**Class 14**: Compare & Contrast

TODAY: Process graded by Tues (**Discuss HW6 done in class on 10/10**)
Discuss Compare/Contrast essay LESSON for 200 pt ESSAY

RANDOMLY ASSIGNED your Country (group) for PRODUCT PITCH
**HW7 RANDOMLY ASSIGNED SHEET** for your foreign compare topic for that country (individual paper) for 200 pt paper: Next Quiz

**10/10: R**: **In class QUIZ HW 6** (sub): GROUP choose American product and justify for Randomly assigned country (Best HW6: everyone gets 2 pts)

**10/15: T**: Feedback on products HW6 / Compare & Contrast 2

**10/17: R**: LIBRARY:HOW to Research Cultures for business practices
 (**aka HW 7 due**)

10/22 T: Speaker from Intel / Work on Commerical Pitches

10/24 R: GROUP PRESENTATIONS DUE in class commercial pitches for randomly assigned group culture vs 0, 1 or 2 less arguments

**10/29 T**: Group grade a sample compare/contrast paper (vs EC points) +
 Randomly assigned Paper thesis & back up

**10/31 R** /Early Comp Essay due / CONF last chance help

**11/5 (MF Buffalo) T** SUB: Ultimate OSR challenge super quiz

**11/7 R INTRO to argumentative FINAL essay**
& Compare/Contrast 200 pt essay DUE

 **COMPARE & CONTRAST**

COMPARE/CONTRAST ESSAY… Look at these two cars… Broad (Primary) or Specific (subcategory) of comparison?

|  |  |  |
| --- | --- | --- |
| class12-1998-Dodge-Viper-GTS |  MileageSizeDesignSpeedColorMake/yearManual vs auto (security for millennials)Where manufacturedPriceSafetyMaintenanceWarranty | @SpeedPassenger capacitySize >>EngineLooks YES color, stripes, appealsAerodynamicsErgonomicsUpholsteryQuality durability, value, cost of parts, resellValue YES price, insurance, InsuranceMileageSafetyColorStripesSexinessDate appealCop appealPrice @  |
| class12-electriccar | LOOKPaint jobDesignUpholsteryTire schemeSizeColorOVERALLCOSTMaintenanceSticker priceInsuranceWarrantyGas cost |

Definitions: PRIMARY CATEGORY: A specific general heading for comparing something that can be broken down into 5 or more SPECIFIC subcategories

Eg: for car: appearance of a car, types of a movie genre (eg horror), a type of clothing (pants)

SUBCATEGORIES/SPECIFICS bases of comparison: the actual specifics you compare among under the same primary.

What ‘big’ PRIMARY CATEGORIES/qualities/issues//Audience Points of View can you compare these two cars for?

Eg LOOKS

What SPECIFIC SUBCATEGORIES/differences/details UNDER the PRIMARY factor of Comparison can you compare and contrast the two?
After listing: Which one is better?

EG Paint Job

If you have ever been faced with a choice between two options, you have practiced thinking in terms of comparison (how two topics are alike) or contrast (how two topics are different)

PARTS of a COMPARE/CONTRAST:

1. The two or more topics or items to be compared and/or contrasted

2. AT LEAST **ONE GENERAL PRIMARY** comparing factor or purpose

3. The **SPECIFIC** bases, subcategories, or points, of comparison or contrast. Usually need at least 5.

\*4. **Sufficient examples/evidence/DETAILS** **for each** specific comparison base or subcategory (at least two examples is standard minimum) to fully describe the nature of the similarities or differences

EXAMPLES: Russia vs America for …..

ONE MAIN CATEGORY/USE/FEATURE: \_\_Youth Culture\_\_\_\_\_\_\_\_\_\_\_\_
Under that main category, what are 5-10 bases for comparision?

1) music

2) fashion

3)dating

4)use of social media

5)cliques

Etc

You get **details** of a base category of comparison by research (online, in person, brainstorming etc.)

