

	CCP (3h, 400w)	Centrale (4h, 500w)	X (4h, 600-675w)
<u>title</u>	key words and info (who/ what/ where/ when)	same	+ funny/ clever concentrate on <u>where</u>
<u>intro</u>			
opening sentence "problématique"	opening sentence within corpus simple, binary or like Centrale	same To what extent What does x reveal about y?	same like Centrale
Intro of docs	Detailed intro of docs	Brief intro of documents Type of doc*/ point of view	same same
introduce plan	yes	don't introduce plan	introduce plan
<u>argument</u>	2/3 or more paragraphs document 1, 2 etc	at least 3 paragraphs refer to the documents by name	like Centrale same
<u>conclusion</u>	yes	no	yes
<u>number of words</u>	yes	yes	yes

Types of document/ point of view*: who is the document written/designed by? Who for?

Newspaper articles

To be mentioned if the document is **not** a news report

editorial/ leader/ view: point of view of newspaper/ unsigned / often problem + solution

opinion piece/ column/ op-ed: signed / expert or journalist / acknowledged or subjective point of view. Who is the expert? How does their field of expertise help us to understand the document?

news report/ business news/ sports news etc: supposedly neutral account of an event.

Other

Fiction (for example, an extract from a novel), or it could be song, a poem or a screenplay (transcript)

There's almost always a subjective "inner" point of view about the subject in question (a character experiences the issue in question): do not treat this as if it were a newspaper article! It allows the reader to imagine a possible world in which...../ to examine the notion of x

Non fiction: an autobiography, a study on x, a textbook, an article from an academic journal, an abstract, a book review...

Advertising: a commercial/ an ad, advert; a political campaign ; a public health information campaign ; an advertising feature...

Visuals : a painting, a poster, a photo, a screenshot, a cover, a cartoon, a sculpture (a photo of a sculpture) a graph, a pie chart, a bar chart...