

EXAMPLE All boxes, cans, and bottles on a (supermarket) shelves are designed to appeal to (people) emotions.

All boxes, cans, and bottles on a *supermarket's* shelves are designed to appeal to *people's* emotions.

1. A (product) manufacturer designs packaging to appeal to (consumers) emotions through color and design.
2. Marketing specialists know that (people) beliefs about a (product) quality are influenced by their emotional response to the design of its package.
3. Circles and ovals appearing on a (box) design supposedly increase a (product user) feelings of comfort, while bold patterns and colors attract a (shopper) attention.
4. Using both circles and bold designs in (Arm & Hammer) and (Tide) packaging produces both effects in consumers.
5. (Heinz) ketchup bottle and (Coca-Cola) famous logo achieve the same effects by combining a bright color with an old-fashioned, “comfortable” design.
6. Often, a (company) marketing consultants will custom-design products to appeal to the supposedly “typical” (adult female) emotions or to (adult males), (children), or (teenagers) feelings.
7. One of the (marketing business) leading consultants, Stan Gross, tests (consumers) emotional reactions to (companies) products and their packages by asking consumers to associate products with well-known personalities.
8. Thus, (test takers) responses to (Gross) questions might reveal that a particular brand of laundry detergent has (Sylvester Stallone) toughness, (Oprah Winfrey) determination, or (someone else) sparkling personality.
9. Manufacturing (companies) products are not the only ones relying on (Gross) and other corporate (image makers) advice.
10. (Sports teams) owners also use marketing specialists to design their (teams) images, as anyone who has seen the angry bull logo of the Chicago Bulls basketball team will agree.

CHAPTER 27

Quotation Marks

27a What is the role of quotation marks?

Quotation marks are used most often to enclose **direct quotations**—the exact spoken or written words of a speaker or writer. Quotation marks also set off some titles, and quotation marks can call attention to words used in a special sense.

Double quotation marks (“ ”) are standard. Single quotation marks (‘ ’ or ‘ ’) are used for quotations within quotations: *Gregory said, “I heard the man shout ‘help me’ but could not reach him in time.”* Quotation marks operate only in pairs: to open and to close. When you proofread your writing, check carefully that you’ve inserted the closing mark.

Please note, before you continue reading this chapter, that we use MLA STYLE to format the examples here and in other chapters. This affects the documentation features and the lengths of “short” and “long” quotations. These factors vary with different documentation styles. For MLA style, used in most English courses, see Chapter 33. For APA STYLE, see Chapter 34.

27b How do I use quotation marks with short direct quotations?

A DIRECT QUOTATION is any exact words from a print or nonprint source. In MLA STYLE, a quotation is considered *short* if it occupies no more than four typed lines. Use double quotation marks at the start and finish of a short quotation. Give DOCUMENTATION information after a short quotation, before the sentence’s ending period.

SHORT QUOTATIONS

Gardner has suggested the possibility of a ninth intelligence: existential, “the proclivity to pose (and ponder) questions about life, death, and ultimate realities” (72).

27c Are quotation marks used with long quotations?



No. With a long DIRECT QUOTATION, don’t use quotation marks. In MLA STYLE, a quotation is *long* if it occupies more than four typed lines. Instead of using quotation marks with a long quotation, indent all its lines as a block (that is, the quotation is “set off” or “displayed”). This format makes quotation marks unnecessary. Give DOCUMENTATION information after the long quotation and after the period that ends the quotation.

LONG QUOTATIONS

Gardner uses criteria by which to judge whether an ability deserves to be categorized as an “intelligence.” Each must confer

a set of skills of problem solving—enabling the individual to resolve genuine problems or difficulties [author’s emphasis] that he or she encounters and laying the groundwork for the acquisition of new knowledge. (Frames 60–61)

In the Gardner example above, note that a capital letter is *not* used to start the quotation. The lead-in words (*Each must confer*) are an incomplete sentence, so they need the quotation to complete the sentence.

 **ALERT:** Whether a quotation is one word or occupies many lines, always DOCUMENT its SOURCE. Also, when you quote material, be very careful to record the words exactly as they appear in the original. 