**HOW DOES A COMPARE/CONTRAST ESSAY LOOK?**

Beyond list type, The two versions of Comparison or contrast essays can be organized in one of two ways. The fi rst is called the

block method, also known as all for 1 compared thing-at-a-time method, Then all for #2.

point-by-point method. Each paragraph is a subcategory. Both things discussed

**The Point-by-Point Method**

Another eff ective way to organize a comparison or contrast analysis is to do each body

paragraph as one of your **bases of comparison** or contrast, covering both items for that one subtopic at a time. For example: **Diamondbacks are a better Arizona team than the Cardinals**

One paragraph :
1)Para 1: Quality of offensive players: First Diamondback then Cardinals

2)PARA 2: Quality of defensive players: First Diamondback then Cardinals

3)PARA 3: Excitement of Games: First Diamondback then Cardinals

4)PARA 4: Money produced: First Diamondback then Cardinals
5)PARA 5 Record of WINS: First Diamondback then Cardinals

6)PARA 6: ERRORS/INJURIES: First Diamondback then Cardinals

ANATOMY OF A COMPARE/CONTRAST PAPER

**I. INTRO**: has **THESIS of comparison** (remember: thesis is not a question, but a statement).

 **Sample standard THESIS of comparisons**: Usually thesis states

a)Items A and B, though both \_\_\_\_\_\_\_\_\_\_\_, are in most ways totally different.

b) Items A and B are in most ways similar or basically the same.

c)When comparing A and B for <general factors or specific categories under a factor>, it is clear that there are more similarities than differences.

d)When comparing A and B for <general factors or specific categories under a factor>, it is clear that there are more differences than similarities.

 e)Both A and B have positive and negative qualities.

 f) Items A and B cannot be fairly compared for <general factors or specific categories

under a factor>

**II. BODY OF PAPER: choose 6 subcategories / 6 paragraphs point by point arrangement of paragraphs**

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 **POINT BY POINT ARRANGEMENT**: Each paragraph, pair of paragraphs, or

section talks about a subcategory for thing 1 and for thing 2.

Next paragraph, next pair, or next section talks about next subtopic/ specific base, etc…

Example: **APPLE vs MICROSOFT for business planning in 2012**

**Base categories you choose: marketing, negotiating,**

INTRO:Your two things to compare + what Primary factor you will be comparing for [for example, **‘for business planning in 2012’**]

Paragraph 1: [subcategory 1, for example, marketing]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

Paragraph 2: [subcategory 2, for example, negotiating]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

Paragraph 3: [subcategory 3, for example, product quality]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

Paragraph 4: [subcategory 4, for example, treatment of employees]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

Paragraph 5: [subcategory 5, for example, management]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

Paragraph 6: [subcategory 6, for example, Virus resistance]

[example/details/quotes about thing 1 vs thing 2]
 Comment/Explanation on diff or similarity
[2nd example/details/quotes about thing 1 vs thing 2]

 Comment/Explanation on diff or similarity

CONCLUSION

American Commerical for International Audience (country)

|  |
| --- |
| **10 Universal TOOLS in telling story/choosing topics to hook General audience appeal** (different for each culture, may not translate between different cultures, but every culture has these ‘hooks’ for attention) |
| 1)Universal ‘human’ drama : tragedy, drama, family, loneliness, etc  |
| 2)Fantasy roleplay (eg Axe Spray, Sports Videogames) |
| 3)Ride or react to a Trend (eg Vampire genre) |
| 4)FEAR |
| 5)Celebrity or sexual or heroic character’s endorsement  |
| 6)Humor |
| 7)Desire to be successful /cool |
| 8)Intensity  |
| 9)Disarming of a Fear  |
| 10)Over the top or Controversial  |

EXAMPLES

**FAILS TO TRANSLATE because the ten tools were not used for American Audiences:**

**#1What prevents this Japanese commercial (Dole Bananas) from translating to American audiences (for selling Bananas):**

[**http://www.youtube.com/watch?NR=1&v=dpqxSBclqWs**](http://www.youtube.com/watch?NR=1&v=dpqxSBclqWs)

What fails here to work for U.S.A?

