

Writing to Compare or Contrast (Two Articles)

Screen Number	Audio Script (Close Captioning)	Text Onscreen	Visuals Onscreen / Animation Effects	Notes
1	EWC theme music	<p>Writing to Compare or Contrast</p> <p>You will learn to . . .</p> <ul style="list-style-type: none"> • organize an essay with similarities and differences • use examples to support a thesis about comparisons or contrasts 	EWC “Flying Computer” intro with banner	Learning objectives from WRTG101. Limit: two objectives.
2	<p>It's a typical Saturday at the mall. You're trying on new jeans. Let's see, slim cut or relaxed fit? Stone washed or dark?</p> <p>At work on Monday your boss asks you to research and recommend a notebook computer for the entire sales staff. By Friday.</p> <p>That night in criminal justice class, you're reminded that you have a term paper due, comparing organized crime in modern Italy, Japan and Russia.</p> <p>Busy week.</p>	Writing to Compare or Contrast (level 1 heading)	<p>A pair of slim cut then relaxed fit jeans appear on a mannequin.</p> <p>A pair of stone washed then dark jeans appear on mannequin.</p> <p>As a boss speaks to an employee, a series of different notebook computers appear between them. Question marks grow over employee's head.</p> <p>A professor lecturing in a classroom. An APA title page zooms in from lectern with paper title “Organized Crime in Modern Italy, Japan and Russia” and DUE in bright red.</p>	
3	The act of comparing and contrasting is basic to our lives at home, at work and at school. In the examples above, comparing and contrasting is being done for purposes such as making a decision, solving a problem, or finding an answer, not a mere mechanical listing of similarities and	<p>Writing to Compare or Contrast</p> <p>Purpose:</p> <ul style="list-style-type: none"> • Make a decision • Solve a problem • Find an answer • Mechanical listing of 	<p>Text appears with a wipe left animation with typed text SX.</p> <p>Bold cross out of “Mechanical listing . . .” after it appears.</p>	

	differences.	similarities and differences.		
4	<p>When writing this type of paper in school, one of your first and most important tasks is to determine what purpose the comparisons and the contrasts will serve. Consider this example:</p> <p>Dumb or Just Illiterate? A Comparison of Two Essays About the Internet's Effects</p> <p>Let's say you've been asked to write a comparison and contrast essay about two articles, "Is Google Making Us Stoopid?" by Nicholas Carr and "Three Tweets for the Web" by Tyler Cowen.</p> <p>Both essays discuss the same topic—the effects of digital life on our intelligence. So the potential list of the essays' similarities and differences is potentially long. But what purpose would the list serve?</p>	<p>Dumb or Just Illiterate? A Comparison of Two Essays About the Internet (Level I heading)</p> <p>"Is Google Making Us Stoopid?" by Nicholas Carr</p> <p>"Three Tweets for the Web" by Tyler Cowen.</p> <p>Purpose?</p>	<p>Faded zoom entrances of logos: Google, Facebook, Twitter, YouTube, Hi5, Netlog, LinkedIn, Orkut, MySpace, Xing, Ning, Hyves. Very large and layered on top of each other.</p> <p>Text appears with a wipe left animation with typed text SX.</p>	
5	<p>That's where the thesis comes in--the overall point you wish make as you conduct a compare and contrast analysis. For our example comparison of two essays about the Internet's effect, your purpose could be:</p> <ul style="list-style-type: none"> to assure readers that the Internet does not pose a danger to their IQ or emotional stability to teach the fearful how the Internet can benefit their lives if they avoid its pitfalls to satirize fears expressed by parents, teachers and experts about the so-called declines caused by the Internet 	<p>Thesis (level 1 heading)</p> <p>Possible thesis statements:</p> <p>Thesis: Unlike television, the Internet increases our understanding of the world and our ability to communicate about it.</p> <p>Thesis: Many fear the Internet for the wrong reasons, thus losing out on its benefits.</p> <p>Thesis: The only overall decline caused by the Internet has been a decline in boredom.</p>	<p>Text appears with a wipe left animation as if typed text.</p>	

