

INTRODUCING SOURCES PROPERLY

It is important to find a good place to introduce your sources. They will be important voices in your paper, and you should tell us (up front) who and what they are. Most students have some kind of source introduction in the intro of their paper, such as listing the author and title of the text (or texts) they will draw from. This is not a hard-and-fast rule; other students find it appropriate to introduce one or two early on, and introduce others as they enter the discussion.

If you already mentioned the sources in the introduction of your paper, and gave us a little background about them, you will be able to introduce sources in the following way in later body paragraphs. Here are two student examples:

We also see the buying of nonmaterial feelings and emotions in Robert Greenwald's video, *Wal-Mart: The High Cost of Low Price*. The video shows clips of Wal-Mart's commercials that put an emphasis on family and care for people. These commercials show smiling people who may tell a nice story about Wal-Mart or just how much Wal-Mart commits to caring about people. They want to make customers feel at home and feel that they are investing in an ideal, rather than just buying a product.

In Nickel and Dimed, Barbara Ehrenreich tells her story on not getting by in American society. Although Ehrenreich does not experience supporting a family with a low-wage job, many of the people she encounters in her various jobs are working for almost nothing for the survival of themselves and their families.

***Remember, introducing sources means telling your readers:**

1. The full title
2. The Author's full name
3. The Author's background or status/title
4. The genre, publication, or context that the source comes from

It can also mean telling us:

1. How recent the source is
2. Why it's reliable
3. How (in)famous the source may be
4. What the source is reacting to

All of these factors would be relevant because they can allow you to explain the rhetorical situation of your sources, which helps the reader to see why you have chosen them.