

Distinguishing one's own thoughts from those of others
"Give credit where credit is due."

According to: *The Chicago Manual of Style*, "author-date" in text + bibliography (see "Citation Styles")

Example 1: An author's position + one's own position

Zombies are a ubiquitous phenomenon in popular culture today. The American literary scholar Jeffrey Jerome Cohen cites a number of reasons for this. He points out that the ambiguity of the zombie allows for a variety of affective states to be processed in fictional form. He writes: "The zombie is a monster polyvalent enough to incorporate a multitude of fears, desires, traumas and hopes" (Cohen 2012, 402). In contrast to Cohen, the intention here is to argue that the contemporary zombie is primarily a media phenomenon.

Contradiction:

In contrast to Cohen, this essay will argue that the contemporary zombie is first and foremost a media phenomenon.

Agreement + Specifying Addition:

Following Cohen, the claim here is that the zombie embodies fears and hopes that are characteristic of life in contemporary U.S. society. Particularly in contemporary television series, according to the thesis, zombies appear as characters that give shape to the fear of social disintegration and the breakdown of community; these fears have been especially conditioned by the collective experience of the global financial crisis in 2008.

Literature

Cohen, Jeffrey Jerome. 2012. "Undead (A Zombie Oriented Ontology)." *Journal of the Fantastic in the Arts* 23 (3): 397-412.

Example 2: Multiple author positions + one's own position

Zombies are a ubiquitous phenomenon in popular culture today. This observation can be supported by recourse to the large number of films, TV series, comics, and book publications on the subject. A number of recent literary studies emphasize the socio-critical function of the zombie figure. Jeffrey Jerome Cohen, for instance, argues that the body of the zombie exhibits the indifference we feel toward our material embodiment (Cohen 2012, 407). Kyle Bishop, on the other hand, suggests that representations of the zombie are reactions to social and political unrest, and that these representations also deal with the inescapable reality of premature death by painting a grim picture of a modern apocalypse in which the supporting social infrastructure is irretrievably collapsing (Bishop 2010, 11). While the literary scholarship associates the current zombie boom primarily with fears that are circulating in Western societies, the thesis here is that the contemporary zombie is primarily a media phenomenon.

Literature

Bishop, Kyle William. 2010. *American Zombie Gothic: The Rise and Fall (and Rise) of the Walking Dead in Popular Culture*. Jefferson: McFarland and Company.

Cohen, Jeffrey Jerome. 2012. "Undead (A Zombie Oriented Ontology)". *Journal of the Fantastic in the Arts* 23 (3): 397-412.