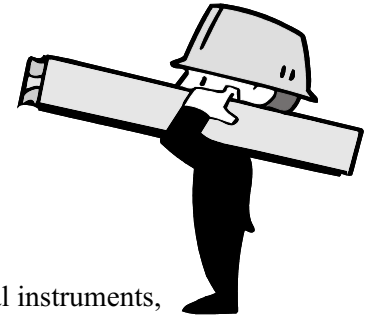


**Section 11.4, continued**  
**Comparing and Contrasting**  
**Research Sources**



**Example 4:** Read the research information from these two sources.

**Source 1**

**Types of Steel**

- Stainless steel – used in cookware, cutlery, hardware, surgical instruments, and appliances
- Tool steel – used in hand tools, such as axes and pickaxes, metal cutting tools, and stamping dies
- HSLA steel – used in cars, trucks, cranes, bridges, and other high stress structures

**Source 2**

Steel, one of the most widely used metals in modern society, is a metal alloy made of iron and small amounts of carbon or other elements. Different types of steel vary in strength, hardness, and corrosion resistance. These different types are created by adjusting the percentage of carbon as well as by adding additional metals to give it various qualities.

**In comparing these two sources, how would you organize and present this information in a research paper?**

- A. Use source 1 to define each type, and use source 2 to describe a process.
- B. Use source 2 to give a definition and general information, and use source 1 to provide examples.
- C. Determine the main idea in both sources, and compare and contrast the information.
- D. Extract the examples given in both sources, and classify the examples into appropriate categories.

In this case, all you need to do is to understand what each source is giving you. Source 1 gives examples of uses for different types of steel. Source 2 gives a definition for steel and gives a general explanation of how different types are made. You should see that **answer choice B** is correct.

**Example 5:** Read the research information from these two sources.

**Source 1**

**Types of Steel**

- Stainless steel – contains a high chromium content and is resistant to stains, rust, and corrosion
- Tool steel – known for hardness, resistance to abrasion, and ability to hold a cutting edge
- HSLA steel – contains only a small percentage of carbon and has high strength

**Source 2**

Steel, one of the most widely used metals in modern society, is a metal alloy made of iron and carbon. In the modern steelmaking process, iron is converted to steel by blowing nearly pure oxygen into molten iron to lower the carbon and impurity content.

These sources are slightly different. Source 1 gives more specific definitions of the types of steel, and source 2 explains part of the modern steelmaking process. With the answer choices from Example 4, an accurate contrast of these sources would be **Answer choice A**.

### General Advertising Guidelines



Almost all advertising is designed to do similar things:

- It **introduces** the product or service.
- It wants the audience to **trust** the information being given.
- It wants to convince the audience that they **need** the product or service.
- It creates a sense of urgency to **buy now**.
- It wants the audience to **remember** the product or service for future purchases.

Of course, not all advertising does all of these things all of the time, but these are general things that most advertisements will do.

Now, think for a minute about all the television or radio commercials that you can recall. What do you remember about these commercials? Likely, you remember a clever or catchy saying or a company slogan. Many advertisements will include sayings or slogans to help you to remember the product, company, or service, and many of these are persuasive in nature.

The general purpose of all advertising is to get you to buy, but they appeal to specific desires. The advertisement will use persuasion to target that specific desire, so the beginning, middle, and end will be consistent. For example, is a product supposed to make your life easier? Then all the parts of the advertisement will try to persuade you of that idea. Does the advertisement have a theme? Then the beginning, middle, and end will likely have that same theme. Consider the following examples.

**Example 1:** Read the following script for a television commercial.

Stress! It's the common complaint of most people — young, old, and everyone in between. What does stress do? It tightens your muscles and gives you headaches. What can you do? Order our newly-designed, patented NeoNeck Massager. Made from organic cotton and pure, soft plasticine, it will send gentle vibrations in an even flow to relax your tight muscles. Get the NeoNeck Massager today; it won't rub you the wrong way!

This commercial appeals to people who need to relieve stress from tight neck muscles. It implies that people of all ages have stress, so everyone needs this new product. Notice the catchy ending. It rhymes, and the ending “it won't rub you the wrong way” includes an **idiom** (a common saying) as a play on words. Using rhyme and an idiom helps the audience to remember the advertisement. Remember, catchy endings are common ways to end commercials, especially when a company or product wants you to remember it for future purchases.

Commercial endings will often have catchy phrases. These phrases may use a play on words, such as using an idiom; they may rhyme; or they may use a repetition of sounds. Example 1 uses both an idiom and rhyme. A repetition of sounds may be something like “Test drive a Toyota today!”

## Section 12 Review, continued

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- (A) (B) (C) (D) 9. Read the script for a television commercial.

Nothing says “Happy Birthday” like a homemade cake with luscious icing and colorful decorations. Store-bought cakes can be dry and tasteless, but making one from scratch takes too much time. Pick up a homemade, custom-designed cake from The Cake Place. Call in an order, and it will be ready for pick up in 30 minutes or less. Choose any cake and icing flavor, and pick one of many hundreds of designs. Party decorations, favors, and supplies are also available to make any party a complete success.

Which is the most effective and persuasive conclusion for this commercial?

- A Try The Cake Place for your next birthday cake, and you’ll love it.
  - B Planning a birthday party is a piece of cake with The Cake Place.
  - C Order your next birthday cake from The Cake Place instead of buying one from a supermarket.
  - D The Cake Place isn’t your ordinary bakery.
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- (A) (B) (C) (D) 10. Choose the most appropriate and effective catalog description.

- A The amazing new LazR phone offers the most advanced cell phone technology. Like magic, you can be connected to anyone in the world at the lowest prices ever. The LazR offers an All-of-It plan that includes unlimited minutes, texting, web browsing, picture messages, email, video messaging, GPS, and more. All you’ve ever wanted in a cell phone can now be yours with LazR.
- B I signed up for a LazR All-of-It plan, and it is amazing. I never dreamed so much technology could be in such a little package. All my friends are envious of all the features included on my LazR. The GPS is the best. If you get one, you won’t be sorry.
- C The new LazR phone with all its technology is amazing. People with little technology know-how may have some problems at first, but those can all be worked out. There are so many features with this phone that it will please everyone, and the All-of-It plan is priced low for every budget. Everybody needs a LazR.
- D You will want a LazR phone when you see all the features it has to offer. Besides having the features of a regular cell phone, the LazR has GPS and more. The All-of-It plan is affordable for what it offers. You will be so glad you have this phone that you will want to show it off to all your friends. Then they will have to have one, too, and you can share its technology.