

## CCT1XX: Plagiarism and Appropriate Source Use Quiz

### Part One: Plagiarism Detection

**Instructions:** This quiz contains 10 questions based on two passages from McLuhan's "The Medium is the Message." Read each passage carefully and then consider the samples of student writing that follow. Determine whether each piece of student writing a) contains plagiarism or b) does not contain plagiarism or c) is an example of a poor citation (but does not constitute plagiarism). Answer each question by circling the correct answer on the sheet. Work in pairs, discussing each question and considering all of the information presented in lecture. We will take this up as a group after everyone has completed the exercise.

**Original Source:** "In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message. This is merely to say that the personal and social consequences of any medium—that is, of any extension of ourselves—result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology."

McLuhan, M. (1964). "The Medium is the Message." In N. Wardrip-Fruin and N. Montfort (Eds.), *The New Media Reader*. (pp. 203-209). Cambridge: MIT Press.

1) **Student's Essay:** In a culture like Canada's today where we have long been accustomed to splitting and dividing everything as a means of control, it is sometimes shocking to be reminded that the medium is the message. This is simply to say that the personal and social consequences of any medium—that is, of any extension of our own bodies—are the result of the new scale that is introduced into our activities by any new technology.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

2) **Student's Essay:** Using the ideas of Marshall McLuhan, this paper focuses on the advertising strategies of Calvin Klein to argue the medium is indeed the message when we consider it in both operational and practical terms. It goes on to illustrate how the personal and social consequences of a medium are a result of the novel scale the medium introduces into our affairs through each extension of a person vis-à-vis technology.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

3) **Student's Essay:** McLuhan (1964) concludes that the medium has an overwhelming influence on how a message is received and understood. He argues that a medium functions as an extension of the person, and that therefore the medium itself is more important than the content of the message it conveys.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

4) **Student's Essay:** A strength of McLuhan's (1964) argument is that he argues primarily through aphorisms and categorical claims, and provides plenty of empirical evidence to support them. For example, he notes that "the medium is the message" (p. 203), and then provides examples from Shakespeare and other historical figures to support this contention. When he insists that the "personal and social consequences of any medium" (p. 203) are determined by the ways in which that medium changes the "scale" of a person's impact, he illustrates this claim with a detailed electric light analogy.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

5) **Student's Essay:** McLuhan (1964) argues that in a culture like Canada, it is sometimes a bit of a shock to learn that, "in operational and practical fact, the medium is the message" (p. 203). In other words, he means that the personal and social "consequences of any medium—that is, of any extension of ourselves—result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology" (p. 203).

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

**Original Source:** "If the formative power in the media are the media themselves, that raises a host of large matters that can only be mentioned here, although they deserve volumes. Namely, that technological media are staples or natural resources, exactly as are coal and cotton and oil. Anybody will concede that society whose economy is dependent upon one or two major staples like cotton, or grain, or lumber, or fish, or cattle is going to have some obvious social patterns or organization as a result. Stress on a few major staples creates extreme instability in the economy but great endurance in the population. The pathos and humor of the American South are embedded in such an economy of limited staples."

McLuhan, M. (1964). "The Medium is the Message." In N. Wardrip-Fruin and N. Montfort (Eds.), *The New Media Reader*. (pp. 203-209). Cambridge: MIT Press.

6) **Student's Essay:** Marshall says: "the formative power in the media are the media themselves." He also says that, "technological media are staples or natural resources" (page 209, handout), just like coal, cotton, and oil are. When a society's "economy" depends on one or two major staples like "cotton" it "is going to have some obvious social patterns or organization as a result" (209). According to Marshall, this leads to "extreme instability" in the economy. This is what we are beginning to experience because of our dependence on technology today.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

7) **Student's Essay:** Some theorists argue that "the formative power in the media are the media themselves" and suggest that our economy has come to depend on technological media just like other economies depend on staples like cotton or fish. McLuhan and others, for example, argue that this kind of dependency creates instability in the economy. This essay uses these ideas to examine our reliance on mobile phone technology.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

8) **Student's Essay:** Marshall McLuhan (1964) famously argued, "the medium is the message."

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

9) **Student's Essay:** There is plenty of evidence to suggest that the "formative power in the media are the media themselves"; this raises a number of issues. For example, we can consider the media a kind of staple or natural resource, "exactly as are coal and cotton and oil"; as such, the Canadian economy can be seen to be overly dependent on this "staple" and has some clear "social patterns or organization as a result." As McLuhan (1964) has argued, too much "stress on a few major staples creates extreme instability in the economy but great endurance in the population" (p. 209).