	<p>Once you have a clear thesis, then and only then can you go about the important task of outlining your essay as you select and arrange details that allow you to achieve your writing purpose.</p> <p>As you craft your outline and first draft, keep in mind these guidelines for a compare/contrast analysis.</p>		<p>Animation of circle being drawn around thesis #1</p>	
6	<p>In order for the reader to believe that you, the writer, are balanced in your treatment of the subjects, it's important that you follow the rules of fair play:</p> <p>Rule number one: When analyzing your subjects, use the same criteria or discussion points for each. If you talk about attention span, information literacy and brain rewiring for the first essay, you should also discuss those same three criteria for the second essay, and in the same order.</p>	<p>Play Fair (level 1 heading)</p> <p>Rule #1: Use the same criteria to discuss each subject.</p> <p>“Is Google Making Us Stoopid?”</p> <ol style="list-style-type: none"> 1. Attention span 2. Information literacy 3. Brain rewiring <p>“Three Tweets for the Web”</p> <ol style="list-style-type: none"> 1. Attention span 2. Information access 3. Brain rewiring 	<p>Text appears with a wipe left animation as if typed text.</p> <p>“Is Google Making Us Stoopid?” appears with a wipe left animation as if typed text. Three points appear on cue next to number.</p> <p>“Three Tweets for the Web” appears with a wipe left animation as if typed text. Three points appear on cue next to number.</p>	
7	<p>Rule number two: Don't omit relevant details in order to tilt the outcome. It's fine to have a preference, but it's not fine to omit information. Conduct the comparison in a balanced manner and let the facts speak for themselves.</p>	<p>“Is Google Making Us Stoopid?”</p> <ol style="list-style-type: none"> 1. Attention span 2. Information access 3. Brain rewiring <p>“Three Tweets for the Web”</p> <ol style="list-style-type: none"> 1. Attention span 2. Information access 3. Brain rewiring 	<p>The “Is Google Making Us Stoopid?” outline grows larger and then shrinks back down to normal size.</p>	
8	<p>Rule number three: Recognize that any</p>	<p>Dumb or Just Illiterate? A Comparison</p>	<p>On the first page of an MLA-style</p>	

	comparison will produce similarities and differences. What you write should reflect, to some extent, this reality. So, for example, if your paper will focus mainly on the differences between the two essays, you could perhaps begin by first pointing to a similarity	of Two Essays About the Internet's Effects Whether the Internet represents salvation for humankind or the final nail in a self-built coffin, both authors agree the changes have been profound.	essay, the title appears with a wipe left animation as if typed text. Text appears with animated typewriter effect and sound.	
9	You find these Fair Play rules at work in the two arrangements most often used in compare-contrast essays: the subject-by-subject pattern and the point-by-point pattern.	Subject-by-Subject or Point-by-Point (level 1 heading)		
10	The subject-by-subject pattern focuses on each subject, one at a time. For example, after an introduction paragraph that provides the thesis of the comparison—the two essays are discussed separately. Note that the same criteria are used in the discussion of each essay and in the same order	Subject-by-Subject (level 1 heading) Thesis: Unlike television, the Internet increases our understanding of the world and our ability to communicate about it. “Is Google Making Us Stoopid?” 4. Attention span 5. Information access 6. Brain rewiring “Three Tweets for the Web” 4. Attention span 5. Information access 6. Brain rewiring	Text appears with a wipe left animation as if typed text. Zoom to thesis statement, pan to Google section, then pan to Tweets section.	
11	A point-by-point pattern, on the other hand, provides a side-by-side analysis of the two essays, and might look something like this. Note that the same criteria for discussion are used—attention span, information access, and	Point-by-Point (level 1 heading) Thesis: Unlike television, the Internet increases our understanding of the world and our ability to communicate about it.	Text appears with a wipe left animation as if typed text.	

	<p>brain rewiring—but now each of the three points has its own paragraph.</p> <p>Also note that “Is Google Making Us Stoopid?” always comes first in the discussion, followed by “Three Tweets for the Web.”</p>	<ol style="list-style-type: none"> 1. Attention Span <ul style="list-style-type: none"> • “Is Google Making Us Stoopid?” • “Three Tweets for the Web” 2. Information Access <ul style="list-style-type: none"> • “Is Google Making Us Stoopid?” • “Three Tweets for the Web” 3. Brian Rewiring <ul style="list-style-type: none"> • “Is Google Making Us Stoopid?” • “Three Tweets for the Web” 	<p>Zoom to thesis statement, pan to attention support section, then pan to information access section, then pan to brain rewiring section.</p>	
12	<p>The pattern you choose--subject-by-subject or point-by-point--depends on two factors: length of the paper and complexity of the subjects.</p> <p>A subject-by-subject approach provides a strong overview and simple organization. However, in a more detailed analysis, the point-by-point approach helps to keep both subjects in clear view and makes complex, technical analyses more understandable by breaking them down, point by point.</p>	<p>Which Pattern is Best for Me? (level 1 heading)</p> <p>Subject-by-Subject Advantages:</p> <ul style="list-style-type: none"> • strong overview of subjects • simple organization <p>Point-by-Point Advantages:</p> <ul style="list-style-type: none"> • keeps both subjects in reader’s focus • breaks down technical material for close analysis 	<p>Text appears with a wipe left animation as if typed text.</p> <p>Zoom and pan to each section as discussed.</p>	
13	<p>Finally, don't forget the key transition words and phrases that you will need as you weave back and forth in your analysis. <i>Likewise, in comparison, in contrast, on the other hand, however, on the contrary,</i> and many more help your reader follow along as you navigate between the topics.</p>	<p>Wordle cloud image of transition words and phrases</p>	<p>Faded zoom entrance</p>	
14	<p>EWC theme music swells</p>		<p>Fade to black</p>	