

Comparison/Contrast

Purpose: To investigate similarities (comparison) and/or differences (contrast) between subjects.

Organization/Structure: Categorical
Alternating (point by point)
Separate (subject by subject)

Development: Selection of elements/categories to compare/contrast
Specific Details
Examples
Illustrations
Facts
Explanations
Statistics
Descriptions
Commentary
Quotations

Style Elements: Tone (bias or evaluation, depending on purpose)
Subjective/Objective emphasis on your topic
Coherence elements: Thesis, topic sentences, transitions, repetition of key words/phrases.
Syntax (sentence variety, parallel structure)
Diction (figurative language, connotation, denotation)