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

10) **Student's Essay:** This paper argues that technological media are a staple or natural resource upon which our economy is far too dependent. It uses McLuhan (1964), Jones (2009), and Ahmed (2012) to illustrate the ways in which the internet and Facebook in particular are changing the structure of the Canadian economy and creating extreme instability.

a) contains plagiarism

b) does not contain plagiarism

c) poor citation

## Part Two: Quoting, Paraphrasing, and Summarizing

Avoiding plagiarism means using sources appropriately, which means being able to quote, paraphrase, and summarize effectively. The following is a review of what we mean by "quotation" and "paraphrase" and "summary." Read over the definitions and then practice these skills by completing the exercise below.

### Quotation

- must be identical to the original, using specific words in quotation marks.
- every word must match the source document and must be attributed to the original author.
- any change to the original must be indicated (using square brackets and / or ellipses).

### Paraphrase

- involves putting a passage from source material into your own words.
- must be attributed to the original source.
- usually shorter than the original passage, taking a somewhat broader passage from the source and condensing it slightly.

## Summary

- involves putting the main idea(s) into your own words, including only the main point(s).
- must be attributed to original source.
- significantly shorter than the original, taking a very broad overview of the source material.

Whether you quote, paraphrase, or summarize another source you **MUST GIVE IT CREDIT** with an in-text citation.

Unless you are focusing in great detail on a specific passage, you will probably want to paraphrase many of the sources you work with. Paraphrasing is often the most effective (and most difficult!) way to present someone else's ideas.

The following is one possible way to practice the skill of paraphrasing. If you follow these steps, you will probably avoid committing accidental plagiarism and develop a better understanding of the source material. Most importantly, this process will help you develop your own vocabulary, thereby allowing you to participate in the scholarly conversation with your own voice:

1. Read and reread the original passage until you understand its full meaning.
2. Set the original aside, and write/type your paraphrase on a piece of paper.
3. Write a few words below your paraphrase to remind you later how you think you'll use the material.
4. Check your rendition with the original to make sure that your version accurately expresses all the essential information in a new form.
5. Rewrite it again without looking at the original, changing as many words as possible.
6. Use quotation marks to identify any unique term or phraseology you have borrowed exactly from the source.
7. Record the source (including the page) in your notes so that you can credit it easily if necessary.

**Paraphrase and Quotation Exercise:** *Review the following paragraph from McLuhan's article and then paraphrase it in the space below. Your paraphrase should be a formal descriptive paragraph that begins with a proper topic sentence and contains evidence that supports it. Your paragraph should be a bit shorter than McLuhan's and, of course, must contain no plagiarism. Include in-text references and reporting phrases wherever you think they are necessary. Finally, your paragraph must include exactly one quotation that is no more than 6 words long. Remember, your quotation should strengthen your paraphrase, and must be integrated effectively. When you are done, exchange your paraphrase with a partner and provide feedback on it. Use the grading rubric at the end to comment on your partner's writing.*

**Original Source:** "In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message. This is merely to say that the personal and social consequences of any medium—that is of any extension of ourselves—result from the new

scale that is introduced into our affairs by each extension of ourselves, or by any new technology. Thus, with automation, for example, the new patterns of human association tend to eliminate jobs, it is true. That is the negative result. Positively, automation creates roles for people, which is to say depth of involvement in their work and human association that preceding mechanical technology had destroyed. Many people would be disposed to say that it was not the machine, but what one did with the machine, that was its meaning or message. In terms of the ways in which the machine altered our relations to one another and to ourselves, it mattered not in the least whether it turned out to cornflakes or Cadillacs. The restructuring of human work and association was shaped by the technique of fragmentation that is the essence of machine technology. The essence of automation technology is the opposite. It is integral and decentralist in depth, just as the machine was fragmentary, centralist, and superficial in its patterning of human relationships.”

**Peer Response Grading Rubric:**

In point form, indicate what the writer did well and, if appropriate, how the paragraph could be improved. You should comment on each of the four aspects of your peer's writing listed here.

Quality of topic sentence	Ability to avoid plagiarism	Quality of quotation (including the strategies used to integrate it)	Quality of paraphrase