tumors, sometimes making them disappear entirely—albeit temporarily. Just last year the Food & Drug Administration approved nine targeted cancer drugs. It's big business, too. According to data provider IMS Health, spending on oncology drugs was \$91 billion last year, triple what it was in 2003.**

How we cite this source depends on what we are focusing on in our paper. If we wanted to focus on the serious impact of cancer, we might keep some of the first sentence's emotional tone:

*POWERPOINT: Calling cancer a "demon that has plagued living things since dinosaurs roamed the Earth" Herper (2014) argues ...*

This one keeps the full dramatic phrasing of the original.

*POWERPOINT: Calling cancer a "demon that has plagued living things" throughout history, Herper (2014) argues...*

This one shortens the quoted section, but keeps the dramatic tone, with "demon" and "plaguing"

*POWERPOINT: Calling cancer a "demon," a recent Forbes article looks at some promising recent breakthroughs in...*

This one keeps only the most dramatic single word, and quickly moves on to the subject of the breakthroughs.

Pros and cons?:

-- "demon" sounds a little strange completely out of context

-- all three versions have an emotional tone that may or may not serve our purposes.

Since Forbes is a business magazine, we might be citing this article in a paper about the financial aspects of new medical technology. If that's the case, maybe we'll focus on the numbers toward the end of the paragraph:

*POWERPOINT: The promising advances in cancer treatment are reflected in the numbers. In just the last twelve months the FDA gave the go-ahead to nine new drugs that target cancer, and overall spending on cancer-fighting drugs has tripled in the last decade, to \$91 billion in just the last year (Herper, 2014).*

This passage changes the original wording enough for us to drop the quotation marks, but remember: we still cite the source, even in a paraphrase.

If you are less comfortable with paraphrasing here and want to quote some details, you can:

*POWERPOINT: In a recent Forbes article titled, "Is This How We'll Cure Cancer?" Matthew Herper (2014) details how promising advances in cancer treatment are reflected in the numbers, pointing out that, "Just last year the Food & Drug Administration approved nine targeted cancer drugs," and noting that "spending on oncology drugs was \$91 billion last year, triple what it was in 2003."*

From: "Wolf Biology and Behavior," from the website [Western Wildlife Outreach](http://westernwildlife.org/about/),  
<http://westernwildlife.org/about/>

### **Vocal Behaviors:**

**Vocal communication among wolves consists of howls, whines, growls and barks.**

**Although all the functions of howling are not known, scientists believe that wolves may howl to assemble their pack, to claim territory, to warn intruders away from a home site or kill, or to identify other wolves. Wolves also howl in the evening and early morning, in the summer when pups are young, and during the mid-winter breeding season. It is a myth that wolves howl at the moon, but they do point their snouts toward the sky to howl. Projecting their call upward allows the sound to carry farther. Wolves have excellent hearing, and under certain conditions can hear a howl as far as six miles away in the forest and ten miles away on the open tundra.**

**A wolf howl is a deep and continuous sound from about half a second to 11 seconds long. The pitch usually remains constant or varies smoothly. A howling session by a single wolf lasts an average of 35 seconds, during which the animal howls several times. A howling session by a pack lasts an average of 85 seconds. It is initiated by a single wolf, and after its first or second howl one or more others may join in.**

Let's look at some reasons to cite parts of this text, and ways to do so:

Paper on common myths about the behavior of various animals

relevant part: the "it is a myth that wolves howl at the moon" sentence in the first paragraph.

Example one:

*One of the most common animal behavior stereotypes might be that wolves howl at the moon. Yes, wolves certainly do howl at night, and they often do so with their heads back, as if they are howling toward the moon. But a scientific organization that studies animal behavior in the wild of the American West, in an article on "Wolf Biology and Behavior," debunks this idea, stating that although wolves "do point their snouts toward the sky to howl," they do so not to direct their howl toward the moon, but to "[project] their call upward, allow[ing] the sound to carry farther" (Wolf, 14)*

This example integrates the quoted bits into a sentence of our own, but if we wanted to, we could present the original quote intact:

