EXAMPLE: Subject-Focused Structure

A topic sentence states both topics to be compared or contrasted.

There are key differences between academic and professional writing. For example, academic writing is generally structured differently than professional writing. Academic papers usually include traditional, well-developed paragraphs.

Topic A

Topic B

Transitional words or phrases indicate the differences or similarities. Additionally, academic writing uses the more objective third-person point-of-view, such as the use of "he, she, or it." Lastly, academic writing uses a formal tone. On the other hand, professional writing often contains short direct paragraphs with bullet points to highlight key ideas. Another key difference between the two styles is that professional writing uses the first-person point-of-view, or use of "I," so that the communication comes directly from the author. Similar to academic writing,

A conclusion sentence explains the relevance of the comparison and contrast.

professional writing requires a serious tone in order to gain the respect of the reader.

No matter which type of writing you are creating, it is most important to tailor your writing to fit the expectations of the genre so that your message will be well received.

EXAMPLE: Point-Focused Structure

A topic sentence states both topics to be compared or contrasted.

Transitional
words or
phrases
indicate the
differences
or
similarities.

There are key differences between academic and professional writing. For example, academic writing is generally structured differently than professional writing. Academic papers usually include traditional, well-developed paragraphs, whereas professional documents often contain short direct paragraphs with bullet points to highlight key ideas. Additionally, academic writing uses the more objective third-person point-of-view, such as the use of "he, she, or it," while professional writing uses the first-person point-of-view, or use of "I," so that the communication comes directly from the author. Both styles of writing, however, require a formal tone. Similarly, academic and professional writing both employ a serious tone required in formal writing to gain the respect of the reader. No matter

which type of writing you are creating, it is most important to tailor your writing to

fit the expectations of the genre so that your message will be well received.

A conclusion sentence explains the relevance of the comparison and contrast. Point #3

Point #2

Point #1

Practice 8.1: Language for Comparing & Contrasting

Find the language used to indicate that the author is comparing/contrasting the two systems.

In terms of their hardware, both the PS4 and the XBOX ONE use the same Central Processing Unit (CPU); however, they use different Graphic Processing Units (GPU). Many games have been published on both platforms, however, they perform better on the PS4. For instance, Call of Duty: Advanced Warfare can be launched perfectly at 1080p on the PS4. On the other hand, it can only be launched at 1080p and dips to a lower resolution occasionally in multiplayer mode or during heavy action scenes on XBOX ONE. Although they both have 8GB RAM, PS4's RAM allows it to create more tasks simultaneously. Furthermore, PS4 has 7.1 Surround Sound on Audio, producing more dramatic sound effects, which is important for the users' experience.

Practice 8.2: Writing Source

	Apple AirPods 2019	Apple AirPods 2021	Apple AirPods Pro 2022 with MagSafe case (USB-C)
	Customer Rating: 4.8 / 5	Customer Rating: 4.7 / 5	Customer Rating: 4.9 / 5
Battery			
Battery life (headphones)	5 hr(s)	6 hr(s)	6 hr(s)
Battery charging	Lightning, In the case	Wireless charging, Lightning	In the case, USB-C
Battery life (in case)	19 hr(s)	24 hr(s)	24 hr(s)
Maximum Battery Life	24 hr(s)	30 hr(s)	30 hr(s)
Weight	4 g	4.28 g	5.3 g
Bluetooth version	5.0	5.0	5.3
Microphone characteristics			
Directional characteristics		Omni-directional scanning	Directional sensing
Type of headphones			
Design	pits	pits	earplugs
3D/AR		3D model + AR model in iOS app	
Features and functions			
IP Code		IPX4	IP54
Functions	Voice Assistant, Taking calls, Track shuffle, Ambient sound, Hi-Res audio	Voice Assistant, Track shuffle, Taking calls, Ambient sound, Hi-Res audio	Track shuffle, Taking calls, With volume control
Other features	True Wireless	True Wireless	Exchangeable earbuds, True Wireless
Price incl. VAT	3 290,-	4 690,-	6 290,-