**Integrating Quotations Exercise**

Using the following excerpt from William Zinsser’s “Simplicity” (available online: <http://www.geo.umass.edu/faculty/wclement/Writing/zinsser.html> ), practice the three integration methods.

“But the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb which carries the same meaning that is already in the verb, every passive construction that leaves the reader unsure of who is doing what - these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank.” (Zinsser, 1980)

Integrate portions of this quotation correctly and effectively into your own sentences. If you want to leave out or change words slightly to fit your sentence structure, make sure to follow the rules (using ellipses and square brackets). Also, make sure you are saying something interesting and useful about the words you are quoting (don’t just write “Zinsser says “insert quote”) – make sure your sentence expresses your **own** idea, and use the quotations to support or develop your idea.

Write your sentences below, using each of the three methods:

1. **Seamless Integration**
2. **Signal Phrase**
3. **Introduce with a Colon**

W. Zinsser. “Simplicity” [Online]. (Originally published in *On Writing Well: An Informal Guide to Writing Nonfiction*. New York: Harper & Row, 1980)

Available: <http://www.geo.umass.edu/faculty/wclement/Writing/zinsser.html>