

Characteristics
Item 1

Compare and/or Contrast

Characteristics
Item 2

Compare and Contrast Patterns

Item-By-Item

- Paragraph 1: Tell about the characteristics of Item #1.
- Paragraph 2: Tell about the characteristics of Item #2.
- Paragraph 3: Tell what is interesting about the attributes.

Block Style

- Paragraph 1: Tell about the characteristics of Item #1.
- Paragraph 2: Tell about the characteristics of Item #2.
- Paragraph 3: Make a comparison and tell why the comparison is interesting; OR, contrast the two items and tell why the contrast is interesting.

Point-By-Point

- Determine 3 or 4 points of interest in your comparison or contrast of the two items.
- Write one paragraph about each of these points, pointing out similarities (comparing) and differences (contrasting).



Compare and Contrast Patterns

Directions:

1. Select a topic card.
2. With a partner or team, brainstorm the characteristics of each item. Write those characteristics on the organizer.
3. Decide which Compare and Contrast Pattern you will use.
4. Complete the middle section of the organizer. *See example
Item-By-Item: List things that interest you about the items.
Block Style: List the things you will compare/contrast.
Point-By-Point: List the general discussion points.
5. Write your compare/contrast essay.

*Example: Compare/contrast Coke and Pepsi

Item-By-Item	Block Style	Point-By-Point
<ul style="list-style-type: none">• It is interesting that both recently started adding flavors.• It is interesting that Pepsi appeals to the younger generation in advertisements.• It is interesting that Coca Cola continues to support professional sports.• It is interesting that Coca Cola is served in McDonalds and Jack and the Box and Pepsi is served at Taco Bell.	<ul style="list-style-type: none">• Compare new flavors added to both Pepsi and Coca Cola.• Contrast Pepsi advertisements with Brittany Spears and Coca Cola advertisements with unknown personnel.• Compare the advertisement in the Super Bowl with the advertisement in the Basketball Playoffs.• Compare the list of fast food restaurants where Pepsi and Coca Cola are served.	<ul style="list-style-type: none">• Taste enhanced by vanilla, lime, lemon.• Advertising audience and appeal.• Franchise investment to ensure market share.

McDonalds/ Burger King	WalMart/ Target	Pizza Hut/ Dominoes	Teacher A/ Teacher B	Toyota/ Chevrolet
School lunch/ Sack lunch	Lord of the Rings/ Harry Potter	Reading a book/ Watching a movie	Sprint/Run	Cell phones/Land lines
Football/ Soccer	Long hair/ Short hair	Television/ Movie Theater	E-mail/ Snail Mail	Shopping on line/ Shopping in a Mall
Nextel/ Verizon	Dreyer's/ Ben and Jerry's	Jennifer Lopez/ Jennifer Aniston	Rap/Rock	Friends/ Will and Grace