The Quotation Sandwich
(adapted from an exercise by Gerald Graff and Cathy Berkenstein)

1. Background Information:
To adequately frame a quotation from a source, you need to insert the quotation into what might be considered "a quotation sandwich," with the statement which introduces the quotation serving as the top slice of bread and the explanation following it serving as the bottom slice. The introductory statement should indicate who is speaking and set up what the quotation says; the follow-up or explanatory statement should explain why the quotation is important and what it means.

A) Templates for introducing quotations (## = page numbers for paginated works):

X states, “___________” (##).

According to X, “_________________” (##).

In her book ____________, X maintains that “______________” (##).

In X's view, _________________________(##).

Note: Both "states" and "maintains" are relatively neutral. You can also use verbs like argues, insists, asserts, observes, suggests, etc., for a writer who makes a strong claim. Verbs like acknowledges, agrees, reaffirms, supports, verifies, etc., indicate a writer is expressing agreement. Verbs like contends, questions, contradicts, refutes, rejects, denies, etc., show questioning or disagreement.

B) Templates for explaining quotations in your own words:

Basically, X is saying ________________.

In other words, X believes ________________.

In making this comment, X argues that ________________.

X is insisting that ________________.

The essence of X's argument is that ________________.

Note: When you explain a quotation, you will most likely need to use more than a single sentence, but the above templates can help lead into your explanation. Graff and Berkenstein recommend getting in the habit of following every major quotation with explanatory sentences structured by templates like these. If you use lengthy quotations, your explanations should also be more fully developed.
2. The Assignment:
Create "a quotation sandwich" using one of the above templates for introducing (A) and one of the above templates for explaining (B) with one of the following quotations from Blake Hurst or Michael Pollan. Your "quotation sandwich" should include an introductory sentence and an explanatory sentence or sentences.

Hurst (http://www.aei.org/publication/the-omnivores-delusion-against-the-agri-intellectuals/; online article is not paginated):

- “Only ‘industrial farming’ can possibly meet the demands of an increasing population and increased demand for food as a result of growing incomes.”
- “Much of farming is more 'industrial,' more technical, and more complex than it used to be.”
- ‘The distance between the farmer and what he grows has certainly increased, but, believe me, if we weren't closely connected, we wouldn't still be farming.”
- “Changing the way we raise animals will not necessarily change the scale of the companies involved in the industry.”

Pollan (http://michaelpollan.com/wordpress/wp-content/uploads/2010/05/omnivore_excerpt.pdf; this online work is paginated so you will need to include page numbers in parentheses with the quotation):

- From page 3: “When you can eat just about anything nature has to offer, deciding what you should eat will inevitably stir anxiety, especially when some of the potential foods on offer are liable to sicken or kill you.”
- From page 5: “As a relatively new nation drawn from many different immigrant populations, each with its own culture of food, American have never had a single, strong, stable culinary tradition to guide us.”
- From page 9: “Our ingenuity in feeding ourselves is prodigious, but at various points our technologies come into conflict with nature’s ways of doing things, as when we seek to maximize efficiency by planting crops or raising animals in vast monocultures.”
- From page 10: “Eating puts us in touch with all that we share with the other animals, and all that sets us apart.”
3. Examples:

According to Blake Hurst, “Farming has always been messy and painful, and bloody and dirty. It still is.” Basically, Hurst is saying that the essential nature of farming has not changed. Farming has always been dirty work, and where animals are involved, particularly animals we consume for food, pain and blood are part of the equation, whether the animals are farmed on large or small scales.

In the introduction to *The Omnivore's Dilemma*, Michael Pollan notes that "Many people today seem perfectly content eating at the end of an industrial food chain, without a thought in the world" (11). In other words, Pollan believes that most people are comfortable with the current high-tech methods of food production and don't really pay much attention to the process by which food reaches their table.

*In both examples, the first line introduces the quotation. The next explains the quotation and its significance. Remember: You only have to use one of the listed quotations from one of these writers in making your quotation sandwich :-).*

Works Cited


NOTE: The provided templates demonstrate one way of working with quotations. It is certainly not the only way you can use quotations. Often, it will be more effective to incorporate brief quotations into your sentences rather than quoting whole lines. Here's a modification of the previous example using some key phrases from Hurst rather than a whole quoted sentence:

Blake Hurst describes farming, both past and present, as "messy and painful, and bloody and dirty” and suggests that this essential nature of farming has not changed. Farming has always been dirty work, and where animals are involved, particularly animals we consume for food, pain and blood are part of the equation, whether the animals are farmed on large or small scales.

On occasion, you will want to use a longer quotation. If a quotation is more than four of your typed lines long, you will need to indent the quotation one inch from the left margin; you should provide similar amounts of your own explanation when you use a lengthy quotation from a source.

When should you use quotations? Material from sources should be quoted only if the original words are so perfect that you could never say them better or if the original idea is so complex that it could be misinterpreted if paraphrased or if the writer is such an authority that you literally want the weight of the words. Otherwise, you should summarize and/or paraphrase the information from your source using your own words (and still giving the writer credit by using introductory phrases and/or parenthetical citations).