**Two ways to introduce an author and title:**

1. In *Advertising’s Fifteen Basic Appeals* Jib Fowles (claims*/*argues/states) that…
2. According to Jib Fowles, in his article *Advertising’s Fifteen Basic Appeals,* advertisers blah blah blah…

The first time you refer to an author – use first AND last name. Jib Fowles.

2nd time – *just last name* – Fowles argues ….

**How to cite IN the paper**: (in-text citation)

“Quotes are exact words and need quotation marks in pairs” (Author Last Name).

Paraphrasing is using your own words to express the author’s ideas so cite the source (Fowles).

**How to cite ON the Works Cited List:**

Fowles, Jib. "Advertising's Fifteen Basic Appeals." *Texts and Contexts*. Ed. William Robinson and Stephanie Tucker. 7th ed. Boston: Wadsworth Cengage Learning, 2009. 136--149. Print.