*A scientific article on wolves contradicts our common assumption: "It is a myth that wolves howl at the moon, but they do point their snouts toward the sky to howl. Projecting their call upward allows the sound to carry farther."*

If the topic of our paper was different, we could focus on a different part of the text:

For a paper comparing data on the vocalizations of various animals, we might use parts of only the second paragraph:

*Wolf howls typically last from a half-second to 11 seconds long, though howl length is also influenced by whether a single wolf or a pack is doing the howling. A session by one wolf "last an average of 35 seconds," as compared to the howling of a pack, around 85 seconds.*

Note: Do we need to quote the 35 seconds phrase above. If there is nothing distinctive about it, we could choose to quote only the two hard data points:

*A long wolf typically howls for around "35 seconds" per session, while a pack howls for "85" seconds (Wolf, 14)*

From "How Did Computers Uncover J.K. Rowling's Pseudonym?" in the March 2014 online issue of Smithsonian.com

**The common element in these seemingly disparate cases is "forensic linguistics"—an investigative technique that helps experts determine authorship by identifying quirks in a writer's style. Advances in computer technology can now parse text with ever-finer accuracy. Consider the recent outing of Harry Potter author J.K. Rowling as the writer of The Cuckoo's Calling, a crime novel she published under the pen name Robert Galbraith. England's Sunday Times, responding to an anonymous tip that Rowling was the book's real author, hired Duquesne University's Patrick Juola to analyze the text of Cuckoo, using software that he had spent over a decade refining. One of Juola's tests examined sequences of adjacent words, while another zoomed in on sequences of characters; a third test tallied the most common words, while a fourth examined the author's preference for long or short words. Juola wound up with a linguistic fingerprint—hard data on the author's stylistic quirks.**

Possible paper assignment/topic for which a writer might cite this source: "How Computers Help in Literary Detective Work"

Other parts of the paper might involve points such as how computers assist with analyzing paper and ink to date documents.

I might use this source as an example of how computers let us detect an author's identity.

One approach would be to focus on the last two sentences: the four tests that help us arrive at a "linguistic fingerprint." That phrase could be my money quote, since it connects a common detective idea to document analysis.

Sample paragraph that includes a paraphrase and money quote drawn from those last two sentences:

*Readers often feel like they can tell an author's style even when reading a document anonymously written by her, and recent developments in computer textual analysis support this claim. For example, the author of the Harry Potter novels, J.K. Rowling, wrote a crime novel (*The Cuckoo's Calling*) under a pen name. Rumors about the novel's author's identity led a British newspaper to hire a computer specialist to analyze the text of the novel. By applying various tests to the writing -- examining chains of words or characters, commonly repeated word choices, a preference for certain word lengths -- the analyst arrived at a verdict: a "linguistic fingerprint" (Smithsonian, 3) of the text confirmed that it was written by Rowling.*

In this example, we paraphrased Juola's tests and directly quoted only the key phrase "linguistic fingerprint."

If we wanted to focus more on exactly what those tests were, we could quote more:

*"The computer analyst applied four tests to the novel's text: "examin[ing] sequences of adjacent words... zoom[ing] in on sequences of characters... tall[y]ing the most common words... [and] examin[ing] the author's preference for long or short words"*

Note: I used square brackets to indicate small changes to the text to make it fit grammatically with my own sentence structure.

Note: This example might show us why our first choice -- to paraphrase the tests -- was better. There is nothing specifically well or distinctively stated about the way the author describes those four tests. If we don't really lose anything by paraphrasing the tests in this context, their description is probably not our "money quote."

Also, in the above examples, we didn't give the names of the newspaper (Sunday Times), the analyst (Patrick Juola) or where he works (Duquesne University), because we were going to cite only a small part of this text, and that information wasn't relevant.

However, if we wanted to make more extensive use of this source, or if we wanted to be doubly sure that we were giving our reader even more identifying information about our source, we could easily include that info:

*"British newspaper the Sunday Times recently hired Duquesne University computer analyst Patrick Juola to decipher who wrote The Cuckoo's Calling. Juola applied four tests..."*

## References

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