

Is it possible that, through modern advertising, the American public is “being seduced” (McClintock 263)?

Long or Off-Set Quotations

Quotations that are *longer than four (4) typed lines* are set off (or offset) from the rest of the text. These quotations are *not* enclosed in quotation marks but are designated as quotations by indenting the entire quotation one inch (1”) from the left margin. The parenthetical citation *follows* the closing punctuation mark of the quotation. The offset quotation, like the rest of the paper, is double-spaced.

For example:

Many college professors complain that most student writing is an example of how to say nothing in 500 words. Word choice is part of the problem:

Most student writers come to grief not with words that are colorful or those that are colored but with those that have no color at all. A pet example is *nice*, a word we would find it hard to dispense with in casual conversation but which is no longer capable of adding much to a description. Colorless words are those of such general meaning that in a particular sentence they mean nothing. (Roberts 326)

Slang adjectives, like *cool*, and nouns with general meanings, like *circumstances*, *cases*, *instances*, also weaken writing. Notice also what “etc.” means. It means “I’d like to make this list longer, but I can’t think of any more examples.”

Changing Quotations

Sometimes you may find it necessary to add words to a quotation (called ‘interpolation’) or change words in a quotation. To do this, you must put brackets (not parentheses) around the word(s) to show the reader that the word(s) were not part of the original quotation. Other times, you may want to omit one or more words from a quotation. Deleted words are indicated by the use of ellipsis marks (three periods).