

Writing to Compare or Contrast

Screen Number	Audio Script (Close Captioning)	Text Onscreen	Visuals Onscreen / Animation Effects	Notes
1	WIA theme music	<p>Writing in Action Writing to Compare or Contrast 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 	WIA “Tornado” Flash intro	Learning objectives from “WIA Video Topics & Learning Objectives” document. 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 below Open Office control panel)	<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.</p> <p>A professor lecturing in a classroom. An APA title page zooms in with paper title “Organized Crime in Modern Italy, Japan and Russia.”</p>	
3	As you can see, the act of comparing and contrasting is basic to our lives at home, work and 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. In this type of avoid providing comparisons and contrasts <i>that do not serve a purpose</i> .	<p>Writing to Compare or Contrast Purpose:</p> <ul style="list-style-type: none"> Make a decision Solve a problem Find an answer 	<p>Text appears with a wipe left animation as if typed text.</p> <p>Bold cross out of “Mechanical listing . . .” after it appears.</p>	

<p>4</p>	<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>Traditional vs. New Age Weddings</p> <p>A list similarities and differences between the two is potentially long. But what purpose would such a list serve? <i>Without a purpose clearly stated in your thesis, detailed lists of similarities and differences serve no meaningful purpose in an essay.</i></p>	<p>Traditional vs. Nontraditional Weddings (level 1 heading)</p> <p>Purpose?</p>	<p>Faded zoom entrance for: Couple at tradition wedding Couple at New Age wedding</p> <p>Faded zoom entrance, very large and layered on top of couples.</p>	
<p>5</p>	<p>That's where the thesis comes in--the overall point you wish make as you conduct a compare and contrast analysis. In the example of traditional versus New Age weddings, your purpose could be:</p> <p>to persuade a friend or fiancé to choose one type of wedding over the other</p> <p>to inform someone unfamiliar with New Age weddings how they are different than traditional weddings</p> <p>to satirize traditional weddings as stodgy and old-fashioned, or lampoon nontraditional weddings as bizarre hippie rituals</p> <p>Once you have a clear purpose stated in your 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.</p>	<p>Thesis (level 1 heading)</p> <p>Possible thesis statements:</p> <p>Thesis: A New Age wedding is more appropriate for my friends Violet and Jayden.</p> <p>Thesis: Before choosing either a New Age or traditional wedding, a couple should understand the contrasts.</p> <p>Thesis: Telling the difference between a New Age wedding and group therapy can be tricky.</p>	<p>Text appears with a wipe left animation as if typed text.</p> <p>Animation of circle being drawn around thesis #2</p>	

<p>6</p>	<p>First, play fair. 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 three rules of fair play:</p> <p>Rule number one: When analyzing your subjects, use the same criteria for each. If in your body paragraphs you discuss the setting, attire and vows of traditional weddings, you should also discuss those same three criteria for New Age weddings, and in the same order.</p>	<p>Play Fair (level 1 heading)</p> <p>Rule #1: Use the same criteria to evaluate each subject.</p> <p>Traditional Weddings</p> <ol style="list-style-type: none"> 1. Setting 2. Attire 3. Vows <p>New Age Weddings</p> <ol style="list-style-type: none"> 1. Setting 2. Attire 3. Vows 	<p>Text appears with a wipe left animation as if typed text.</p> <p>“Traditional Weddings” appears with a wipe left animation as if typed text. Three points appear on cue next to number.</p> <p>“New Age Weddings” appears with a wipe left animation as if typed text. Three points appear on cue next to number.</p>	
<p>7</p>	<p>Rule number two: Don't try to tilt the outcome. It's fine to have a preference, but it is not fine to be biased in your presentation to readers. Conduct the comparison in a balanced manner, providing equal discussion and details for both subject, then let the facts speak for themselves.</p>	<p>Traditional Weddings</p> <ol style="list-style-type: none"> 1. Setting 2. Attire 3. Vows <p>New Age Weddings</p> <ol style="list-style-type: none"> 1. Setting 2. Attire 3. Vows 	<p>The Traditional Weddings block of text grows larger and then shrinks back down to equal size of New Age Weddings.</p>	
<p>8</p>	<p>Rule number three: Recognize that any comparison will inevitably produce similarities and differences. What you write should reflect this reality to some extent. So, for example, if your paper will focus mainly on the differences between traditional and New Age weddings, you could perhaps begin by first pointing to a few similarities.</p>	<p>Falafel Fandangos: New Age vs. Traditional Weddings</p> <p>Whether a wedding takes place on the edge of a mountain or inside a church with organ music, it joins two persons together in a relationship with legal standing.</p>	<p>On the first page of an MLA-style essay, the title appears with a wipe left animation as if typed text.</p> <p>Text appears with animated typewriter effect and sound.</p>	

<p>9</p>	<p>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.</p> <p>The subject-by-subject pattern focuses on each subject, one at a time. For example, if you are deciding between two assisted-living facilities for an elderly loved one, your outline might look something like this with a subject-by-subject pattern.</p> <p>After an introduction paragraph that provides the purpose for the comparison—to determine the better facility—Golden Manor and Horizon Villa are discussed separately. Note that the same criteria are used to evaluate each facility in the same order.</p>	<p>Subject-by-Subject or Point-by-Point (level 1 heading)</p> <p>Purpose of Comparison: to determine which assisted-living facility is better suited for grandfather.</p> <p>Golden Manor</p> <ol style="list-style-type: none"> 1. Social support 2. Quality of care 3. Financial flexibility <p>Horizon Villa</p> <ol style="list-style-type: none"> 1. Social support 2. Quality of care 3. Financial flexibility 	<p>Text appears with a wipe left animation as if typed text.</p> <p>Zoom to Purpose statement, pan to Golden Manor section, then pan to Horizon Villa section.</p>	
<p>10</p>	<p>A point-by-point, on the other hand, focuses on the evaluative criteria, providing a close, side-by-side analysis of the Golden Manor and Horizon Villa. A point-by-point comparison might look something like this.</p> <p>Note that the same criteria for evaluation are used to discuss each facility: social support, quality of care, and financial flexibility.</p> <p>Also note that Golden Manor is always first in the discussion, followed by Horizon Villa.</p>	<p>Point-by-Point (level 1 heading)</p> <p>Purpose of Comparison: to determine which assisted-living facility is better suited for grandfather.</p> <ol style="list-style-type: none"> 1. Social support <ul style="list-style-type: none"> • Golden Manor • Horizon Villa 2. Quality of care <ul style="list-style-type: none"> • Golden Manor • Horizon Villa 3. Financial flexibility <ul style="list-style-type: none"> • Golden Manor • Horizon Villa 	<p>Text appears with a wipe left animation as if typed text.</p> <p>Zoom to Purpose statement, pan to Social support section, then pan to Quality of care section, then pan to financial flexibility section.</p>	
<p>11</p>	<p>The pattern you choose--subject-by-subject or</p>	<p>Which Pattern is Better? (level 1</p>	<p>Text appears with a wipe left</p>	

	<p>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 lengthy analysis, the point-by-point approach helps to keep the both subjects in clear view and makes technical analyses more understandable by breaking them down, point by point.</p>	<p>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 focus • breaks down technical material for close analysis 	<p>animation as if typed text.</p> <p>Zoom and pan to each section as discussed.</p>	
12	<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 in your comparison-contrast essay.</p>	<p>Wordle cloud image of transition words and phrases</p>	<p>Faded zoom entrance</p>	