Structure for Your Comparative Analysis

In the Issues SAC you will be required to do the following:

Write ONE fluent piece of writing that analyses how three texts use written and visual language to persuade readers.

You will be given THREE texts on the same issue. Most likely you will be given:

A cartoon or an image
An opinion piece or editorial
A letter

INTRODUCTION

You need to include the following:

- Overview of the Issue
- Article One Cite article, Contention, Tone Audience & Purpose

Logical Connective (Similarly, Conversely etc)

- Article Two Cite article, Contention, Tone Audience & Purpose

Logical Connective (Similarly, Conversely etc)

- Article Three Cite article, Contention, Tone Audience & Purpose

BODY

Analyse Article ONE

- the size of the article will determine how many paragraphs are devoted to the analysis of this article

- Make sure you analyse the article chronologically. Look for key features and try to show how the author is building their argument and attempting to persuade the audience. I have highlighted in yellow the techniques that the student has highlighted in the paragraphs below.

Logical Connective (Similarly, Conversely etc)
Analyse Article TWO

- In doing so, make some simple comparisons or contrasts to previous text. For example, both articles may use comparisons; therefore you would state ‘Similar to the previous text, this letter also employs the use of comparison…’

OR, the first article may be very logical and full of reason and fact, whereas the second article may be emotive and full of appeals. You could state ‘Unlike the previous article which utilized reason and logic, this letter employs many appeals to garner reader sympathy…’

Comparisons have been highlighted below.

Logical Connective (Similarly, Conversely etc)

Analyse Article THREE

- In doing so, also make simple comparisons or contrasts to previous texts.

- Comparisons and contrasts have been highlighted below.

CONCLUSION

- Article One – Restate contention / highlight techniques used

- Logical Connective (Similarly, Conversely etc)

- Article Two – Restate contention / highlight techniques used

- Logical Connective (Similarly, Conversely etc)

- Article Three – Restate contention / highlight techniques used

- Make final statements that evaluate effectiveness of three texts. You may choose one to be more effective than the others