

An Example of Paraphrasing.

You are writing a report on the gym and fitness industry in New Zealand. In researching this topic you find an article about gym membership on the Newztext Plus database. The article is from www.stuff.co.nz.

Here is the article:



STUFF — THE PRESS — CANTERBURY — 13 FEB 2009

Surge at gyms as Kiwis tackle obesity

MIKE HOULAHAN

Chubby Kiwis are opting for exercise as an international survey highlights obesity is a worldwide problem.

Half the respondents in a Nielsen survey of 26,000 people from 52 countries considered themselves overweight and said they would tackle the problem this year.

Of the 500 New Zealanders surveyed, 86 per cent of overweight Kiwis opted for exercise as their weight-loss method, compared with 69 per cent globally.

Les Mills Gym Canterbury manager John Dunford was not surprised by the result. Gyms traditionally saw an upsurge in membership as people tackled New Year's resolutions.

"We see it every January and February. It's started a little later this year. I don't know why that is probably because of people enjoying summer," he said.

Usually new members joined because of weight concerns, Dunford said.

"There are a number of reasons why people join; it's not always weight ... certainly the most common reason is weight, but that's very frequently not commonly expressed when people come in," he said.

"It's clearly apparent what people are looking for is to knock off a few kilos."

Referencing

You would reference this article as:

Houlahan, M. (2009). Surge at gyms as kiwis tackle obesity. *The Press*, 13 February. Retrieved from Newztext Plus Database.

Paraphrasing

In your report you use an idea of the author, as expressed in the article, but you re-state the idea using your own words.

Here is an extract from your report, including part of the reference list:

.....Gyms in New Zealand have traditionally been popular in the cities and Les Mills is one of the leading gyms with branches in most New Zealand towns. **The most popular time of year for New Zealanders to join gyms is in January and February, (Houlahan, 2009).** Gyms could exploit this trend by offering special membership deals and cut rates at this time.

Reference List

Houlahan, M. (2009). Surge at gyms as kiwis tackle obesity. *The Press*, 13 February. Retrieved 14th March 2009 from Newztext Plus Database.