27d How do I use quotation marks for quotations within quotations?

In MLA STYLE, practice varies between short and long quotations when a quotation contains internal quotation marks. In short quotations of poetry, use single quotation marks for any internal quotation marks, and use double quotation marks for the entire quotation. Give DOCUMENTATION information after the entire quotation, before the sentence's ending period. For other documentation styles, check each style's manual.

In long quotations of poetry—those that are displayed (set off in a block) and not enclosed in quotation marks—keep the double quotation marks as they appear in the original. Give DOCUMENTATION information after the long quotation following any closing punctuation, and before the period that ends a short quotation (see 27e).

Short quotations: Use single within double quotation marks (MLA style)

With short quotations, the double quotation marks show the beginning and end of words taken from the source; the single quotation marks replace double marks used in the source.

ORIGINAL SOURCE

Most scientists concede that they don't really know what "intelligence" is. Whatever it might be, paper and pencil tests aren't the tenth of it.

—Brent Staples, "The IQ Cult," p. 293

STUDENT'S USE OF THE SOURCE

Brent Staples argues in his essay about IQ as object of reverence: "Most scientists concede that they don't really know what 'intelligence' is.

Whatever it might be, paper and pencil tests aren't the tenth of it" (293).

Long quotations: Use quotation marks as in source

All long quotations must be set off (displayed) without being enclosed in quotation marks. Therefore, show any double and single quotation marks exactly as the source does.

27e How do I use quotation marks for quotations of poetry and dialogue?

Poetry (MLA Style)

A quotation of poetry is *short* if it includes three lines or fewer of the poem. As with prose quotations (27d), use double quotation marks to enclose the material. If the poetry lines have internal double quotation marks, change them to single quotation marks. To show when a line of poetry breaks to the next line, use a slash (/) with one space on each side. Give DOCUMENTATION information after a short poetry quotation, before the period that ends the sentence (see also 28e).

As Auden wittily defined personal space, “some thirty inches from my nose / The frontier of my person goes” (*Complete*, 205).

A quotation of poetry is *long* if it includes more than three lines of the poem. As with prose quotations (27d), indent all lines as a block, without quotation marks to enclose the material. Start new lines exactly as they appear in your source. Give documentation information after the long quotation and after the period that ends the quotation.

 **ALERT:** When you quote lines of poetry, follow the capitalization of your source. 

Dialogue (MLA and APA Styles)

Dialogue, also called DIRECT DISCOURSE, presents a speaker’s exact words. Enclose direct discourse in quotation marks. In contrast, INDIRECT DISCOURSE reports what a speaker said. Don’t enclose indirect discourse in quotation marks. In addition to these differences in punctuation, PRONOUN use and VERB TENSES also differ for these two types of discourse.

DIRECT DISCOURSE The mayor said, “**I intend** to veto that bill.”
INDIRECT DISCOURSE The mayor said **that he intended** to veto that bill.

Whether you’re reporting the words of a real speaker or making up dialogue in a short story, use double quotation marks at the beginning and end of a speaker’s words. This tells your reader which words are the speaker’s. Also, start a new paragraph each time the speaker changes.

“I don’t know how you can see to drive,” she said.
 “Maybe you should put on your glasses.”
 “Putting on my glasses would help you to see?”
 “Not me; you,” Macon said. “You’re focused on the windshield instead of the road.”

—Anne Tyler, *The Accidental Tourist*

In American English, if two or more paragraphs present a single speaker's words, use double opening quotation marks at the start of each paragraph, but save the closing double quotation marks until the end of the last quoted paragraph.

EXERCISE 27-1 Decide whether each sentence below is direct or indirect discourse and then rewrite each sentence in the other form. Make any changes needed for grammatical correctness. With direct discourse, put the speaker's words wherever you think they belong in the sentence. For help, consult 27b through 27e.

EXAMPLE A medical doctor told some newspaper reporters that he was called into a television studio one day to treat a sick actor.

A medical doctor told some newspaper *reporters*, “I was called into a television studio one day to treat a sick actor.”

