**1. Introduction and Thesis Statement:**

* Does the introduction clearly introduce the two subjects being compared or contrasted?
* Is the thesis statement clear, and does it present the main point or argument of the essay (how the two subjects are similar, different, or both)?

**2. Organization:**

* Is the essay organized using one of the common structures: **block method** (discussing each subject separately) or **point-by-point method** (comparing specific points about each subject one at a time)?
* Is it easy to follow the writer’s logic and transitions between paragraphs?

**3. Development of Ideas:**

* Are the similarities and differences between the subjects clearly and logically explained?
* Does the essay provide specific examples, facts, or evidence to support the comparisons and contrasts?

**4. Clarity and Style:**

* Are the comparisons/contrasts clearly stated, without confusing the reader?
* Is the language appropriate for the audience, and is the tone consistent throughout the essay?