**#2: Tea for High Blood Pressure** [**http://www.youtube.com/watch?v=Q0r6LfjMYRE**](http://www.youtube.com/watch?v=Q0r6LfjMYRE)

What fails here to work for U.S.A?

**Which of the ten approaches/appeals are in effect in this commercial:**

You can combo tones for added effect:

Which are in effect?

**Magnavolt Car Alarm:** [**http://www.youtube.com/watch?v=w39o6eSI06Y**](http://www.youtube.com/watch?v=w39o6eSI06Y)

Would it work in PC America?

Sample Intro draft:
When it comes to business practices, there are surprisingly more differences between how Swedes and Americans conduct routine business practices than there are similarities. Whether its meeting etiquette, management styles, T, X, or directness in communication each has different expectations based on their dominant cultural practices.

PARAGRAPH LEVEL BREAKDOWN

Example detail paragraphs for subcategory:

SWEDEN vs USA : comparative THESIS: behavior in business

What are 6 things / subcategories to compare behavior in business between Sweden and USA

1:

2:

3:

4:

5:

6: Directness in Communication

subcategory 6 of comparison: ‘Directness in Communication’

SAMPLE F detail paragraph:

The Swedes in business are more direct in their communication. They are straight to the point and confrontational with bosses. Less so with Americans.

SAMPLE C detail paragraph. Problems? (didn’t cover both sides, and missing both detailed scenes/examples).

The Swedes, in business, are typically direct in their communication. The Swedes will directly deal with the failure of an idea or group immediately. The Swedes also challenge superiors so the boss is going to expect challenges to his opinion right away.

**SAMPLE B detail paragraph: PROBLEMS? (missing 2nd scene/example of imagined scenario)**

The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank. Americans may hesitate with PC language and trying to be diplomatic. While American business may value people who are not ‘Yes Men’, the Swedes expect every rank challenging everyone else at meetings. .

SAMPLE ‘A’ detail paragraph in comp/cont **mapped out in color**:

SAMPLE ‘A’ detail paragraph in comp/cont **mapped out in color**:

|  |
| --- |
| **In bold**: the comparison subcategory as part or the whole of the paragraph’s TOPIC SENTENCEIn **pink**: a little bit of an explanation of what the comparision subcategory sentence(s) meansIn **blue**: Detail of 1st comparison in this subcategory, with specific imagined scenario and both sidesIn **red**: Detail of 2nd comparison in this subcategory, with specific imagined scenario and both sidesIn **green**: paragraph’s closing sentence**SHADED**= the setting in a scenaro |

**The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank.** For example, if you are a business partner that is replacing the role of another division or team, the Swedes will defend your even if not a Swede yourself. While Americans may hesitate with PC language and trying to be diplomatic about **why a project failed** after a launch, the Swedes will directly deal with the failure of an idea or group as soon as the meeting begins. This is true even if the opinions in a meeting offered by a boss or manager are incorrect or weak. While American business ‘bosses’ may value people who are not ‘Yes Men’ at a strategy planning meeting, and this is similar to the Swedes, in Sweden this is expected at every meeting from everyone, and the boss is going to expect challenges to his opinion right away, so he will prepare as much as possible **and not rely just on loyalty and past social debt to power his or her win.**

**NON NEGOTIABLE: COMPARE/CONTRAST RUBRIC:**

|  |
| --- |
| **Compare/Contrast Essay RUBRIC CATEGORIES** |
| 2. Essay / stays on topic [0-5]  |
| 5. Specific details/supported by at least 2 details/ 2 examples/ 2 why’s per comparison /specific. [0-20] |
| 6. Essay breaks down into relevant paragraphs & points of comparison [0-10] |
| 8. Grammar & Spelling [0-15] |
| 9. Sentences & Paragraphs. [0-15] |
| 10. Format [0-5] |
| 11. Consistent/Builds [0-5] |
| 12. Addresses both items/diff sides in comparison[0-10] |
| 13. Cohesive/Sounds Good [0-5] |
| 15. Introduction [0-5] |
| 16. Conclusion [0-5] |