1. The doctor was told that he would find his patient on the set of *Side Effects*, a new television series that takes place in a hospital.
2. On his arrival at the television studio, the doctor announced, “I’m Dr. Gatley, and I’m looking for *Side Effects*.”
3. The studio security guard asked him if he meant to say that he was auditioning for the part of Dr. Gatley in *Side Effects*.
4. The visitor insisted that he really was Dr. Gatley.
5. The security guard whispered, “I like your attitude. With such self-confidence, you’re sure to go far in television.”

27f How do I use quotation marks with titles of short works?

When you refer to certain short works by their titles, enclose the titles in quotation marks (other works, usually longer, need to be in italics or underlined; see 29g). Short works include short stories, essays, poems, articles from periodicals, pamphlets, brochures, songs, and individual episodes of a series on television or radio.



What is the rhyme scheme of Andrew Marvell’s “Delight in Disorder”? [poem]

Have you read “The Lottery”? [short story]

The best source I found is “The Myth of Political Consultants.” [magazine article]

“Shooting an Elephant” describes George Orwell’s experiences in Burma. [essay]

Titles of some other works are neither enclosed in quotation marks nor written in italics or underlined. For guidelines, see Box 29-1 in 29e and Box 29-2 in 29g.

 **ALERT:** When placing the title of your own piece of writing on a title page or at the top of a page, never use quotation marks. 

EXERCISE 27-2 Correct any misuses of quotation marks. If you think a sentence is correct, explain why. For help, consult 27f.

1. In her short story *The Lady from Lucknow*, Bharati Mukherjee describes a visitor from India who resents being treated as an exotic object.
2. Although his poem *The Red Wheelbarrow* contains only sixteen words, William Carlos Williams creates in it both a strong visual image and a sense of mystery.
3. With her soulful singing and relaxed gestures, Billie Holiday gave a bare television studio the atmosphere of a smoky jazz club in *The Sound of Jazz*. The program was broadcast in 1957 as part of the television series *The Seven Lively Arts*.
4. Woody Guthrie wrote *This Land Is Your Land* as both a hymn to a vast continent and a song of protest against the selfish misuse of its resources.
5. In her essay “The Imagination of Disaster,” Susan Sontag writes that viewers of disaster movies like to see how these movies succeed in “making a mess”—especially if the mess includes the make-believe destruction of a big city.

27g How do I use quotation marks for words used as words?

When you refer to a word as a word, you can choose to either enclose it in quotation marks or put it in italics (or use underlining). Whichever you choose, be consistent throughout each piece of writing.

NO Many people confuse affect and effect.

YES Many people confuse “affect” and “effect.”

YES Many people confuse *affect* and *effect*.

Always put quotation marks around the English translation of a word or PHRASE. Also, use italics (or underlining) for the word or phrase in the other language.

My grandfather usually ended arguments with *de gustibus non disputandum est* (“there is no disputing about tastes”).

Many writers use quotation marks around words or phrases meant ironically or in other nonliteral ways.

The proposed tax “reform” is actually a tax increase.

Some writers put technical terms in quotation marks and define them—but only the first time they appear. Never reuse quotation marks after a term has been introduced and defined.

“Plagiarism”—the undocumented use of another person’s words or ideas—can result in expulsion. Plagiarism is a serious offense.

Some student writers put quotation marks around words that they sense might be inappropriate for ACADEMIC WRITING, such as a SLANG term or a CLICHÉ used intentionally to make a point. However, when possible, use different language—not quotation marks. Take time to think of accurate, appropriate, and fresh words instead. If you prefer to stick with the slang or cliché, use quotation marks.

They “eat like birds” in public, but they “stuff their faces” in private.

They **eat almost nothing** in public, but they **eat hefty heaps of food** in private.

A nickname doesn’t call for quotation marks, unless you use the nickname along with the full name. When a person’s nickname is widely known, you don’t have to give both the nickname and the full name. For example, use *Senator Ted Kennedy* or *Senator Edward Kennedy*, whichever is appropriate in context. Because he’s well known, don’t use *Senator Edward “Ted” Kennedy*.

EXERCISE 27-3 Correct any misuses of quotation marks. If you think a sentence is correct, explain why. For help, consult 27g.

