Framing Quotations: 
Introducing, Presenting, and Explaining Evidence

Example (From They Say/I Say, p. 45-48):

**Without Framing:**
Susan Bordo writes about women dieting. “Fiji is just one example. Until television was introduced in 1995, the islands had no reported cases of eating disorders. In 1998, three years after programs from the United States and Britain began broadcasting there, 62 percent of the girls surveyed reported dieting.”

**With Framing:**
The feminist philosopher Susan Bordo deplores Western media’s obsession with female thinness and dieting. Her basic complaint is that increasing numbers of women across the globe are being led to see themselves as fat and in need of a diet. Citing the islands of Fiji as a case in point, Bordo notes that “until television was introduced in 1995, the islands had no reported cases of eating disorders. In 1998, three years after programs from the United States and Britain began broadcasting there, 62 percent of the girls surveyed reported dieting” (149-50). Bordo’s point is that the Western cult of dieting is spread even to remote places across the globe. Ultimately Bordo complains, the culture of dieting will find you, regardless of where you live. Since access to media is increasing all over the world, we could see an even sharper rise in dieting that could lead to more serious problems, such as eating disorders.

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* Introduction  
1  
2  
3  
A  
B  
C  

1  Introduction  
2  Presentation  
3  Explanation  
A  Restate in own words  
B  Relate to thesis or claim  
C  Broader implications