**Practicing Paraphrasing and Quoting**

When do you QUOTE (copy the words of the article exactly) and when do you PARAPHRASE (use your own words to say the same idea)?

1. **Paraphrase facts and numbers.** A long paragraph of facts and numbers is too long/detailed to quote. Instead, take only the facts and numbers you need for your essay.
2. **Paraphrase descriptions.** The same with facts and numbers, the reason you paraphrase a description is that it is often too long to be put in your essay as a direct quote.
3. **Quote clever uses of language.** If the writer says an idea in a clever way, you quote that idea. For example, the Indian philosopher Mahatma Gandhi said, “Live as if you were to die tomorrow; learn as if you were to live forever.” This is expressed beautifully and so it is a quote. If you simply write, “You need to enjoy your life as much as you can, and study as much as you can,” that is a boring way to express the same idea and does not need to be quoted.
4. **Quote strong opinions.** In the election for the US Presidency, Donald Trump said, “One of the key problems today is that politics is such a disgrace. Good people don’t go into government.” If you didn’t quote him directly, other people might think Donald Trump said something weak and gentle, but you (his enemy) made him look like he had a stronger opinion. In fact, he did say something this strong—so you prove it with quote.
5. **Quote (some) definitions.** The reason for quoting certain definitions is that if you don’t copy them exactly, you may get the wrong definition.

Below you will find an article about IKEA, the cheap furniture store whose headquarters are in Sweden. The article is called “Can Ikea be Green?” (That means, can this cheap store be good for the environment?) Practice quoting and paraphrasing when the exercise tells you to.

**Kowitt, B. (2015). Can Ikea turn its blonde world green? *Fortune.com.* Retrieved from** [**http://fortune.com/2015/03/10/can-ikea-turn-green**](http://fortune.com/2015/03/10/can-ikea-turn-green)

**Can Ikea turn its blonde world green?**

By Beth Kowitt

The Swedish giant is phasing out light bulbs, cutting down on foam, and getting much of its energy now from the wind and sun. But c’mon—can a company that sells particle-board furniture really be “sustainable”?

[Teacher’s note: “Swedish giant” means “giant Swedish company”. “Phasing out” means “to stop using”; “cutting down” means “to use less”. When the writer says, “C’mon—can a company that sells particle-board furniture really be ‘sustainable’?”, the “come on” means she doesn’t believe it can be sustainable. Particle-board furniture is fake wood made from sawdust that is basically pressed/glued together. If you spill water on this furniture it is instantly ruined.]

Ikea is retailer, a design shop, a manufacturer, and publisher—and now it’s also an energy company.

The furniture and furnishings giant will soon own and operate 314 wind turbines in nine countries and has installed 700,000 solar panels on its buildings, putting the company on track to be energy independent by 2020.

**This paragraph is full of facts and numbers. Can you paraphrase the 36-word paragraph in maximum 15 words?**

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This isn’t just greenwashing. I visited the heart of Ikea in Älmhult, Sweden, for my story in the latest issue of the magazine, and sustainability came up in every conversation in a very genuine way. At the company’s factory in Älmhult, **leftover scraps of wood are sold to the energy company EON to heat the community. Stores recycle the soft plastic film used in plastic packaging in its stores to make its Skrutt desk pads. Designers try to minimize the amount of foam in sofas, using the material only when necessary. Packaging that’s easy to recycle is a priority, as is minimizing the amount of air that gets shipped.**

**Here is a very long description in 68 words. Can you paraphrase it in 20-30 words? To paraphrase a description, you need to use parallelism, in the form of a list of verbs, a list of nouns, or a list of adjectives.** For example: IKEA uses \_\_\_\_\_\_\_\_\_, recycles \_\_\_\_\_\_\_\_\_, minimizes \_\_\_\_\_\_\_\_\_, prioritizes \_\_\_\_\_\_\_\_\_, and minimizes \_\_\_\_\_\_\_\_\_. If you do not practice parallelism in grammar, you cannot paraphrase.

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But despite all of these efforts, there’s a contradiction in Ikea’s business plan: **Can a company that sells cheap stuff be sustainable?** Ikea, after all, uses about 1% of the world’s commercially logged wood.

Here, Kowitt asks a clever question. You don’t want to change her words, so you can quote them exactly. Quote them using a reporting verb.

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In the past, Ikea was more likely to embrace and market the idea of a throwaway culture. It encouraged people to dispose of their stuff; one of its famous commercials, directed by Spike Jonze, told people they didn’t need to feel bad for a lamp left on the sidewalk.

**What does “throwaway culture” mean? The definition is in the paragraph: “It encouraged people to dispose of their stuff.” Write a sentence that begins, “Kowitt defines throwaway culture as [NOUN].” To be grammatically correct, the sentence should have a noun after “as”, so you need to change the sentence “It encouraged people to dispose of their stuff” to a noun phrase that means the same thing.**

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But now, Steve Howard, Ikea’s Chief Sustainability Officer, says, “We’ve been on this journey where we realize, we don’t like waste. We recognize that there is an enormous society wide challenge on climate change. The ‘don’t be sad, throw it away’ message would be completely incompatible with the Ikea of today.”

**Find the most important part of Howard’s quote—the part with a strong opinion. Quote it using a reporting verb.**

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Take LEDs [energy-saving light bulbs]. By September, the company will have stopped using all other kinds of light bulbs in its stores. Ikea is starting to sell solar panels, which **Howard** believes will be commonplace by 2030. Some of the faucets the company sells use half the water. And consumers are buying into it. Sales from its products that let people live a more environmentally friendly life surpassed more than $1 billion in 2014.

[Teacher’s note: She calls him “Howard”, not “Steve”. Always quote people by their last name.]