EXAMPLE *Bossa nova*, Portuguese for new wave, is the name of both a dance and a musical style originating in Brazil.

Bossa nova, Portuguese for “new wave,” is the name of both a dance and a musical style originating in Brazil.

1. To Freud, the “superego” is the part of the personality that makes moral demands on a person. The “superego” is the third of Freud’s three elements of personality.
2. Although many people believe the old adage “Where there’s a will, there’s a way,” psychologists say that to get results, willingness must be combined with ability and effort.
3. “Observation” and “empathy” are two of the chief qualities that mark the work of the Dutch painter Rembrandt.
4. *Casbah*, an Arabic word meaning fortress, is the name given to the oldest part of many North African cities.
5. “Flammable” and *inflammable* are a curious pair of words that once had the same meaning but today are often considered opposites.

27h How do I use quotation marks with other punctuation?

Commas and periods with quotation marks

A comma or period that is grammatically necessary is always placed inside the closing quotation mark.

Jessica enjoyed F. Scott Fitzgerald's story "The Freshest Boy," so she was eager to read his novels. [comma before closing quotation mark]

Max said, "Don't stand so far away from me." [comma before opening quotation mark (24k.5); period before closing quotation mark]

Edward T. Hall coined the word "proxemia." [period before closing quotation mark]

Semicolons and colons with quotation marks

A semicolon or colon is placed outside the closing quotation mark, unless it is part of the quotation.

Computers offer businesses "opportunities that never existed before"; some workers disagree. [semicolon after closing quotation mark]

We have to know each culture's standard for "how close is close": No one wants to offend. [colon after closing quotation mark]

Question marks, exclamation points, and dashes with quotation marks

If the punctuation marks belong to the words enclosed in quotation marks, put them inside the quotation marks.

"Did I Hear You Call My Name?" was the winning song.

"I've won the lottery!" Arielle shouted.

"Who's there? Why don't you ans—"

If a question mark, an exclamation point, or a dash doesn't belong to the material being quoted, put the punctuation outside the quotation marks.

Have you read Nikki Giovanni's poem "Knoxville, Tennessee"?

If only I could write a story like David Wallace's "Girl with Curious Hair"!

Weak excuses—a classic is "I have to visit my grandparents"—change little.

When you use quotation marks and want to know how they work with capital letters, see 29d; with brackets, 28c; with ellipsis points, 28d; and with the slash, 28e.

27i When are quotation marks wrong?

Never enclose a word in quotation marks to call attention to it, to intensify it, or to be sarcastic.

NO I'm "very" happy about the news.

YES I'm very happy about the news.

Never enclose the title of your paper in quotation marks (or underline it). However, if the title of your paper contains another title that requires quotation marks, use those marks only for the included title.

NO "The Elderly in Nursing Homes: A Case Study"

YES The Elderly in Nursing Homes: A Case Study

NO Character Development in Shirley Jackson's Story The Lottery

YES Character Development in Shirley Jackson's Story

"The Lottery"

EXERCISE 27-4 Correct any errors in the use of quotation marks and other punctuation with quotation marks. If you think a sentence is correct, explain why. For help, consult 27e through 27i.

1. Dying in a shabby hotel room, the witty writer Oscar Wilde supposedly said, "Either that wallpaper goes, or I do".
2. Was it the Russian novelist Tolstoy who wrote, "All happy families resemble one another, but each unhappy family is unhappy in its own way?"
3. In his poem A Supermarket in California, Allen Ginsberg addresses the dead poet Walt Whitman, asking, Where are we going, Walt Whitman? The doors close / in an hour. Which way does your beard point tonight?
4. Toni Morrison made this reply to the claim that "art that has a political message cannot be good art:" She said that "the best art is political" and that her aim was to create art that was "unquestionably political" and beautiful at the same time.
5. Benjamin Franklin's strange question—"What is the use of a newborn child?—" was his response to someone who doubted the usefulness of new inventions.

CHAPTER 28

Other Punctuation Marks

This chapter explains the uses of the **dash**, **parentheses**, **brackets**, **ellipsis points**, the **slash**, and the **hyphen**. These punctuation marks aren't used often, but each serves a purpose and gives you options with your writing style.