NOW REMINDER…

**YOUR TEAMS WERE RANDOMLY ASSIGNED COUNTRY**: China, Mexico, India, South Korea, Germany, Saudi Arabia or Australia.

**THOSE SPECIFIC SHEETS FOR PAPER ARE HW7 due 10/17 (Bring to library)** RANDOM ASSIGNED for PAPER business practices, youth culture, student culture, military culture, being a woman in that culture, current pop culture in that country

PRESENTATIONS! Powerpoint/Prezi/Talk through storyboard:
Choose a product
Pitch a product to investors or marketers from your assigned country

COMMERCIAL PITCH Powerpoint and then SKIT or live or powerpoint SLIDESHOW storyboard of the commercial!

Show examples

|  |  |  |
| --- | --- | --- |
| TEAM | American PRODUCT | COUNTRY |
| 1  |   | Mexico |
| 2 |   | China |
| 3 |   | Germany |
| 4 |   | Saudi Arabia |
| 5 |   | Australia |
| 6 |  | South Korea |

**ALL TOGETHER SCORING:**

Scores 1-5 for each/ max = 25 pts

6 teams = 6 x (1-5) x 5 = max of 150 pts

If teams score between 125-135 lower research assignment by 1 argument

If teams score between 135-150 lower research assignment by 2 arguments

**IN CLASS FOR THURSDAY: QUIZ / COUNTS as HW 6 (prep for the pitch)**

**AT HOME**

1a)Each Find two commercials on youtube etc **from** your group’s assigned country. Share with your group.

1b)Is there anything all those from your group have in common? A characteristic of that country? Write a group list.

**IN CLASS on a piece of paper with everyone’s name on your team:**

2) Debate and Choose an American product to pitch for your country

3)What tone do you think you will use

4)List as many good reasons as you can think of why this is an effective American product for the country?

5)Research/GOOGLE OFFENSIVE TO <your country> CULTURE:
eg offensive to South Korean culture
LIST things you knew you DID NOT want to do in your commercial (that might offend or at least not work for your audience)

**REMEMBER PRODUCT WILL BE LOCKED on Tuesday**

6)How does this work better than your competitor products?

REMAINING TIME:

<Brainstorm how you think the commercial will go>

**<Best Commercial +2 to group>
<Total scores of all pitch & commercials 0,1,2 less arguments>**

THESE NOTES ARE: CLASS 14 on newclassroom.com under handouts
COMP/CONT ESSAY DESCRIPTION: (200 pts)

**Develop HW 7** –compare/contrast your assigned country culture (China, Mexico, India, South Korea, Germany, Saudi Arabia or Australia.) vs American

By your assigned PRIMARY category: business practices, youth culture, student culture, military culture, being a woman in that culture, current pop culture in that country

**Turn into a 4-5 page**  double spaced Compare / Contrast **for 6 base comparison subcategories**.

Optional Title page but doesn’t count towards your 4 pages.

You will use online search engine research as shown in library class for HW8 but do NOT need citations…yet.

Writing Center visits for extra Credit

**HW7 is CENTRAL to being able to do this 200 pt essay**, since it almost becomes an outline for the essay, so it is important to have this done by next class!

\*VERY IMPORTANT: You must KEEP a copy of HW8 (for use in building your essay) but **you need to hand in on a sheet of paper for credit for HW 8:**

Primary comparison factor + your 6 base categories +

Your Assigned culture for comparison is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ vs American mainstream culture

\*You can get help from a librarian, etc.

\*Writing Center visit is 100% optional but c’mon… extra credit…

Your TEMPLATE FOR Exploratory Compare/Contrast in point by point format:

|  |
| --- |
| NTRO:Your two things to compare + what Primary factor you will be comparing for Paragraph 1: [base 1][example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarityParagraph 2: [base 2][example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarityParagraph 3: [base 3][example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarityParagraph 4: [base 4][example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarityParagraph 5: [base 5][example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarityParagraph 5: [base 5] [example/details/quotes about thing 1 vs thing 2+ Comment/Explanation on diff or similarity[2nd example/details/quotes about thing 1 vs thing 2] + Comment/Explanation on diff or similarity  CONCLUSION |
|  |

TUESDAY LIBRARY:

**END**

How many points period, left:

400 (essays) + 40 quiz + 30-40 for HW = 480 + GBS presentation score

Realistically, statistically, you have about (375 – 480) + presentation score

**MIDWAY MARK:**

**Can I still get a A? B? C? Should I drop?**

Must get a C or better or repeat (at least 700 pts)

HOW TO:

1)Add up all your points: HW, quizzes, Narrative, Comp/cont, extra credit.

