When you go to a critic, you are looking for an insight, an opinion that you think is well-expressed and that has made you understand the book or the film even better than you did on your own.

The other writers' sentences are just that:  sentences.  They do not have quote marks until you add them because you are quoting those writers.  Quoting is acknowledged by quotation marks, and each quote also needs a context (a tag and a reference), as explained in one of those many documents in the folder.

By the way, *Rotten Tomatoes* is a means to an end. **You will not quote the website**; you will quote articles linked from there: reviews by “top critics,” not just anyone you may find there. (Top critics review films for a living and have the proper backgrounds.) In other words, you won’t say *Rotten Tomatoes* says…