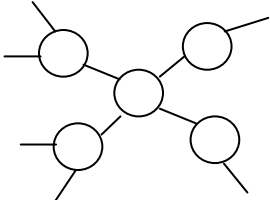
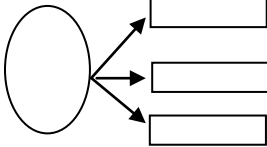

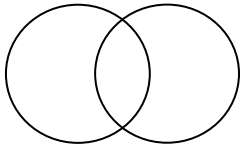
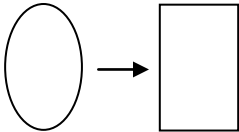


Types of Text Structures in Informational Texts

Text Pattern	Definitions	Key Words	Graphic Organizer	Example by Genre Informational Text/Expository
Description	Descriptive details about characteristics, actions, etc.	Descriptive adjective and words like on, over, beyond, within		<p>The neuroscience wing at Emory University Hospital in Atlanta is the epicenter of the neuromarketing world. Like most medical wards, it is filled with an air of quiet, antiseptic tension. On a recent visit, in the hallway outside an M.R.I. room, a patient milled around in a light blue paper gown. A doctor on a bench flipped through a clipboard and talked in soothing tones to a man in glasses, a young woman anxiously clutching his arm.</p>
Problem/Solution	Sets up a problem and its solution	Propose, conclude, a solution, the reason for, the problem or question		<p>Marketers in the United States spent more than \$1 billion last year on focus groups, the results of which guided about \$120 billion in advertising. But focus groups are plagued by a basic flaw of human psychology: people often do not know their own minds. In contrast, M.R.I. scanning offers the promise of concrete facts -- an unbiased glimpse at a consumer's mind in action.</p>
Time/Order Chronological	Gives information in order of occurrence	First, second, before, after, finally, then, next, earlier		<p>In the series of TV commercials from the 70's and 80's that pitted Coke against Pepsi in a blind taste test, Pepsi was usually the winner. So why, Montague asked himself not long ago, did Coke appeal so strongly to so many people if it didn't taste any better? Over several months this past summer, Montague set to work looking for a scientifically convincing answer.</p>
Comparison/Contrast	Looking at two or more items to establish similarities/differences	While, yet, but, rather, most, same, either, as well as, like, and unlike, as opposed to		<p>He assembled a group of test subjects and, while monitoring their brain activity with an M.R.I. machine, recreated the Pepsi Challenge. His results confirmed those of the TV campaign: Pepsi tended to produce a stronger response than Coke in the brain's ventral putamen, a region thought to process feelings of reward.</p>
Cause/Effect	Give reason/explanation for happening	Because, since, if/then, due to, as a result, for this reason, on account of, consequently		<p>So Montague repeated the experiment with a small variation: this time, he announced which of the sample tastes were Coke. The outcome was remarkable: almost all the subjects said they preferred Coke. Apparently, the subjects were meditating in a more sophisticated way on the taste of Coke, allowing memories and other impressions of the drink -- in a word, its brand -- to shape their preference.</p>