2)Add somewhere between the low guess for a C student (375) and high guess (nothing but perfect score A’s on everything, 480)+ GBS presentation score

For example: essay: 90, 60, 80 + 70HW + 45 quizzes = 345

345 + (student thinks they are in 420 range)

Compare and Contrast ESSAYS: There are THREE TYPES

(TYPE I) Analysis Compare/Contrast: Like brainstorming/listing: **Lists or comparison CHARTS w/** all the major differences and similarities, usually as a list or analysis with no intentional judgment or purpose other than to give information. Often a starting point for someone else, maybe you, the reader/audience, to compare/contrast II or III below. Example: A website listing all the qualities of two or three Android phones

(TYPE II) EXPLORATORY Compare/Contrast essays, **INFORM, no judgment or winner given:** for a purpose or a specific audience. Writer (you) gives details and factors (the same and the different) and the reader can then make up their own conclusions. **FEATURES a specific USE or audience.**

Example: An article or review comparing and contrasting the strengths, benefits and differences of two or three android phones for ‘power users,’ ; another article for ‘budget minded general users,’ etc.

***For ENG101 you will do EXPLORATORY comp/cont essay.***

Or

(TYPE III) EVALUATIVE Compare/Contrast essays: **Compare and JUDGE against each other**, for a purpose or a specific audience. **ONE will be judged BETTER THAN THE OTHER.** Writer (you) gives details and factors but has a concluding preference they want to convince you to believe, declare one better or the winner under some primary comparison factor.

EXAMPLE: A piece of marketing, a review, or an article or review comparing and contrasting the strengths, benefits and differences of two or three android phones and declaring the ZZZZZZ the best phone out there, the best for value, etc.

Examples of different types: write a compare/contrast of….

**Two political Speeches:**

**Analysis**: a list of all the features and persuasion ‘special effects’ used by speeches on Health Care

**Exploratory**: compare Republican and Democrat speeches on Health Care

**Evaluative**: compare Republican and Democrat speeches on Health Care

to see who did the better job convincing us that they have the solution on Health Care

Compare and contrast athletes to (video) gamers

First decide if essay was just EXPLORATIVE:

OR

IF ESSAY WAS EVALUATIVE (Which is a better lifestyle, athletic or gamer)

MAIN COMPARISON CATEGORY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List 5-10 subtopics:

.

 **You can trade yours/buy a random pick for 2 pts of extra credit!**

**Compare/Contrast essay Description**: 200 pts 3 pages DUE: \_\_\_\_\_\_\_\_\_

Develop HW 8 –compare/contrast your assigned culture vs American for either: (choose 1)

**a)day-to-day, b) business culture, or c)student culture**

into a 3 page, double spaced EXPLORATORY compare/contrast essay in point by point format.

There is no ‘winning’ culture, but you need to demonstrate the similarities and differences for 5 base comparison subcategories.

You will use online search engine research as shown in class for HW8 but do NOT need citations…yet.

**HW8 is CENTRAL to being able to do this 200 pt essay**, since it almost becomes an outline for the essay, so it is important to have this done by next class!

\*On average: takes between 30 minutes and 3 hours to do HW8. The more thorough HW5 is, the easier it will be to assemble the essay from the pieces of HW5.

\*VERY IMPORTANT: You must KEEP a copy of HW8 (for use in building your essay) but **you need to hand in on a sheet of paper for credit for HW 8:**

Primary comparison factor + your 6 base categories +

Your Assigned culture for comparison is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ vs American mainstream culture

\*You can get help from a librarian, etc.

\*Writing Center visit is 100% optional