

Incorporating Direct Quotations

Direct quotations retain the meaning and credibility of the original source and capture exact language that supports your point. In many instances, they capture language that is unusual, well crafted, striking, and/or memorable.

1. Sample Quotation

Original material from an article by Martin Malodorous, titled “Firing Without a Squad: Cutting the Dead Wood From Your Organization,” which appeared in the magazine *Business Sometimes Bites*, September 2002, volume 3, issue 11, pages 2-7.

In the business world, there are many ways to fire people: the “easy-letdown-with-severance-pay,” the “poker-faced-this-isn’t-really-working-out,” the “executive-lunch-with-martinis,” and the Donald Trump “You’re Fired!” While researchers disagree on the most effective method, it is clear* that the only way to avoid awkward questions and emotional storms is to be as fast, direct, and implacable as possible. Leave no doubt that this is the only acceptable alternative. There must be no turning back.

* Error intentional

Quote a Section of a Document (APA-style in-text citation):

- Malodorous states, “It is clear that the only way to avoid awkward questions and emotional storms is to be as fast, direct, and implacable as possible.” (2002, p. 4).

Quote a Few Words (MLA-style in-text citation):

- Malodorous talks extensively about what he calls the “easy-letdown-with-severance-pay” (Malodorous 4).

Quote Within a Paraphrase (APA-style in-text citation):

- Martin Malodorous outlines several methods of firing employees, and concludes that a straightforward approach is nearly always the best. He offers a number of alternatives, but is clear that “there must be no turning back,” and that leaving room for argument is a bad idea (2002, p. 4).

Direct Quote with Missing Words (MLA-style in-text citation):

- “In the business world, there are many ways to fire people... it is clear that the only way to avoid awkward questions and emotional storms is to be as fast, direct, and implacable as possible” (Malodorous 4).
- Ellipses replace missing information in the above example.

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Quote Within a Quote (APA-style in-text citation):

- According to Malodorous, “In the business world, there are many ways to fire people: the ‘easy-letdown-with-severance-pay,’ the ‘poker-faced-this-isn’t-really-working-out,’ the ‘executive-lunch-with-martinis,’ and the Donald Trump ‘You’re Fired!’” (2002, p. 4).
- Notice that double quotes become single quotes when used inside of a quotation.

Quote Information that Contains a Grammatical Error (MLA-style in-text citation):

- Malodorous’ research indicates that, “While researchers disagree on the most effective method, it is cleer [sic] that the only way to avoid awkward questions and emotional storms is to be as fast, direct, and implacable as possible” (Malodorous 4).
- To indicate that a spelling or grammatical error appeared in the original, use [sic] with brackets directly after the error.

Quote Information that Needs Explanatory Words (APA-style in-text citation):

- **Replace:** “Donald Trump was the one who really put the words ‘You’re Fired’ on the map” (2002, p. 4).
- **With:** “Donald Trump was the one who really put the words ‘You’re Fired’ on the map [on his reality television show, *The Apprentice*]” (2002, p. 4).
- Replace potentially confusing information with explanatory words within brackets.